



The Influence of the Social Media-Why Has Social Media Become so Popular and the Risk It Brings

Yunyan Zhang^(✉)

Suzhou Foreign Language School, Suzhou 215011, Jiangsu, China
2816214045@qq.com

Abstract. This paper insights into why social media is so popular these days. At the same time, it also illustrates the disadvantages brought by social media in such an environment. People use social media in many ways and there are many different kinds of social media software available today. This article will choose several types to explore in depth. In this work, people can have a more comprehensive understanding of the influence of social media. This is something that has not been summarized before. Moreover, this article can greatly reduce the time and energy of people constantly wandering around various websites and libraries looking for relevant materials.

Keywords: The influence in social media · the disadvantages · why so popular · websites

1 Introduction

The apps about the social media are becoming more and more popular and important. It plays a role of communicating channels which can be used for individual consumers to build content, separate materials, share their thoughts, give their opinions, and use information and knowledge. This new way is leading a power shifting among the information of the tradition and customers and the information producers. The social medias such as Twitter, Facebook and instagram, began to designed to allow customers to connect with other consumers based on a usual habit and build or join virtual communities. Now, it is not enough just one social media alive in the world. The producers should encourage or to have more things which can help them to attack others to share content again and again [1]. The advertisement of the social media is estimated to increase at average rates of 12% to 19% per year from 2018 to 2021, almost to US\$177.6 billion by 2021. As a result, the influence to people will also changes a lot in many parts such as the shopping ways or hobbies, the time spending on the phone and so on. The motivations of the consumers to use social media also becomes more wider and attractive. For example, the markers use the apps which is about social media. For example, TIKTOK or the Instagram, to improve their products and customers will use them to improve themselves. This is also can be called Leverage game mechanics. Communication with friends in different ways,

© The Author(s) 2023

R. B. B. M. Hussain et al. (Eds.): ICHSSR 2023, ASSEHR 765, pp. 1655–1661, 2023.

https://doi.org/10.2991/978-2-38476-092-3_212

watching hilarious short video just for fun, watching live shopping to buy things for less money. Moreover, what can be even more interesting can be consumers might find there is no meaning in browsing videos on social media after usage. For example, there are lots of low quality videos in some social media, low satisfactions, lacking a sense of meaningfulness are all very common problems among the websites.

Previous research has suggested several ways aiming to raise consumer satisfaction in social media. Firstly, it is proposed that thrust of consumer for Internet sellers should be fostered. Social media site design can also influence customers' perceptions of the quality of their e-services. Optimization for search engine is another key quality to improve customer satisfaction. Apart from that, creating a shopping environment conducive to the convenience element can also help to widen the consumer base. There are other approaches that focus on improving the quality of systems and information, together with approaches preventing asymmetric information. Although a large number of studies have examined the increasing complexity of customer satisfaction with online services, most have taken a simplified view of the impact of individual factors on customer satisfaction, such as risk, shopping experience, quality of service, trust, website design, and product features. Previous studies lack a comprehensive framework to examine the operation of e-commerce from multiple perspectives. Such a framework provides a clearer picture of e-service quality. Online shops are struggling to improve customer satisfaction with their services, but technical factors (such as website design) will not keep customers satisfied. Considerations among business and customer factors also need to be made. In the business-to-consumer (B2C) environment, customers' perceived online shopping attitude, perceived risk, innovation, impulse buying and perceived convenience are important consumer characteristics. A rising amount of shops are using social media to attract customers and boost their satisfaction through word of mouth. The marketing factor of word-of-mouth strategy is becoming more and more important for B2C business. The technical elements of the websites which is on the Internet, including information, systems and quality of service, are fundamental to the success of delivery of the service. It is essential to assess the likely impact of these three determinants when consumers buying at both target and competitor stores, as comparison shopping becomes the norm.

Price sensitivity is an individual difference variable that describes how individual consumers respond to changes in price levels on social media. Each customer has a certain range of price acceptance, and different customers have different limits on how they view prices within their price range. Customers' perception of price and their reaction to price indicate whether the market is very sensitive to price. In general, marketers and researchers are familiar with the concept of price elasticity. If the percentage change in demand of a product is greater than the percentage change in price of media, it is said to be elastic demand. Inelastic demand, on the other hand, describes a situation in which price changes have little influence on demand. The concept of price elasticity describes the overall response of a market segment to the change in price level. Pricing strategies and buyer responses to price have received a large amount of attention from scholars, but these studies have mainly focused on the aggregate market response, price elasticity, rather than the response of individual consumers.

Overwhelming majority of the literatures consider that consumers' evaluation of the value of a good or service depends on the sellers in social media perceptions that what they actually receive and what they expected of having it. Therefore, the perceived value usually represents the ratio of the perceived benefits of the goods or services to the perceived sacrifice in acquiring them in literature. This is influenced by benefits and price. Consumers might distinguish the benefits of a good or service from several angles in social media, such as functional, social, emotional, and conditional. For example, functional benefits come from the instrumental usefulness of the good or its ability for delivering functional, utilitarian, or physical role. Before, few person would have talked about the impact of social media with such a high level of coverage. However, now I would like to fill this gap with a detailed introduction and explanation in this article.

2 Literature Review

The influence of the social media is certainly very large. We can clearly see that there is few people who so not have a mobile phone. People around us use phones for social media or communication almost everyday. The possibility of the usage of the Internet and the actual use percentage of the Internet have increased from 21.8 hundred million people in 2011 of the world to 49.5 hundred million people in 2021 of the world. Thus, there must be more and more people in the world will start to use the various social networking tools. However, as we know, everything has its two sides. This can be clearly seem in the internet especially in some social medias such as TIKTOK, YOUTUBE and so on. So, the influence of the social media is a very important point for us to do a research.

2.1 Purpose

The purpose to use can be seen as a degree of the customers who wants to revisit the social media websites [2]. Thus, the purpose of the social media can be seen as a way to have a sense of usefulness and ease-of use [1]. But most of the purpose are based on the feelings. Thus not only get their personal character but also the ideas on the social medias together. Interesting is a very important part of the purpose to the social media. No one want to spend a lot of time on one video which they do not like or do not need it [3]. Purpose of the websites of the social media will have some difference between the three degrees. (They are lower, middle and highest) the using degrees for the three ways can measures of 1 the mobile phone, 2 the notes, and 3 the desktop computers. Moreover, the usage intention will be different among the three (low, moderate, and the high) the groups for the three websites of social media of 1 the Twitter, 2 the Face book, and 3 the YouTube.

2.2 Ease-of-Use and Usefulness

The social media actually helps not only the companies' advertisements, but also some small we-media to spread their videos or photos. In the virtual world which includes Facebook, Twitter, Instagram, YouTube and so on. People can choose what they want to post on the platforms. People choose to present some positive information in most time

because they are sure that their acquaintances who are met due to internet are following their activities and are looking forward to updating. The feedbacks are returned each other from the postings shown positive sides in which enhances the social media users' self-confidence and may eventually bring in advantages to the society and create a harmonic living atmosphere. By giving the essentiality of the strong connection in social network, the usage of social media offers the users more chances to contact with people from the powerful ties than those from the weak ones. When consumers are making decisions on choosing products, they are more likely to choose the opinions from their strong ties, e.g. those from their social networking platforms. And they will be more conscious about sharing information with those who will enable them to receive active feedback from others. As a result, their choice consumption are strongly rely on the opinions of others who are from heir close network as well as their vitality on social media platforms.

2.3 Information Quality

To be sure that everyone could want to access the social media websites and needs to be sure that customers are willing to have the ability that they can know how to use the websites in a light heart and that the social media websites have function which in a high quality, are decide by the websites' designers, to provide an more accurate and reliable information, and have a satisfaction from the normal consumers [4]. The most important thing that the social media websites need to have is to be sure there is a high quality and most important information quality. The quality of this information can be viewed and measured in serval ways like the accuracy, promptness, complements, relevance and the coherence [5]. These specific attributes is very important to the quality of the information that is measured using. These specific attributes can help sharing the information between the users. Thus, the information on the social media website should be complete, relevant, and can make people quickly understand to be sure that customers will revisit this websites again and again [5]. Thus, the websites of the social media gives a quality of information which is very high would given a bigger perceived usefulness, and the quality of the information may effect the ongoing participation on the websites of the social media. When it comes to social media Internet, the quality of the information might as important as researchers have argued for how to organize websites before.

2.4 Panic Shopping or Blind Consumption

The COVID-19 epidemic has led to the practice of fewer face-to-face communication and lockdowns, which increase online interaction and the exchange of information on social media for instant decision making. However, social media has increased the sharing of viral video evidence, for example empty shelves and disharmony in stores, which has led to fear and uncertainty. Consequently, people take positive actions. Such as stocking or panic shopping, to avoid risk and uncertainty. The analysis showed that social media has increased awareness of stock shortages in other parts of the world, such as the US, China and Germany. It is strongly suggested to control social sharing of information and panic shopping actions [6]. The effect of narcissism on product reuse depends on subjective norms, the logic being that the behavioral manifestation of narcissism

is a function of contingents which is situational that provide opportunities for self-enhancement. Specifically, subjective norms have to do with one's belief that significant others prefer to perform particular behaviors. In the case of lower subjective norms, people do not think that significant others value or attach importance to a particular behavior, and therefore people do not feel any social pressure to act in this way. Therefore, when their behavior is not affected by the expectations of others and the desire for social approval, narcissistic consumers are not willing to sacrifice time and effort to reuse products.

From another perspective, when subjective norms are high, an individual's behavior can be socially motivated and enforced to conform to the expectations of significant others. In order to gain the approval and admiration of their peers, narcissistic consumers may see it as more beneficial to align their behavior with the expectations of others in order to protect and preserve the environment. In fact, personality trait theorist's advice that narcissists enjoy activities that enhance their self-image and peer admiration [7]. Therefore, conforming to the important prosocial views of others may be a route to self-improvement, which constitutes a manifestation of narcissistic prosocial behavior. Consistent with this reasoning, narcissists may participate in product reuse based on their perception that it is an opportunity to demonstrate environmental leadership and will validate, maintain, and promote their positive self-image.

2.5 Feeling

The videos on some of the social media, such as Twitter, Face book, and TIKTOK and so on are very attractive to people especially the young people. People like to watch videos such as story videos, funny videos which they like because this is a way for people to relax themselves. And this also leads to a phenomenon that people lose track of time, they forget what they are supposed to be doing. Moreover, some people will use this characteristic to induce people to do things they do not want to do [8]. The social media could also spread lots of videos to insure more people know its brand. Thus will start a phenomenon called Brand dependence [9]. This unmasked four potential incentive for customers' social media behaviors, including secret agreement of the brand participate in, brand showing, brand visiting, and brand seeking requirements. These motivators are used to build a useful group of the customers and they are be separated to content seeking workers, observers, trade hunters, fidelity fans, posers and respectively, visitors, and description by the loyalty of the brand, cleave of the brand, and the use of the social media. The final results have some arguments to the management. In addition, the color will also affect what the consumers consume or whether they will stop and watch the video. If the joiners have a strong prefer to the color and the interest, they are more probably to buy this kind of products in this color. From the data we can clearly see that, to some products which is just for testing, if the participants are influenced a lot about the connection of the color, they will buy one kind of the products color, instead of other colors. The new conceptual framework shows that, when there is no personal color by the consumers, the factors which can associate of the color may actually effect whether the customers are willing to buy the product [10].

3 Conclusion

This article uses two ways (different electronic devices, different social media apps) to have a research on the influence of the social media. The results shows that there are some important differences between different devices and different social media platforms. The platform that is used more frequently by people will pay more attention on the more convenient to use, practicability, the quality of the information and feeling [1]. During 2009, the using number of websites of the social media larger than the number of using email. Furthermore, Morgan Stanley said that there will be 10 billion devices using the Internet for social media during 2015 [11]. With the number we can see that the people who use social media in a high frequency find they are fun and interesting. Thus, the producers will put more attention on how to create their social media website more attractive [3]. Furthermore, the recognition between the high and the low usage in some specific social media websites have a cure difference. The most interesting point is that, the users on these social media more trusting of blog posts they know well. Therefore, the influence by the social media will have some difference. The use of the Twitter has a very important role in measurement of the social media. This may given that the customers may think it satisfied their needs and wants.

References

1. Journal of Consumer Behaviour, J. Consumer Behav. 10: 347-355 (2011). Published online in Wiley Online Library (wileyonlinelibrary.com) DOI: <https://doi.org/10.1002/cb.377> <https://doi.org/10.1002/cb.377>
2. Lin JC-C, Lu H. (2000). Toward an understanding of the behavioral intention to use a web site. *International Journal of Information Management* 20: 197-208.
3. Nysveen H, Pedersen PE, Thorbjornsen H. (2005). Intentions to use mobile services: Antecedents and cross-service comparisons. *Journal of the Academy of Marketing Science* 33(3): 330-346.
4. O. Buttner. (2008). Perceived trustworthiness of online shops DOI:<https://doi.org/10.1002/CB.235>. <https://www.semanticscholar.org/paper/Perceived-trustworthiness-of-online-shops-B%C3%BCtner-G%C3%B6ritz/cc7c0b16b425896116b3634d7279b6af73b4ba5a>
5. DeLone WH, McLean ER. (2003). The DeLone and McLean model of information systems success: A ten-year update. *Journal of Management Information Systems* 19(4): 9-30. <https://www.tandfonline.com/doi/abs/https://doi.org/10.1080/07421222.2003.11045748>
6. Muhammad Naeem. (2021) Customers' social interactions and panic buying behavior: Insights from social media practices. <https://doi.org/10.1002/cb.1925>
7. Roy Baumeister. (2001) Narcissism as addiction to esteem https://www.researchgate.net/publication/284261227_Narcissism_as_addiction_to_estem
8. Outi Lundahl. (2020) Media framing of social media addiction in the UK and the US <https://doi.org/10.1111/ijcs.12636>
9. Radu Dimitriu, Rodrigo Guesalaga. (2017) Consumers' Social Brand Behaviors: Uncovering Underlying Motivations and Deiving Meaningful Consumer Segments. <https://doi.org/10.1002/mar.21007>
10. Luwen Yu, Stephen Westland, Zhenghong Li, Guobin Xia. (2021) The effect of decision time-length condition on consumer product-colour purchase decision. <https://researchportal.hw.ac.uk/en/publications/the-effect-of-decision-time-length-condition-on-consumer-product->
11. Meeker, Devitt, and Wu, (2010) Internet Trends <http://www.morganstanley.com/techresearch>

Open Access This chapter is licensed under the terms of the Creative Commons Attribution-NonCommercial 4.0 International License (<http://creativecommons.org/licenses/by-nc/4.0/>), which permits any noncommercial use, sharing, adaptation, distribution and reproduction in any medium or format, as long as you give appropriate credit to the original author(s) and the source, provide a link to the Creative Commons license and indicate if changes were made.

The images or other third party material in this chapter are included in the chapter's Creative Commons license, unless indicated otherwise in a credit line to the material. If material is not included in the chapter's Creative Commons license and your intended use is not permitted by statutory regulation or exceeds the permitted use, you will need to obtain permission directly from the copyright holder.

