

Study of the Influencing Factors of Social Media on Sichuan College Students in Online Impulse Purchase Intention

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Abstract: An impulse or motivation buy is a simple buy, where the choice to purchase an item is made only a moment before the genuine bargain is done. Online retailers are excellent since they can reach clients through social media. Web-based life is one primary factor in all by which a retailer can impact the clients and raise the motivation purchasing. Technology enables the customer to explore items, name them, and reprimand them in level with measure; the sky is the limit. Subsequently, social media platforms have pages on interpersonal organizations to supplement the data held about items, controlled by the buyer's input about things through the influencing factors of perceived reaction, channel trust, and perceived risk to impulsive purchase. The three research objectives are; to investigate the overall situation of online impulse purchase intention of Sichuan college students, to explore the effect of social media channels relating to the influencing factors to impulse purchase of college students, and to suggest the control in impulse purchase intention for college students.

Keywords: Social Media; College Students; Online Impulse Purchase Intention

1. Introduction

With the rapid development of "Internet +," especially the outbreak of the new crown epidemic, consumer behavior has undergone tremendous changes, and more consumers have switched from physical shopping to online shopping. It can be speculated that college students are among the most critical consumer groups in online shopping. At the same time, college students have a solid ability to accept new things. Still, their psychological development is not mature enough, and the characteristics of social media development cater to the features of college students. Compared with physical stores, social media has the advantages of not being limited by time and space but also being more convenient and selective. Therefore, the probability of impulsive buying by college students is significantly increased. Online impulse buying is affected by various factors such as products, platform characteristics, marketing methods, context, sellers, and personality. Some scholars believe that external factors such as price reductions, discounts, preferential gifts, and other promotional methods are only the incentives to trigger a single impulsive behavior of customers, and the application of social media in the social business environment has dramatically improved consumers' impulse purchase willingness, leading to their impulsive behavior.

2. Theoretical Basis

2.1 Theoretical Significance and Value

Impulse buying theory has paramount theoretical significance to economics, psychology, sociology, and behavioral science and has rich research results in various fields. This study analyzes and discusses the overall situation of college students' impulse buying intention and provides data support for the study of impulse buying intention. The understanding of the relationship between the reaction, channel trust, and perceived risk) and impulse buying intention can also provide an important scientific basis for enriching and perfecting the existing impulse buying theories.

2.2 Practical meaning and value

Impulse buying is becoming increasingly common in our daily consumption, so it is of great practical significance to study impulse buying and its impact. This research analyzes and discusses the relationship between the three variables of social media platform characteristics, internal psychological state, and impulse purchase intention. First, it can provide favorable marketing strategy suggestions for merchants, improve consumers' purchase intention, and lead to the occurrence of purchase behavior; The second is to give the consumers practical recommendations to reduce their unnecessary purchase behavior.

3. Understanding the Influencing Factors of Social Media on Sichuan College Students in Online Impulse Purchase Intention

3.1 S-O-R Model

Chen (2018)^[1] explain the internal changes (O) of the body after an individual is subjected to external stimuli (S), resulting in the occurrence of corresponding behaviors. In impulse buying, after consumers are subjected to external stimuli such as products, network environments, and marketing methods, they will conduct related internal cognitive analysis on the motivations, generate purchase intentions, and lead to purchase behavior.

3.2 Impulse Buying Theory

Mei (2017)^[2] explained various factors that affect impulse buying behavior, such as product category, shopping mall atmosphere, etc. After reviewing the literature, it can be seen that context, purchase intention, and consumer characteristics are the three main factors that affect impulse buying behavior. Situational factors mainly include commodity characteristics, such as product category, price, promotion methods, advertising, etc., store characteristics, such as store location, type, atmosphere, etc.; factors related to purchasing behavior include economy, emotions, time, interpersonal relationships, etc., experience five aspects; consumer characteristics include gender, age, occupation, social status, family background, cultural background, values, personality, etc.

3.3 Emotion Theory

Qin (2017)^[3] defined emotional states are the result of the integration of cognitive processes, physiological states, and environmental factors in the cerebral cortex. Stimuli in the environment input external information to the cerebral cortex through receptors, thereby generating emotions. Izzard believes that personality comprises six subsystems: homeostasis system, internal drive system, emotional system, perception system, a cognitive system, and action system. Emotion is an integral part of the personality system and also the core driving force of the personality system. According to scholars' research, consumers are more likely to have impulse buying behavior when they are happy and aroused.

3.4 Trust Theory

The concept of trust has been used in many studies on economic transactions. The first proposed the idea of rational behavior, which expressed that individual behavior is guided by behavioral willingness. With the lack of adequate supervision and the emergence of an endless stream of speculative merchants, the role of trust has begun to be valued by people and even regarded as an essential foundation of e-commerce.

3.5 Perceived Risk Theory

"Perceived risk" is derived from psychology and applied to marketing that all purchase behaviors will bear certain risks. Consumers' perceived risk in the B2C e-commerce model can be understood as the individual consumers' interest in information collection, product selection, and capital payment, the subjective expectation of the possibility of suffering losses perceived in the logistics and after-sales service process

4. The Conceptual Framework for the Research Study

4.1 Social media

Social media is an umbrella term for websites and applications focusing on communication, community-based input, interaction, content sharing, and collaboration. People use social media to stay connected and interact with friends, family, and various communities.

5. The Influencing Factors of Social Media on Sichuan College Students in Online Impulse Purchase Intention

Song (2018) ^[4] took the WeChat official account as an example and studied the influence of information channels on consumers' purchase intention in social commerce. He believes that channel usefulness, ease of use, interactivity, and information quality will positively affect consumers' trust in channels; information Quality and channel trust will positively affect consumers' satisfaction with enterprises and thus positively influence users' purchase intention. Based on brand relationship quality, the impact of online shopping perceived risk on impulsive buying behavior is studied, and the four dimensions of online shopping perceived risk are shown. Information-perceived risk, transaction-perceived risk, distribution-perceived risk, and after-sale perceived risk negatively impact customers' impulsive buying behavior.

6. Conclusion

This paper discusses the influence of platform characteristics on online impulse purchase intention in purchasing intention caused by official account stimulation when college students in Sichuan Province use social media and the internal psychological state between platform characteristics and online impulse purchase intention. The features of social media platforms are one of the critical factors affecting online impulse purchase intention, and it is significantly positively correlated with online impulse purchase intention. This result shows that social media technology, channel, and merchant characteristics can dramatically affect online impulse purchase intention for college students. Emotional response to internal psychological state, channel trust, and perceived risk mediate among technical features, channel characteristics, merchant characteristics, and online impulse purchase intention.

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