Research on the influencing factors of wild consumption marketing of network users from the perspective of social responsibility

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Abstract: This paper uses the audience survey method and interview method to study whether the performance of social responsibility by corporate brands is beneficial to enhance brand value, what factors the audience will influence to engage in wild consumption, and the motivation for wild consumption from the perspective of social responsibility. The long-term, spontaneous fulfillment of social responsibilities of enterprises can stimulate consumers' desire to purchase and enhance brand value to a certain extent, and consumers' emotional communication has played a huge value in the measurement of the improvement effect. From the perspective of corporate social responsibility, this paper studies the phenomenon of audience emotional communication in the context of the network, and studies the influencing factors of the wild consumption marketing of online users from the perspective of social responsibility.
Keywords: Social Responsibility Theory, Wild Consumption, Network Emotion Spread

1 Introduction

In July 2021, Henan suffered a huge flood, and the high donation of domestic sports brand Hongxing Erke for disaster relief formed a strong contrast with the actual operating loss, fully demonstrating the company's courage and strong sense of social responsibility, and quickly detonated online public opinion and let netizens spontaneously "wild consumption". In this context, many companies have followed suit, which fully demonstrates the responsibility of Chinese enterprises.

At present, wild consumption is the bearing and group display of patriotic feelings, public welfare undertakings, positive energy values, etc., which will evolve into a long-term consumption trend, and may also be a unique consumption trend in the context of Chinese culture.We have observed that the wild consumption of Hongxing Erke by Internet users is affected by many factors, not only out of support for the brand itself, but also the expression of growing national self-confidence and patriotism, and also a high recognition of the value of doing good.

From this point of view, corporate social responsibility is conducive to enhancing brand value, and the improvement effect is closely related to the spread of Internet users' emotions.

We wondered: Is the degree to which brands care about public interest correlated with how motivated their audiences are to spend wildly? Does the audience's wild spending increase brand value? What factors influence the audience to make wild purchases?

2 Literature Review

2.1 Literature review on wild consumption phenomenon

The phenomenon of wild consumption has aroused research from multiple perspectives in the academic circle. Domestic scholars Wang Fang and Gao Fei (2021) analyzed the impact of social media on "wild consumption" in the three stages of diffusion, carnival and fading in "The Impact of Social Media on "Wild Consumption"" and pointed out how wild consumption Under the joint action of the media, businessmen and netizens, it returns to rationality. Domestic scholars Li Huijuan and Yan Lina (2022) researched the current wild consumption phenomenon in "Research on Wild Consumption Phenomena from the Perspective of Interactive Ritual Chains——Taking Topic Discussions of Domestic Brand Weibo as an Example", and constructed an interactive ritual chain model of wild consumption , analyzed that the wild consumption interactive ceremony of some domestic brands is essentially an interactive ceremony to support domestic products. Domestic scholars Zhao Meng and Zhang Jianjun (2022) analyzed the specific manifestations of emotional communication in the Hongxing Erke incident in "Analysis of Emotional Communication in Internet Events——Taking Hongxing Erke's "Wild Consumption" as an Example", and expounded that emotional communication in this incident is in the group. Behavior, the brand itself and the main motivations of the network, and think coldly about the emotional communication.

However, although these studies have conducted research on emotional communication, social media, and interactive rituals, they have neglected the analysis of factors affecting the audience's wild consumption behavior.

2.2 Literature Review on Social Responsibility Theory

The theory of social responsibility was put forward in 1947 by Robert Hutchins, president of the University of Chicago, in the report "A Free and Responsible Press", advocating that the mass media bear social responsibility while gaining freedom, and the main applicable subjects are the mainstream media at that time, and then gradually the scope is relaxed to the entire mass media circle. In 1956, three professors, Fred Siebert, Theodore Peterson, and Wilbur Schramm, published the book "Four Theories of the Press", which systematically expounded the basic views of social responsibility theory and made this theory systematic and complete.

Domestic scholars Li Mingde and Zhang Yuan (2017) analyzed the logical relationship between media social responsibility, social functions and social benefits, as well as the macro discussion and microstructure of media social responsibility from the perspective of development, and carried out a deep construction of media social responsibility awareness. Domestic scholar Qiu Chaoyi (2013) explores the continuation of "social responsibility theory" in the new media environment through the practical dilemmas and theoretical extension of "social responsibility theory" in the era of online new media, and calls for the "professional spirit" of objective and

fair media. Domestic scholars Chen Lingjing and Hu Xuan (2022) pointed out in "Corporate Social Responsibility, Online Emotional Communication and Brand Value: A Case Study Based on Hongxing Erke" that domestic brands should actively practice social responsibility, channel positive online emotions, and avoid deliberate marketing, so as to promote the long-term practice and real rise of domestic brands.

However, these studies do not study the phenomenon of audience emotional communication based on the network context from the perspective of corporate social responsibility, so they do not answer the questions about the influencing factors of the wild consumption marketing of online users from the perspective of social responsibility.

2.3 Questions raised

By sorting out the research context of previous scholars, there are not a few literatures that take social responsibility theory, wild consumption, and emotional communication as the research objects, but there are no literatures that list the three as the key elements of the research, so there is no To answer questions about the influencing factors of wild consumption marketing by Internet users from the perspective of social responsibility theory. The author believes that the domestic brand Hongxing Erke poured all its money to help the Henan flood once set off an upsurge of online public opinion. Behind this phenomenon-level event is a rigorous logic and mechanism of action. Whether the company's fulfillment of social responsibilities is conducive to enhancing brand value and online emotions play a role in the communication path It is of great significance to study the influencing factors of intermediary and combustion-supporting effects, as well as the results of wild consumption.

Therefore, this article will start from the theory of social responsibility and emotional communication, and try to answer the following questions: Why is it beneficial for enterprises to fulfill their social responsibilities to enhance brand value? Under what factors will audiences engage in wild consumption? Will the audience's age, gender, education level, income level and other factors affect the motivation of wild consumption?

3 Method

3.1 Audience research

3.1.1 Hypothesis establishment

Based on the above questions, the corresponding hypothesis is put forward here:

H1: The higher the brand cares about public interests, the higher the audience's enthusiasm for wild consumption;

H2: The faster the brand cares about public interests, the higher the audience's enthusiasm for wild consumption;

H3: The younger the age, the more inclined to wild consumption.

H4: The lower the level of education, the more inclined to wild consumption.

H5: The higher the income level, the more inclined to wild consumption.

H6: Compared with women, men are more inclined to wild consumption.

H7: The longer the time of using Weibo, the more inclined to wild consumption.

In order to prove the hypothesis, this study adopts the questionnaire survey method (audience survey method) to sample the population and make a questionnaire.

3.1.2 Sampling method

This hypothesis corresponds to the study of ordinary social class groups.

Firstly, we conduct a representative sampling of this group, and select different groups such as school students, enterprise/company employees, and public institution workers as the research population. Secondly, we compile the overall sampling frame with the 20-level advertising major of Northeast Forestry University; Again, we perform stratified multilevel sampling of the sampling frame with a 95% confidence interval and a sampling error of 3%. 50 students were selected as a sample. If access is denied, the next student is sought in order.

The data collection, collation and analysis process of this survey was completed on May 4, 2023. The survey is mainly based on open-ended and sealed questions, and the main contents are: (1) Confirmation of basic information: including age, gender, occupation, education, etc. (2) The dimensionality reduction statement part of the independent variable wild consumption degree and (3) the dimensionality reduction statement part of the factor that affects the audience by the dependent variable. This questionnaire contains 20 questions, including 15 multiple-choice questions, 1 multiple-choice question, and 4 matrix questions. It adopts a combination of online and offline methods, through WeChat Moments, questionnaire star sample library and offline distribution.

3.2 In-depth interview

3.2.1 Interview outline production

The interview is divided into three main parts. The first part mainly involves the basic information of the respondent, including its gender, age, occupation, education, and income. In the second part, the research question is reduced to an interview question. Including their shopping methods for non-essential items, their views on wild consumption, and the factors they consider when shopping. The third part, preparation, mainly deals with the possibility of digging deeper.

3.2.2 Interview subject selection

In this study, 5 to 40 minutes of semi-structured in-depth interviews were conducted with five interviewers with different views on wild consumption. The interview began on April 12, 2023 and ended on April 29, 2023. Respondents first included university students, enterprise employees, teachers and workers, and secondly collected more research samples through questionnaires.

According to the principle of maximum sampling of qualitative research methods, when the fifth respondent is recruited, all the interview content is sufficient to answer the research question, and the sample collection is closed. Respondents have differences in age, occupation, education level, region, income, etc., and the degree of homogenization is low.The interview was conducted by telephone/WeChat text interview/one-on-one face-to-face interview.

The results of the interview were compiled into a verbatim script, interviewThe total number of words in the talk is 3764 words. The basic information of the respondents is shown in Table 1□

Table 1

Respondent	Gender	Age	Profession	Education	Relationship with interviewer
Respondent 1	woman	28	Corporate employees	undergraduate	Mother's Unit Colleagues
Respondent 2	woman	24	Current student	graduate student	schoolmates
Respondent 3	Man	43	University teacher	undergraduate	University advertising major lecturer
Respondent 4	Man	21	Factory worker	specialist	High school classmates
Respondent 5	woman	23	Current student	PhD	Friends from different schools who participated in public welfare activities

4 Results

4.1 Result analysis

4.1.1 Sample Characterization

A total of 366 valid questionnaires were collected, and more than 50% of the samples were female and 43.99% of the samples were boys. From the perspective of age distribution, 40% of the audience is 18-30 years old (including 30 years old), and 30% is 30% of the audience aged 30 to 40 (including 40 years old). From the perspective of the distribution of academic qualifications, the undergraduate and junior college audiences accounted for 30% each. Audiences with income levels of 3,000 yuan - 6,000 yuan accounted for 30%, and audiences with 3,000 yuan and below and 6,000 yuan and above accounted for 20% each.

4.1.2 Description of structural analysis results

The reliability analysis of the scale used in this study yielded the following results: the reliability coefficient of the audience wild consumption enthusiasm was analyzed using the

Kronbach α reliability coefficient, and the results showed that the scale coefficient was 0.895, and the reliability and validity of the scale was good; from the Cronbach α coefficient, the reliability coefficient of the audience wild consumption willingness scale was 0.890, and the reliability and validity of the scale was good.

From the above results, it can be seen that the correlation analysis is used to study the correlation between the three influencing factors of corporate brand's concern for social welfare, the enthusiasm of audience wild consumption, and the influencing factors of audience wild consumption, and the Pearson correlation coefficient is used to express the strength of the correlation. Specific analysis shows that the speed of corporate brands concerned about social welfare, the enthusiasm of audience wild consumption and the time of audience using Weibo all showed a significant positive correlation, with correlation coefficients of 0.201 and 0.342, respectively, and the research hypothesized that H2 and H7 were supported.

4.2 Brands attaching importance to public interests can stimulate wild consumption of audiences

When we conducted further in-depth interviews on the factors influencing the audience's "wild consumption" behavior tendency and tried to get answers, we were pleasantly surprised to find that the respondents were more rational and did not have the intention to "wild consumption" for their favorite brands, but generally believed that "wild consumption" behavior was a manifestation of positive patriotic feelings. If a brand pays great attention to environmental protection and social responsibility in its manufacturing and operations, it may stimulate the audience to spend, but will not spend more money on it; And audiences generally do not reflect their values through wild consumption. However, the interviewee's answer to the attitude of enterprises concerned about the degree of public interest and the enthusiasm of the audience supports my thinking:

"Wild consumption is a manifestation of the patriotic sentiment and individual responsibility of young people, driven and influenced by online communities, and generally does not last too long, mainly due to the limited popularity of topics or events." （S1）

"If the favorite brand has a relatively significant cause-related marketing initiative, the efficient implementation of social responsibility will further strengthen its brand loyalty, but it will not overly consume wild without demand and avoid waste." （S2）

4.3 The speed at which brands care about public interests is conducive to enhancing the wild consumption of audiences

When consumers think that a brand is a brand that cares about public interests, they will trust the brand more and are willing to buy the brand's products, which implies the consumer's sense of identity with the brand and the embodiment of their own realization of home and country feelings. The reason why Hongxing Erke can be seen again by everyone and become the "light of domestic products", in addition to its low-key disaster relief when it is self-financing, highlights the brand's strong sense of social responsibility, touches the feelings of netizens and country,

and more importantly, Hongxing Erke has been injecting its own strength into the public welfare undertakings of the society for many years and being a conscientious enterprise in China.

4.4 The length of time the audience uses Weibo is directly proportional to their wild consumption behavior

As an information exchange platform, the marketing of enterprises themselves on the network platform is subjective. On the one hand, the community is the core module of Weibo, and users can obtain product information through the community; On the other hand, companies can also learn the detailed status of consumers from the community section. The information related to the corporate brand on Weibo, forwarded comment data and soft text advertisements can not only enable the corporate brand to gain a lot of attention, increase the user's desire to buy and gain the user's trust in the product and the enterprise, but also provide the sales of its own products, and more importantly, promote the development of the enterprise itself.

Hongxing Erke disaster relief caused netizens to rise in mood and spread through circles, greatly improving the reputation and recognition of the brand, among which network emotions played an important role in the process of corporate social responsibility and enhancing brand value, which is the best empowerment of brand value. Enterprises should pay attention to the insight of network emotions, correctly guide public opinion on the basis of marketing that transmits positive energy values, and lay a good foundation for the subsequent development of enterprises.

According to the definition of Rs, we can construct the fuzzy relation matrix, as shown in table 1.

5 Discussion

In summary, this study theorizes the phenomenon of wild consumption of Internet users through audience research and interview, and attempts to answer the questions of whether corporate social responsibility is beneficial to enhance brand value, what factors will the audience influence to make wild consumption, and whether the age, gender, education level, income level and other factors of the audience affect the motivation of wild consumption. It is found that the faster the brand cares about public interest, the higher the audience's enthusiasm for wild consumption (H2), the longer the use of Weibo, the more inclined to wild consumption (H7), while the higher the brand cares about public interest (H1), the younger the age (H3), the lower the education level (H4), the higher the income (H5), and the gender (H6) are not established. This is mainly because the audience generally believes that "wild consumption" is a manifestation of positive patriotic feelings, but the audience is more rational and there is uncertainty about the willingness to consume.

6 Conclusion

This study proposes that corporate social responsibility is conducive to enhancing brand value, and the improvement effect is closely related to the spread of Internet users' emotions, reflecting the long-term consumption trend of wild consumption. On the other hand, it also provides new ideas for corporate brands to achieve corporate social responsibility in the context of sustainable strategy in modern China.

However, it is worth noting that excessive wild consumption and corporate wild marketing will lead to the negative impact of waste of resources and even imbalance, which is contrary to China's concept of sustainable development, which is worthy of vigilance and reflection; And this study also found that the wild consumption of corporate brands by network users is affected by many factors, perhaps consumers' demand for goods is not so strong, but if under the spontaneous or deliberately guided feelings and the intensive offensive of the trend, the emotions that dominate the public's "wild consumption" will become a consumption carnival in the online world. But when the public's mood ebbates, the drawbacks of "wild consumption" will be highlighted, brands cannot count on consumer enthusiasm to support long-term revenue, if the product quality cannot meet consumer expectations, marketing will only accelerate elimination.

However, whether it is audience interviews or questionnaire surveys, due to the small sample size and diversified consumption intentions of this study, it is impossible to summarize the characteristics of a certain group of people and define them, and there are many shortcomings, in future research, researchers in the field of influencing factors of wild consumption marketing of network users may need to pay more attention to the characteristics of brands in different industries and the old and new phenomena of the country and society, as well as expand the research and practice of corporate brands in environmental, social and corporate governance.

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