

The relationship between social marketing and consumer buying behavior--- take Xiaohongshu as an example

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Abstract: This paper explores the relationship between community marketing and consumer purchase behavior in the context of community e-commerce. In this study, several influencing factors of social marketing were selected as independent variables, and purchase intention was regarded as the mediating variable. Consumer purchasing behavior is considered as a dependent variable. In this study, the empirical survey was carried out by means of questionnaire survey, and finally the research conclusions of this paper were summarized, and corresponding enlightenment suggestions were put forward based on the research conclusions.

Keywords: community marketing; Xiaohongshu; consumer purchase intentions; Purchasing Behavior

1. Introduction

Community marketing is an Internet operation mode developed on the basis of Internet community operation and social media operation, which mainly uses connection, communication and other methods to achieve user value. This promotion method is humanized and not only gets good reviews from users, but also has the potential to make users become continuous communicators. Our community provides a convenient communication mechanism for users to understand their preferences and habits. The purpose of community marketing is to awaken and reshape the emotional connection between potential customers and precipitated users, and use the emotional contact between users and users and the huge media matrix to actively stimulate the enthusiasm and communication ability of community users.

2. Community marketing and consumer purchasing behavior model

Based on the new 4C model of community marketing and the consumer purchase decision model, combined with the research on Xiaohongshu consumers' online consumption behavior and consumption intention, this study studies the three variables related to community marketing, purchase intention and purchase behavior. This leads to the hypothesis of the relevant aspects of social marketing that influence consumer purchasing behavior:

- H1: KOL influencers have a positive impact on purchase intention;
- H2: The authenticity of the content has a positive impact on the purchase intention;
- H3: Interpersonal interaction has a positive impact on purchase intention;
- H4: Community trust has a positive impact on purchase intention;
- H5: Online reviews have a positive impact on purchase intention;

Based on the summary and research of the theories of community marketing and consumer purchase behavior in domestic and foreign academic circles, this study takes Xiaohongshu as a representative case, synthesizes the above theoretical foundations, conducts research and analysis, and constructs a theoretical model based on the relationship between community marketing and consumer purchase behavior in Xiaohongshu. The study selected some important factors of Xiaohongshu community marketing as independent variables, which were divided into five dimensions: KOL opinion leaders, content authenticity, interpersonal interaction, online comments, and community trust. Consider purchase intention as a mediating variable; Think of the purchase behavior as the dependent variable. The data in this paper were obtained in the form of questionnaires, and a total of 312 questionnaires were collected, and 213 valid questionnaires were obtained after eliminating the data that did not meet the preset requirements of the little red book that were not known or had not been used, and the effective questionnaire rate was 68.27%.



Fig.1 Research model

According to the research model and hypothesis constructed in this paper, and according to the characteristics of the questionnaire setting of the five-level Likert scale, this study explored the correlation between the five independent variables in the model and consumers' purchase intention, as well as the relationship between purchase intention and purchase behavior through regression analysis model.

3. Empirical analysis

(1) Correlation analysis

In this study, the Pearson correlation coefficient was mainly used for correlation analysis, and the significant P value greater than 0.05 means no correlation, if the P value is less than 0.05, it means that there is correlation, and then the Pearson correlation coefficient is used to determine that the closer to 1 is the stronger the correlation.

Table 1 Correlation analysis of each dimension of the questionnaire

	KOL	Content authenticity	Interpersonal interaction	Community trust	Online reviews	Willingness to buy
KOL	1					
Content authenticity	.845**	1				
Interpersonal interaction	.677**	.798**	1			
Community trust	.872**	.827**	.742**	1		
Online reviews	.857**	.812**	.716**	.857**	1	
Willingness to buy	.869**	.852**	.724**	.859**	.871**	1

Attached: **The correlation was significant at the 0.01 level (two-tailed).

According to the correlation analysis of each dimension in Table 1, there is a significant correlation between KOL, content authenticity, interpersonal interaction, community trust, and online reviews and purchase intention.

(2) Regression analysis

On the basis of significant correlation in correlation analysis, the regression was carried out through the stepwise analysis method, and then the relationship between the variables was discussed.

Model 1: The explanatory variables are: purchase intention, and the explanatory variables are: KOL, content authenticity, interpersonal interaction, community trust, and online reviews.

Table 2 Calculation results of model regression coefficients

model	coefficients	Non-normalized		Standard coefficients	t	Sig.	Collinearity statistics	
		B	standard error	β			Difference	VIF
1	(constant)	.170	.110		1.543	.124		
	KOL	.220	.065	.232	3.407	0.001	.163	6.126
	Content authenticity	.237	.063	.241	3.768	<0.001	.186	5.380
	Interpersonal interaction	.022	.042	.025	.518	0.605	.327	3.062
	Community trust	.169	.065	.172	2.602	0.010	.173	5.770
	Online reviews	.308	.060	.311	5.099	<0.001	.203	4.920

Through the calculation of the regression coefficients of the model in Table 2, it can be concluded that KOL, content authenticity, community trust, and online reviews all have a positive impact on purchase intention, and their corresponding regression coefficients are 0.220, 0.237, 0.169, and 0.308, respectively, that is, the higher the KOL, content authenticity, community trust, and online reviews, the higher the user's purchase intention, so the regression equation is obtained:

$$\text{Purchase intention} = 0.170 + 0.220 \times \text{KOL} + 0.237 \times \text{content authenticity} + 0.169 \times \text{community trust} + 0.308 \times \text{online comments}$$

The regression analysis of model 1 is carried out, and the conclusions of its research hypothesis are shown in Table 3:

Table 3 Summary of hypothesis validation

serial number	Research hypothesis	conclusion
H1	KOLs have a positive impact on purchase intention	establish
H2	The authenticity of content has a positive impact on purchase intention	establish
H3	Interpersonal interaction has a positive impact on purchase intention	Not true
H4	Community trust has a positive impact on purchase intent	establish
H5	Online reviews have a positive impact on purchase intention	establish

Model 2: Consumers' purchase intention is regarded as the mediating variable and consumer purchase behavior is regarded as the dependent variable, after the H-L test, $P=0.656 > 0.05$, indicating that the model has a good fit and an overall prediction accuracy of 91.55%, indicating that the model has a good prediction effect, see Table 4 for details.

Table 4 The goodness of fit of the model is the result of predictive analysis

Regression models	chi-square	degree of freedom	Distinctiveness	Overall Forecast Rate (%)
2	4.155	6	0.656	91.55

Table 5 Calculation results of model regression coefficients

model	variable	B	S.E.	P	β	95%CI
2	Willingness to buy	1.947	.395	.000	7.005	3.230~15.193

Through the calculation of the regression coefficient of the model in Table 5, it can be concluded that the purchase intention has a positive effect on the purchase behavior ($P < 0.05$), and the regression coefficient is 1.947, that is, the higher the purchase intention, the stronger the user's purchase behavior.

After the regression analysis of model 2, the conclusions of the research hypothesis are shown in Table 6:

Table 6 Summary of hypothesis validation

serial number	Research hypothesis	conclusion
	Purchase intention has a positive impact on purchase behavior	establish

(3) Empirical conclusions

Based on the empirical analysis of the research model, the following conclusions are finally drawn: ① KOLs have a positive impact on purchase intention, and in the community environment, the most vulnerable consumer groups are college students and young white-collar workers, and the proportion of women is greater than that of men. ② The authenticity of the content has a positive impact on the purchase intention, the content of the note is the most important part of the community, and the key point of community marketing is to rely on the real word-of-mouth content if it wants to improve the conversion rate of customers. ③ Interpersonal interaction did not have a positive effect on purchase intention. ④ Community trust has a positive impact on purchase intention, in the community era, consumers began to care about emotional content attached to the function of goods, including word-of-mouth, style, culture, personality, etc., and the relationship between goods and consumers is no longer a simple functional relationship, but an emotional trust. ⑤ Online reviews have a positive impact on purchase intention. ⑥ Purchase intention has a positive impact on purchase behavior, because purchase behavior is an activity of paid use of goods or services realized under the influence of purchase intention and purchase decision, so purchase intention will have a decisive impact on shopping behavior.

4. research enlightenment

(1) Identify and cultivate online opinion leaders

Influencers can use information publishing or content sharing to directly influence consumers and indirectly affect the sales of goods or services. Both enterprises and e-commerce online platform operators should attach importance to business collaboration with KOLs and actively nurture KOLs suitable for their own development.

(2) Optimize community content and enhance brand effect

In social e-commerce platforms, refined operations have become a trend. E-commerce platforms are also paying more attention to content construction in vertical segments, and have formed a strong brand brand, hoping to attract more consumer groups. The online platform will use big data analysis to grasp the main interests of consumer groups and the consumption behavior path of the online platform, and guide the subdivided communities to establish various types of hobby circles. At the same time, the marketing of community content is used to increase user activity and guide users to share and interact with information, so as to stimulate consumption desire and promote the generation of consumer behavior.

(3) Pay attention to young consumer groups

Young consumers should become the focus of social marketing. This kind of young consumer group is a customer market with great potential for development for enterprises, so enterprises must pay attention to and dig deeper, study their buying habits, use the new media they are exposed to, and use influence to cultivate their consumption habits.

(4) Enhance the added value of brand reputation and guide consumer groups to actively spread good reputation

Word-of-mouth sharing can bring high added value, which can motivate consumers to be willing to share word-of-mouth. For social e-commerce, users who take the initiative to share should be encouraged. At the same time, it is necessary to establish a negative word-of-mouth mechanism within the community to collect consumers' opinions and suggestions on the platform, continuously optimize and improve, and build a flexible, authentic and credible platform image.

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