Research on the Impact of Social Media User Sharing on Customer Consumption Behavior

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Abstract. Based on the background of social media marketing, this paper combines the technology acceptance model, customer perceived value theory and information adoption theory as the theoretical basis, and uses the questionnaire survey method to explore the impact of social media user sharing on customer consumption behavior.

Keywords: Social media marketing; Consumption behavior; Perceived value

1   INTRODUCTION

In social media marketing, consumers are no longer just recipients of marketing information, but can participate in the dissemination, communication and even manufacturing of marketing information. More and more users are willing to share their creative content on social media platforms, and directly or indirectly participate in the creation and dissemination of product information. Enterprises can publish marketing content through cooperation with users, including but not limited to paying for promotion costs, and giving high-quality products to users. Spontaneous sharing behavior. But too obvious marketing promotion is more and more difficult to get the trust of customers, they often skip the ' meal ' content. When they really need to search for product information to make consumption decisions, they are more willing to refer to the shared content of ordinary users who are less likely to produce ' meals ' behavior. Enterprises should think about how to attract consumer groups through reasonable social media marketing methods and cultivate them to become loyal customers in order to obtain long-term customer value.

2   HYPOTHESES

Based on the existing research results, combined with case studies and in-depth interviews, Wiedemann et al. (2009)1proposed that in the context of social media, there are two marketing activities that use economic incentives and do not use economic incentives. Both can achieve the purpose of improving brand value, improving corporate value, and improving customer loyalty. According to the research of Netpop Research, 92 % of the Internet users in mainland China are using social media, and 76 % of them

will share what they are interested in with their friends, which shows that social media is not only an entertainment tool, but also a marketing tool that affects consumers ' consumption decisions.

Agarwal Pankhuri (2021) 2and others used two research methods, questionnaire survey and interview, to examine the impact of social media sites on users ' transfer behavior when they want to buy something online. According to the research results, Instagram has a significant impact on customers ' purchase decisions when it comes to specific products. Chen Xi (2021) 3used SPSS and AMOS to analyze the impact of customer motivation on brand experience and customer engagement behavior, examined the mediating role of brand experience in the relationship between customer motivation and participation behavior, and conceptualized customer motivation from multiple dimensions such as information seeking, entertainment, and social interaction. Samer Elhajjar (2020)4 studied the impact of social media addiction on consumer behavior, emphasized the impact of social media addiction on buyer behavior, and pointed out that social media addiction has an impact on brand purchase behavior and attitude.

There are a large number of ordinary users and massive shared content in social media platforms5. The shared content generated by users often involves the personal experience of products and services6. It is usually more real than the information generated by enterprises, which can affect or even change the perceived value of consumers7. This paper proposes the following hypothesis :

H1 : The quality of content shared by users has a positive impact on consumers ' perceived value.

H2 : Customer perceived value plays a mediating role between content quality and consumer behavior.

H3 : The user 's popularity has a positive impact on consumers ' perceived value.

H4 : Consumers ' customer perceived value plays an intermediary role between popularity and consumption behavior.

H5 : The degree of interaction between users and consumers has a positive impact on consumers ' customer perceived value.

H6 : Consumers ' customer perceived value plays an intermediary role between the degree of interaction and consumer behavior.

H7 : The professionalism of users has a positive impact on consumers ' perceived value.

H8 : Consumers ' perceived value plays an intermediary role between professionalism and consumer behavior.

H9 : Customer perceived value has a positive impact on consumer behavior.

H10 : Perceived usefulness has a positive impact on customer perceived value.

H11 : Perceived ease of use has a positive impact on consumers ' customer perceived value.

3   METHODOLOGY

This study mainly uses questionnaire survey as a tool to explore the influencing factors of social media user sharing on college students ' consumption behavior. This study used the questionnaire star to write and publish the questionnaire, and forwarded the diffusion questionnaire through WeChat, QQ, Weibo and other social media platforms. After recycling, a total of 199 questionnaires were collected. According to the first part of the questionnaire, 5 invalid questionnaires were screened out, and a total of 194 valid questionnaires were collected.

4   RESULTS

Regression analysis can explain the strength and direction of the relationship between variables. This paper constructs a multiple linear regression model of user sharing characteristics, social media platform characteristics and consumer behavior to verify the hypothesis and the relationship between different variables. Regression analysis of independent variables and mediating variables, the results are as follows.

Table 1. Results of linear regression analysis

	Perceived value
Perceived ease of use	0.092
Perceived usefulness	0.122
Content quality	0.221*
Professionalism	0.166*
Degree of interaction	0.291**
Famousness	0.025
R^2	0.802
Adjusted R^2	0.789
Model F	60.664***

After using SPSS to perform hierarchical regression analysis on independent variables, mediating variables and dependent variables, the results are as follows.

Table 2. Results of linear regression analysis

	Consumer behavior		
	Model 1	Model 2	Model 3
Gender	-0.079	-0.010	0.031
Age	-0.719**	-0.285	-0.262
Education	1.221**	0.471*	0.491*
Time of use of social media	0.090	0.016	-0.031
Monthly disposable income	-0.029	-0.031	-0.048
Perceived ease of use		0.064	0.053
Perceived usefulness		0.069	-0.009

Content quality		0.400**	0.285*
Professionalism		0.224*	0.132
Degree of interaction		0.167	0.055
Famousness		-0.013	-0.017
Perceived value			0.455**
R^2	0.156	0.715	0.743
Adjusted R^2	0.110	0.678	0.707
Model F	3.375**	19.355***	20.066***

From the results of Table 1 and Table 2, it can be seen that H1, H2, H5, H7, H8 and H9 pass the test, and H3, H4, H6, H10 and H11 do not pass the test.

5   DISCUSSION AND IMPLICATIONS

The quality and professionalism of the content shared by users have a positive impact on consumers ' perceived value, and can further affect consumer behavior, while the popularity of users who publish shared content cannot affect consumers ' perceived value. This reflects that consumers have their own independent thinking habits. They will not choose to trust or distrust the sharing content of a user because of the number of fans, but pay more attention to the quality of the content shared by users and the professionalism of users, thus affecting their own value judgment of a product. When consumers are faced with different levels of fans and a large number of interactive barrages and comments, they cannot get enough trustworthy real information to convince themselves, so the degree of interaction cannot significantly affect their consumption behavior. High-quality sharing content and professional commentary or sharing will increase their trust, positively affect their perceived value of the product, and then affect their consumption behavior.

As a technology that has been popularized in recent years, social media has been continuously improved in its types and functions. For consumers, there is no difficulty in using it. Therefore, perceived ease of use has no significant impact on its perceived value. In today 's era, consumers have long been accustomed to searching for useful information in social media, and will not change their perception of product value because of the ability to search for target information. Therefore, the perceived usefulness of social media platforms can no longer significantly affect consumers ' perceived value of a product.

6   CONCLUSIONS

On the basis of previous studies, this paper explores the impact of social media user sharing on customer consumption behavior, conducts empirical research, and puts forward corresponding suggestions according to the results of empirical test. It provides a reliable basis for enterprises to improve social media marketing activities. In addition, this study helps enterprises to find out the key factors of social media marketing strategy and the negative factors that need to be avoided or improved, so as to

adjust the social media marketing strategy of enterprises, maintain a good relationship with consumers, and promote the generation of consumer purchase behavior.

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