Based on social identity theory and emotional infection theory, this paper explores the influence and mechanism of online group purchasing behavior

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Abstract. With the popularization of China's Internet and the change of consumers' shopping habits, a large number of group purchasing events have emerged on the e-commerce platforms, which has drawn close attention from the academic community. In order to reveal the occurrence of events to study such issues, this paper from the common perspective of social identity theory and emotional infection theory, in-depth analysis of corporate social responsibility perception on the network group purchasing behavior may have an impact, through theoretical reasoning, corporate social responsibility perception to reveal the cause of network group purchasing behavior is of great significance.

Keywords: corporate social responsibility perception; Self-identification; Emotional infection; Online group buying behavior

1 INTRODUCTION

The development of e-commerce has changed the shopping habits of Chinese residents, and the phenomenon of netizens snapping up specific products frequently occurs, such as Zhejiang University alumni snapping up Linhai Yongquan tangerine, Master Kong pickled cabbage quality problems after netizens snapping up white elephant instant noodles, etc., there are more phenomenon events -- domestic brand Hongxing Erke's donation behavior during the catastrophic flood in Zhengzhou, so that all its sales channels of products are out of stock. When there is a group consumption behavior in the network, the relevant information will be quickly spread through the network media, and at the same time, relying on the huge scale of netizens to further improve the influence of the event, resulting in different degrees of social impact. This kind of group consumption behavior is sudden and spreads rapidly, making it difficult to track the development process of the event. Such a "black box" mechanism has attracted the attention of relevant scholars. At present, the aca-demic community mostly carries out case analysis of a single event from the perspective of brand marketing, focusing on explaining the relationship between consumer interaction and brand, and studying the promoting effect of consumer emotional expression on brand identity, etc., but fails to further clarify the basic law of the occurrence of such events. However, the

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establishment of a holistic perspective with one kind of event as the main body of research is helpful to find the commonality of online group purchasing behavior.

Online group purchasing behavior belongs to consumer behavior, which has the characteristics of company behavior as the fuse of events. According to the con-cept of corporate governance, enterprises are required to assume due responsi-bilities and actively participate in social interaction while pursuing profits.[1] From the perspective of corporate social responsibility, the above related events are analyzed. Hongxing Erke's charitable donation to the disaster area, Linhai Yongquan Tangerine Enterprise's help to the community for non-profit purposes, and White Elephant's strict compliance with industrial food safety production standards are all typical corporate social responsibility behav-iors. Enterprises disclose their own social responsibility information on online social media, and are perceived by consumers through the network, which realizes the connection between enterprises and consumers. Actively fulfilling their social responsibilities can improve the resistance of the company's stock price to crisis events. By fulfilling social responsibility, enterprises can gain support from con-sumers, thus generating competitive advantages and contributing to productive transactions. The cultural characteristics of Chinese consumers further ensure the effectiveness of corporate social responsibility perception.[2] Relevant studies have shown that, influenced by Chinese traditional culture and collectivist culture, Chinese consumers support national brands by buying do-mestic products. Therefore, exploring the impact of corporate social responsibility perception on online group purchasing behavior is of great significance for further revealing the formation mechanism of online group purchasing behavior.

The occurrence of online group purchasing behavior has realized the scale upgrade from individual behavior to group behavior. In this link, unknown factors affect the scale of events. Studies have shown that in the process of online group buying behavior, consumer sentiment plays a certain role in promoting it. On the one hand, when participating in social interaction, people tend to be consistent with the emotional states of others, including imitation of facial expressions and physical changes caused by emotional arousal. Emotional imitation and assimilation is also one of the internal driving forces underlying individual behaviors[3]. On the other hand, the information transmitted on the Internet is not only factual information, but also complex emotional signals and emotional infor-mation, which will cause changes in crowd emotions during the communication process[4], thus increasing the scale of in-fluence on users of online media. Researches on group behavior believe that emotion is an important feature of group behavior. The theory of emotional infection points out that people tend to be consistent with the emotional states of people they interact with. Similarly, consumers can experience such emotional infection when processing online information, and gradually homogenize the emotions of the whole group[5]. From the perspective of individual emotions to group emotions, the basis of online group buying behavior is explained. Generally speaking, online group buying behavior is often regarded as impulsive consumption behavior, and impulsive consumption itself has the characteristics of emotion. Previous studies have shown that impulse buying is essentially an emotionally-guided hedonic process, and positive emotional states have a greater impact on impulse buying than negative ones[6], which confirms the close relationship between emotions and

online group buying behaviors. To sum up, the theory of emotional infection can explain how online consumers upgrade individual emotions and behaviors into online group events through emotions, and provide theoretical support for the occurrence of online group purchasing behaviors.

2 LITERATURE REVIEW

2.1 Perception of corporate social responsibility

The perception of corporate social responsibility is originally based on the psychological cognition generated by consumers after they understand the information of corporate social responsibility, and is defined as a consumer's reaction to the specific implementation of corporate social responsibility activities, and forms the overall impression of consumers on corporate social responsibility[7]. With the development of the company's business philosophy and the upgrading of the company's external communication channels, the perception of corporate social responsibility is also endowed with a new era connotation. The information released by enterprises in the official media and the public media have different priorities. The official media put more emphasis on the value of the event itself, while the public media pay more attention to consumers' evaluation of the event. As a result, the academic research on relevant issues is divided into two perspectives: focusing on objective value and focusing on consumers' evaluation.

2.2 Online group purchasing behavior

An online group refers to an Internet user group composed of two or more users who share similar characteristics, common goals and values, and among whom there is a strong sense of identity and belonging. The environment a group lives in and the interaction with group members will affect its behavior, which in turn will affect the group behavior. Online group purchasing behavior is a special part derived from group behavior. Compared with group behavior, it has greater similarities in inducing factors, basic demands and group psychology. At the same time, it has the characteristics of low cost of group participation, high interaction efficiency, civil and voluntary, and it has the unique network and symbolic characteristics of network environment. In terms of action subject, activity field, organization mode, generation mechanism and influence degree, it is quite different from traditional group behavior. As a kind of social habit, mobile social network users will forward information published by other users to other relevant users or groups after receiving it. Based on previous studies by scholars on its causes and characteristics, this paper defines mobile social network as the phenomenon that people, influenced by certain event information, gather on the network to publish positive speech information about the purchase of related products, interact with other members of the network through comments, forwarding, purchasing and sharing, and then trigger a large number of netizens to spontaneously purchase the product.

3 THEORETICAL DERIVATION

3.1 Corporate social responsibility perception and online group buying behavior

This paper holds that corporate social responsibility perception has a positive predictive effect on online group purchasing behavior. Specifically speaking: First, CSR perception can reduce consumers' perceived risks and strengthen consumers' purchasing behaviors. Corporate social responsibility information is a positive signal that enterprises show to the outside world that they are willing to assume social responsibility, reduce the negative evaluation of the outside world on the pursuit of interests of enterprises, establish a good corporate image in the minds of consumers, enhance consumers' trust in the products of enterprises, reduce consumers' perceived risk of purchasing the products of enterprises, and stimulate the purchase behavior. Secondly, corporate social responsibility behavior can improve corporate reputation, which can be recognized by consumers and have a positive impact on purchasing behavior. Self-identity and emotional infection.

3.2 Self-identity and emotional infection

This paper argues that self-identity and emotional infection play a chain mediating role in the impact of CSR perception on online group purchasing behavior: First, individual identity is the first stage of online group purchasing behavior, and individuals understand their identity by placing themselves in the social environment[8]. Consumers' perception of corporate social responsibility realizes individual consumers' perception of the "patriotic" characteristics of enterprises. When the "patriotic" characteristics are in line with consumers' expectations and recognition, individuals will generate positive emotions based on the consistency of this "identity" in self-evaluation. This kind of "identification" is also an important psychological basis for the generation of network group behavior, which can reshape the emotional experience and information perception of the information audience and affect the behavioral intention of people in the group. Secondly, emotional infection is the second stage that triggers the buying behavior of the network group. Physical objects have been shown to be a powerful tool of self-expression, and people are more satisfied when they consume products that are consistent with their identity[9]. Satisfaction helps individuals generate positive emotions, and according to the rules of emotional transmission in the network, positive emotions can infect a larger group[10], making it an irrational group with unified "patriotic" emotions. When individuals are in a group environment, they will quickly show extreme imitation and gregarious[11], and will make judgments and behaviors based on their current emotions. Under the mutual influence of the group, impulsive consumption behavior is more likely to sublimate into consumers' support for national brands under the influence of collectivist culture and "patriotic" emotions. Therefore, it can be inferred that in the context of online group behavior, consumer self-identification can promote emotional infection, and then affect consumers' online group purchasing

behavior. The two variables of self-identification and emotional infection can play their roles as internal mechanisms in turn.

4 CONCLUSION

First, enterprises can carry out social marketing innovation, using their own social responsibility related information to trigger online group purchase behavior. Enterprises can take advantage of their long-term commitment to social responsibility established reputation, seize the opportunity of other competitors in the industry into the crisis of public opinion. Enterprises can take advantage of their social responsibility attributes to carry out community marketing, distinguish themselves from crisis enterprises, meet consumer demand with a good image, and realize the occurrence of online group purchasing behavior.

Second, enterprises can seize the theme of The Times, stimulate consumers' self-identification, and improve the success rate of group purchasing behavior. Consumers' personal values are often influenced by mainstream values, and people with the same values gather to form the theme of The Times. Enterprises should focus on identifying the mainstream values of The Times, interpret their own social responsibility behavior from the perspective of mainstream values, and use this as a publicity point to stimulate consumers to understand the enterprise and achieve common progress of enterprises and consumers.

Third, when stimulating the dissemination of consumer emotions, we should start from the individual attributes of consumers and use "identification" to stimulate consumer emotions. As a state of human beings, emotion is the product of individual interpretation of external stimuli. Enterprises can take "identification" as the key point, do things in line with consumers' self-expectations, and help consumers realize the pursuit of self-personality, so as to stimulate consumers' positive emotions.

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