

Exploring the Influence of Social E-Commerce Interaction on Consumers' Attitude Towards Advertising: The Case of Xiaohongshu

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Abstract: With the rapid development of online retailing in China, social e-commerce platforms are riding on the wind, and as large lifestyle communities in China, the impact of their interaction methods on consumers' advertising attitudes is extremely important. To explore how social e-commerce interactions affect consumers' advertising attitudes, we need to measure consumers' advertising attitudes through data analysis of the factors related to interaction styles. Based on this, this paper uses SPSS software to analyze the correlation and regression analysis between the interaction mode of Xiaohongshu and consumers' advertising attitudes based on selective attention theory, taking Xiaohongshu, a social e-commerce platform, as an example. It was found that the factors of entertainment, information and trustworthiness of interactive content of Xiaohongshu interactive mode would significantly and positively influence consumers' advertising attitudes, and the factors of interference of interactive advertising would significantly and negatively influence consumers' advertising attitudes. Therefore, social e-commerce platforms can use their shareability and interactivity to improve user attention and engagement, enhance consumer advertising attitudes, and then enhance user stickiness, improve sales conversion rates, and promote long-term corporate development.

Keywords: Social E-Commerce; Interaction Mode; Consumer Advertising Attitude; Selective Attention Theory; Xiaohongshu

1. Introduction

The gradual expansion of China's cell phone online shopping scale has laid a solid foundation for the development of the social e-commerce industry^[1]. According to the Internet Society of China, the overall scale of social e-commerce reaches 4.5 trillion yuan in 2020, the number of consumers exceeds 700 million, the number of employees exceeds 80 million, and the degree of integration of tradition and innovation is close to 75%. Integrating the current research background of the competing development of social e-commerce media and the actual situation of the urgent need to realize traffic in the mobile Internet advertising and marketing environment, major enterprises are scrambling to enter social e-commerce, trying to seek new high-conversion rate traffic population, so it is necessary to study the impact of social e-commerce interaction methods on consumer advertising attitudes^[2]. In this paper, we selected Xiaohongshu social e-commerce platform and used questionnaires to collect first-hand data for empirical research to discover the advantages and shortcomings of social e-commerce interaction methods, and propose corresponding solutions to provide suggestions for social e-commerce platforms to understand and serve consumers^[3]

2. Literature review and theoretical basis

2.1 Selective attention theory

In 1958, Broadbent proposed the filter theory, which pointed out that users would only notice a limited amount of information in a certain period of time and would only pay attention to the information that was attractive to them and exclude the rest of the information. The attenuator theory, in which users selectively receive information according to their interests, and the unattended information will gradually weaken. Further refining on the basis of Deutsch's post-selection theory, Normanga argues that the

information that users do not notice at first is not discarded, but is remembered when such information is needed by users and ignored when it is not needed. All three stages point out whether information can be attractive and whether users can accept it, with the main difference being whether to process unnoticed information. How to make users pay more attention to and accept advertising information is the most critical, and its essence is also to make social e-commerce interactive methods and interactive content more attractive to users' attention, and then make users have a positive attitude towards advertising.

2.2 Social E-commerce

Social e-commerce is the dissemination and sharing of products through social platforms, and the release of product information through social interaction, which triggers consumers' desire to buy and makes them purchase^[4]. Most social e-commerce platforms market goods or services through social networks or mobile APPs, and users can not only shop online, but also communicate and share information in real time, which promotes user experience and innovation in product sales. This social e-commerce approach allows consumers to have more fragmented time for shopping and are increasingly willing to share their shopping experiences and They are increasingly willing to share their shopping experiences and lifestyles on social commerce platforms^[5]. However, in the process of rapid development, social e-commerce is prone to serious problems such as proliferation of advertisements, false content and sale of counterfeit goods, and should focus on the originality of user content, improve the quantity and quality of interactive content, enhance service levels and actively strengthen the management of the platform, so as to improve the efficiency of two-way interaction between consumers and social e-commerce platforms^[6]. Social e-commerce has reshaped the online shopping model by using social diversion. Consumers can search, share, communicate and interact through social e-commerce platforms to obtain useful and credible information faster, which greatly saves consumers' time and energy in choosing the products they need. The integration of social context and consumer context is the key to social e-commerce, which generates more potential consumers through the fission of pulling new ones generated by user sharing^[7].

2.3 Consumer Advertising Attitudes

Advertising attitude is the tendency of people to respond positively or negatively to an advertising message stimulus in certain situations, reflecting people's "likeability" and overall evaluation of advertising^[8]. User-generated content (UGC) is an important piece of information that influences online shopping^[9], a process that deepens consumers' perceptions of products and motivates them to buy. A good interactive approach generates positive advertising attitudes and stimulates consumers' desire to know more about the interactive content, which further promotes consumers' deeper product knowledge and purchase intention^[10].

3. Research Hypothesis and Data Collection

3.1 Research hypothesis

H1: The entertainment of the interaction method positively affects consumers' attitude toward advertising. Entertainment is the ability of users to feel fun, interesting and relaxed in the interactive mode. When users interact on Xiaohongshu, they are easily attracted by the fun and interesting nature of the interactive mode to satisfy the needs of vanity, emotional release, etc., thus generating a relaxed and pleasant feeling^[11].

H2: The informativeness of interactive content positively influences consumers' attitude toward advertising. Informativeness is the ability of interactive content to carry and spread information. High-quality and rich interactive content information can provide users with more helpful information, which enhances the stickiness of users to the platform.

H3: The credibility of interactive content positively affects consumers' advertising attitudes. Trustworthiness is the ability of interactive content information to be believed by users. The truthfulness and reliability of interactive content information can make consumers trust the products and the platform, thus increasing the desire for in-depth understanding.^[12]

H4: Interference of interactive advertising negatively affects consumers' attitude toward advertising. Interference is a feature of interactive advertising that makes users feel agitated, unpleasant, or annoyed inside. If the interactive process is flooded with ads and the content of ads is of low quality, which affects the normal interactive experience of users, users will have negative advertising attitudes toward interactive advertising.

3.2 Data collection and analysis methods

The first part of the questionnaire was divided into gender, age, education and monthly income of the respondents, and the second part used a 5-point Likert scale to investigate the variables of entertainment of interactive mode, information of interactive content, credibility of interactive content, interference of interactive advertisement and consumers' attitude towards advertisement in Xiaohongshu. The questionnaire design and data collection went through the stages of preliminary questionnaire preparation, pre-research and refinement of the questionnaire, online and offline questionnaire distribution and collection. A total of 412 questionnaires were distributed and collected from the users of Xiaohongshu, with 388 valid questionnaires and an efficiency rate of 94.17%. This paper used SPSS to conduct descriptive statistical analysis, correlation analysis and regression analysis to explore the relationship between data variables.

4. Analysis of Empirical Results

4.1 Descriptive statistical analysis

Gender. As shown in Table 1, among the 388 questionnaires collected, female users predominate, accounting for 80.93%. This is related to the fact that female users like shopping, love to share their lives and often use Xiaohongshu.

Age. The respondents of this survey are all Xiaohongshu users, of which the age levels of 18-25 and 26-35 account for 46.39% and 39.69% respectively, and the post-90s and post-00s are the main force of Xiaohongshu sharing consumption.

Academic qualifications. The percentage of university undergraduates and above is 79.9%, which shows that the overall education level is high.

Income. The majority of people with a monthly income of less than 5,000 yuan, as the respondents are mostly school students or just graduated to work for a short period of time, the income level needs to be improved.

Table 1 Descriptive statistics table of basic information characteristics

Statistical characteristics	Component composition	Number	Percentage (%)
Gender	Male	74	19.07
	Female	314	80.93
Age	Under 18	12	3.09
	18-25	180	46.39
	26-35	154	39.69
	36-50	38	9.79
	51-65	4	1.03
	Above 65	0	0
Education level	High school and below	16	4.12
	Specialized	62	15.98
	Undergraduate	290	74.74
	Master	18	4.64
	Doctor	2	0.52
Income (RMB)	0-2000	28	7.22
	2001-3000	174	44.85
	3001-5000	120	30.93
	5001-8000	36	9.28
	8001-15000	18	4.64
	Above 15000	12	3.09

4.2 Correlation analysis

In this paper, reliability and validity tests were conducted on the questionnaire data. The Cronbach coefficient is 0.834, which is greater than 0.8, indicating the high reliability of the questionnaire; the KMO value is 0.978, which is higher than 0.8, indicating the good validity of the questionnaire. The correlation analysis mainly involved five variables, namely, the entertainment of Xiaohongshu's interactive mode, the information of interactive content, the credibility of interactive content, the interference of interactive advertising and consumers' advertising attitudes, which were analyzed by correlation test, and the specific results are shown in Table 2. The correlation between the entertainment of Xiaohongshu's interactive mode, the information and credibility of interactive content, the interference of interactive advertising and consumers' advertising attitudes all showed significant relationships. The correlation between the entertainment of interactive mode, the information and credibility of interactive content, and the disturbance of interactive advertising and consumers' attitude toward advertising is significant. The correlation coefficients between the entertainment, information and trustworthiness of interactive content and consumers' attitudes toward advertising are 0.878, 0.900 and 0.913, respectively, which show a significant positive correlation with consumers' attitudes toward advertising, while the correlation coefficient between the interference of interactive advertising and consumers' attitudes toward advertising is -0.901, which shows a significant negative correlation with consumers' attitudes toward advertising. The correlation coefficient between interactive advertising and consumer advertising attitude is -0.901, which shows a significant negative relationship with consumer advertising attitude.

Table 2 Results of correlation analysis

Variables	Relationship	Entertaining nature of the interaction method	Informativeness of the interactive content	Trustworthiness of the interactive content	Interference of interactive advertising	Consumer attitude towards advertising
Entertaining nature of the interaction method	Correlation Significance	1 0.000	0.884** 0.000	0.880** 0.000	-0.860** 0.000	0.878** 0.000
Informativeness of the interactive content	Correlation Significance	0.884** 0.000	1 0.000	0.870** 0.000	-0.857** 0.000	0.900** 0.000
Trustworthiness of the interactive content	Correlation Significance	0.880** 0.000	0.870** 0.000	1 0.000	-0.870** 0.000	0.913** 0.000
Interference of interactive advertising	Correlation Significance	-0.860** 0.000	-0.857** 0.000	-0.870** 0.000	1 0.000	-0.901** 0.000
Consumer attitude towards advertising	Correlation Significance	0.878** 0.000	0.900** 0.000	0.913** 0.000	-0.901** 0.000	1

4.3 Regression analysis

Table 3 Regression analysis results

Regression Model	Unstandardized coefficient		Standardized coefficient	t	Sig
	B	Standard Error			
Constants	4.893	1.067		4.586	0.000
Entertaining nature of the interaction method	0.080	0.085	0.054	0.936	0.000

Informativeness of the interactive content	0.315	0.061	0.288	5.140	0.000
Trustworthiness of the interactive content	0.506	0.082	0.354	6.204	0.000
Interference of interactive advertising	-0.361	0.064	-0.299	-5.667	0.000
F-value	424.776				
R2	0.900				
Adjusted R2	0.898				

Regression analysis is a statistical analysis method to verify the quantitative relationship between two and more variables that are dependent on each other. The regression analysis between the four variables of factors related to the interaction style of Xiaohongshu and consumers' attitudes toward advertising (see Table 3) yields an F value of 424.776, the regression equation is significant, and the adjusted square of R is 0.898, indicating that the model has a high predictive power. The values of t for entertainment of interactive mode, information of interactive content, and credibility of interactive content are 0.936, 5.140, and 6.204, respectively, and the standardized coefficients of the regression test are 0.080, 0.315, and 0.506, respectively, and the Sig values are less than 0.05, indicating that entertainment of interactive mode, information of interactive content, and credibility of interactive content have positive influence on consumers' advertising attitudes. The standardized coefficient of the regression test is -0.361, and the Sig value is also less than 0.05, indicating that the interfering nature of interactive advertising has a negative influence on consumers' advertising attitudes.

4.4 Hypothesis testing

According to the results of the empirical analysis, it was found that the correlation coefficient between the entertainment of the interactive mode and consumers' attitudes towards advertising was 0.878**, which was significantly positively correlated at the 0.01 level, and the standardized coefficient of the entertainment of the interactive mode was positive at 0.054, with a Sig value of 0.000, which was less than 0.05, indicating that the entertainment of the interactive mode significantly and positively influenced consumers' attitudes towards advertising, and the hypothesis was valid.

The correlation coefficient between the informativeness of interactive content and consumer advertising attitudes is 0.900**, which is significantly positive at the 0.01 level, and the standardized coefficient of informativeness of interactive content is positive at 0.288, with a Sig value of 0.000, which is less than 0.05, indicating that the informativeness of interactive content significantly and positively influences consumer advertising attitudes, and the hypothesis holds.

The correlation coefficient between the trustworthiness of interactive content and consumer advertising attitudes is 0.913**, which is significantly positively correlated at the 0.01 level, and the standardized coefficient of trustworthiness of interactive content is positive at 0.354, with a Sig value of 0.000, which is less than 0.05, indicating that the trustworthiness of interactive content significantly and positively influences consumer advertising attitudes, and the hypothesis holds.

The correlation coefficient between the interruptibility of interactive ads and consumer advertising attitudes is -0.901**, which is significantly negatively correlated at the 0.01 level, and the standardized coefficient of interruptibility of interactive ads -0.299 is negative, with a Sig value of 0.000, which is less than 0.05, indicating that the interruptibility of interactive ads significantly and negatively affects consumer advertising attitudes, and the hypothesis holds.

5. Conclusion and Suggestion

5.1 Research conclusion

The study of the impact of social e-commerce interaction methods on consumers' attitudes toward advertising can better help social e-commerce enterprises understand consumers' attitudes toward advertising, further enhance consumer experience, improve user stickiness, enable social e-commerce enterprises to serve users more consistently and precisely, develop innovative marketing channels, create differentiated supply chains, and tap into new consumer scenarios, which is important for the long-term development of social e-commerce enterprises. It is of great significance for the long-term development of social e-commerce enterprises. Combining the above data analysis and results, this paper draws the following conclusions.

The entertaining nature of Xiaohongshu's interactive method and the informative and credible nature of the interactive content promote consumers' attitude toward advertising. If users perceive that the more entertaining, informative and trustworthy the

interactive mode and content of Xiaohongshu is, they will have positive advertising attitudes; on the contrary, they will have negative advertising attitudes^[13]. Entertainment is reflected in the process of interaction, users' happy and relaxed mood not only generates positive attitude towards advertising, but also can actively like, collect and forward the interactive content to increase the exposure rate. Informativeness is that consumers hope to learn effective information through social commerce interaction to help them make consumption decisions or meet other needs. Trustworthiness is reflected in the fact that consumers value the authenticity of the interactive content. If consumers perceive that the information content is real and trustworthy, they are more likely to trust the content of the ads and have a positive attitude toward the ads.

The interfering nature of Xiaohongshu interactive ads reduces consumers' advertising attitudes. In the process of user interaction, links to intrusive ad content pop up frequently, and if the ads appear at the wrong time, such as not built on the user's trust in the note producer or insufficient trust in the content recipient, they will turn users off^[14]. This shows that it is necessary to reduce the intrusiveness in order to increase the consumer's favorable perception of the content of the interactive approach, which leads to a positive attitude toward advertising.

To sum up, in view of the influence of social e-commerce interactive methods on consumers' advertising attitudes, merchants, interactive content advertisers and social e-commerce platforms should pay attention to enhancing user experience, improving users' perceptions of interactive methods' entertainment, interactive content's informativeness and trustworthiness, and reducing interactive advertising's interfering nature by continuously improving many aspects of interactive advertising, such as content and presentation, so as to improve users' advertising attitudes^[15].

5.2 Management Insights

The social e-commerce platform should strengthen the credibility of interactive content, strictly manage the interactive content information released by merchants and bloggers, punish merchants who release false content, and restrict the account functions of bloggers who falsely advertise to ensure the authenticity of interactive content information.

Interactive advertisements on social e-commerce platforms should be released with planning and precision. The interactive ads should be placed in appropriate positions, and should not be pushed frequently, and different advertising contents should be pushed according to users' preferences, so as to reduce the interference of interactive ads^[16].

Make use of the sharing and interactivity of social commerce platforms to increase users' attention and engagement. According to the theory of selective attention, users are more likely to pay attention to information content that interests them and choose to accept it. Therefore, users' attention should be attracted by the interactive content of social e-commerce, and the sharing and interactivity of social e-commerce can attract users' attention and increase their interest in participation. Users can not only improve the perceived entertainment in the process of sharing and interaction and reduce the interfering factors of interactive advertising, but also have a deeper grasp of information and an effective trust in the content in the process of participation, increasing the informative and credible factors of the perceived interactive content, thus better improving the positive attitude of users towards advertising.

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