

Research on the Impact of Social Platforms' Commercial Monetization Models on the Consumption Behavior of Different User Groups

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Abstract. In the background of Digital economy, the social media platforms have changed the consumers' purchasing process of decision-making with the help of short- video content and live- streaming commerce. Based on major Chinese social media platforms as the research objects, study how psychological and social mechanisms such as emotional arousal, sensory stimulation, conformity effect, social trust influence consumers' behavior patterns across different platforms. The results show that different user groups consume algorithms in different ways and content and interaction forms on different platforms. Douyin highlights emotional contagion and interactive stimulation, Xiaohongshu reduces the sense of risk through authentic experience sharing, and WeChat Channels increase trust through expert endorsement and acquaintance social networks. Based on existing empirical studies and survey evidence, this study further verifies that perceived value has a positive impact on purchasing behavior, and perceived risk has an inhibitory effect. Also show the professional knowledge, the role of the interaction experience of the person with many views and the innovation of the product to the live-streaming commerce is very crucial. The findings of this paper help to gain a deeper understanding of the influence mechanisms of differentiated platforms in social commerce and provide operational practices and digital marketing strategies for platforms.

Keywords: Social media platforms, Commercial monetization, Consumers, Live-streaming commerce, Platform differentiation

1. Introduction

With the rapid development of the digital technology and the promotion and application of mobile Internet, social medial media haves unintentionally became part of our daytoays lives and the way purchase products and the way consume product. Recently with the combination of short video with live streaming function on social media networks, this creates a whole new way of modifying an old map for consumer behavior, generating new forms of commerce as well. In China, platforms such as Douyin, Xiaohongshu and WeChat Channels, which integrate content creation, social interaction and e-commerce functions and have developed rapidly, have become important driving forces for

consumers' decision-making in the digital economy. So, how these platform consumer behavior has become a more and more important Academic research and marketing practice issue.

Previous studies on consumer behavior and media studies demonstrate that consumers' consumption behavior of social media isn't just based on a rational analysis for product characteristics, also by emotional reaction and perception of how exciting to sense, social interaction, and how to perceive the social norms of the social media in your mind. Existing research indicates that emotion arousal, conformity effect, trust of opinion leader and perceived value etc. can significantly influence consumers' purchase intention and impulsive buying behavior of the brand in online environment. But most of what few literatures I managed to come across depend on only one type of social media or even a product plus some psychological mechanism, no actual comparison exists on how different sorts of social media platforms use its own characteristic to produce effects upon different groups of consumers.

Based on the facts above This study wants to explore how do different forms of social media effect people to make buying decisions via different sorts of psychological and social mechanisms. Through analysis and combining the relevant research results of theories and case studies we are able to figure out what kinds of emotion is engaged, have a deeper sense of immersion, a tendency to conform, have a feeling of relying on society and interactive experiences in consumers' purchasing decisions. Through comparative discussion on Douyin, Xiaohongshu and WeChat Channels, this paper aims to achieve a deeper understanding of the influence mechanism of different platforms and provide practical guidance for social media platforms and marketers to improve consumer engagement and consumption results.

2. Factors affecting consumer behavior and their application in Douyin and Xiaohongshu

2.1. Impact of different factors on consumers' behaviours

And in this paper, it will talk about how does different kinds of media platform affect the consumers' behavior. First this article will talk about what consumers' thinking could possibly be influenced by what. Emotions are important, because people usually have feelings first before they make decisions and evaluate, so in terms of consumers emotions will shape consumers at the beginning of their impression and then it will guide them into decision-making. Sensory perception is the first channel for consumers to interact with the outside world. There is five types: sight, sound, smell, taste and touch. Such a kind of "sensory focusing" is an important practice of "savoring the moment" process is in accordance with the principles of mindfulness that call for the intention on the sensation of the moment to improve the awareness of emotion. By deepening the perception of certain sensory signals, people can extend and intensify the duration and intensity of good feelings. What it is whether it be disperse attention, just noticing feeling good, when people pay attention to concrete sensations this good thing becomes more tangible and it's less likely to fade away because its really abstract or super distracting. For example Brands will increase lighting, scent, and music to shape consumers' sense experience and increase consumers' purchase intent, consumers will also actively use senses such as taste, sound, and sight to increase their emotions. Also a 'food lover' may savor the dishes in order to prolong the satisfaction of having a meal [1]. Some social media platforms that are particularly popular for content with high degree of engaging, such as Xiaohongshu, Tik tok etc [2]. And the fact that it also works great with high impulsivity, these platforms. Many of them will push some content which people may consume when the evening comes, and people would usually be in a mind to buy some stuff at that time.

2.2. Integration of Douyin with these factors

Now this study will explore the psychological mechanism of e-commerce platform to the consumer [3]. The first one is conformity effect. For example, Douyin, a platform, often shows prompts like 'Your friends also bought XX', which is a recommendation of similar products by displaying the purchasing behavior of other consumers to increase the willingness to buy of the consumers and enhance conversion rates. Such recommendation mechanism can enhance the consumer awareness about the product and promote some extra potential purchasing. Douyin Mall also has real-time sales rankings and 'best-selling' product labels. By displaying the sales volume and labeling as "popular products", it triggers the herd mentality of consumers. Tagging a product with "popular product", and sales of the product can increase by several times, conversion rates rise by more than double, users get attracted, and the product manages to be positioned as the number one product of the season. In terms of consumption context, consumers are easy to follow the opinion and behavior of others and follow the same purchasing decisions. Under the influence of conformity, consumers' purchase motivation is easy to fall into the rut of conformity, and their purchasing behavior tends to lack direction, spontaneity and impulsiveness. Secondly, the platform makes use of the social trust to raise the consumers' confidence on the product information, while such platforms makes the sharing and spreading of product information convenient via the features such as "Share with friends", "follow", "fans" and thereby increase brand promotion. Through information transport, the amount of goods' influence increases and makes those who were originally not going to buy into buying because of the influence of their friends. Social sharing quickly spread the information and reinforced the consumers' decision to buy, and made the consumers willing to make purchase decision fast, and speed up transaction process. These brands will get reputation improved. The new live streaming models launched by Douyin, such as group live streaming, PK battles, and lucky bag interactions, have become important incentives driving users to make impulsive purchases. Emotional contagion in group setting reduces rational assessment and boost impulsive purchasing, PK battle enhances sense of scarcity using competitive mechanism and timed benefit, lucky bag interaction prolong users stay and engagement with lottery incentives, all these effect reduce rational judgement by scene innovate and emotional leads, and users do impulse buying base on emotional stimulus and urgent need [4].

2.3. The use of these factors by Xiaohongshu

Xiaohongshu, in recent years, has become one of the top social e-commerce platforms in China with a massive and highly engaged youth user base. Demosighcally, the main body of the core user is the post-95's and 00's generation, together they account for more than 70% of the total user base. Group who are curious,insistent on the pursuit of novelty and very sensitive to consumption trends, neither passive consumers nor tools of distributing and producing. And the female users play an important role as a part of the user group of the APP and their consumptions' habits and consumptions' concepts will both make a huge impact in the whole platform ecosystem and the whole marketing strategies in the brand level. By February 2023, Xiaohongshu had more than 312 million monthly active users. With such a large and increasing number of users, the platform has been able to gain deep access to the younger consumer groups and has become an important means for brands to get in touch with the young generation and enhance market coverage. A lot of brands are working with key opinion consumers (KOCs) now, the authentic voices of which can reach the exposure to these digital natives. Xiaohongshu is shaping consumers' choice and purchase decision through the quietly via its multi-level ecosystem based on reality-user-generated content, a passionate community and

personalized-algorithms. Here's the consumption is not only a matter of transaction, but also a kind of life that is based upon identity and common resonance.

First, UGC ecosystem centered on real experience sharing, to build a trust-driven chain communication. Unlike traditional advertisements, posts by Key Opinion Consumers (KOCs) who are more than 5 million active creators on the platform often show detailed usage scenarios, before-and-after comparisons, and personal experiences. And lower consumers' perceived risk and decision-making obstacles. Data indicates that such storytelling is very good at conveying authenticity and helps to gain users' trust, 78% of users will still use Xiaohongshu to search for products when making a purchase, and it has become an important link before the purchase.

Second, platform algorithm driven "content seed → interest ignited → purchase converted" closed loop greatly reduces the length of the consumer's decision-making path. By personalizing the content pushed to users based on their browsing and interaction history, Xiaohongshu's recommendation system has increased the exposure of seeded posts by 300%, shifting from the traditional model of "people searching for products" to a model of "products finding people". But such a precise targeting also brings about the problem of overconsumption vulnerability. 7-day repo rates via direct-search entry and private-community-mess: ages (34%) are 4.5x higher for users in level 2, pitching out stats and promoting note target fixation; i.e., repo convo leads to conversion, specifically of tickets to sell course-find tickets (32%) that tends to sell to new redunds — so far we've hit ~5% rev / member compared to the traditional social platform's ~1% figure in reps [5].

Third is the community-driven social and emotional pull of the platform that can also influence consumer purchase behaviors. Users in those circles can spread the brand related content by sharing their own experience because of the mutual sharing, likes, comments, and saves etc., they will get a sense of belonging and also a silent social acceptance. "Peer endorsement" effect, in turn, market wants greater intensity consumers, transition carried content motivation from instrumental to emotional level (emotional key words for sharing content usually have about 45% higher probability) ease cause to paying impulse's prefer.

At the same time, the diversification of content forms is redefining the experience for users. Short video engagement rate 67% more than static graphics live-stream conversion rate is on average 8.3% creating immersive real-time shopping. These dynamic formats are in sync with today's consumers' desire for real, experiential things that shorten and make natural the path from discovery to purchase [6].

Xiaohongshu is also good at influencing consumers using celebrity and KOL recommendation tactics. It collects quite some celebrities, influencers, specialist experts. These content creators, who have high visibility and professional influence, give credible endorsements of brands or products to consumers through their personal image and social influence, which enhances consumers' trust in the products and effectively reduces their perceived risk [7].

2.4. Effect of WeChat channels

Now coming to WeChat Channels, the core user group is middle-aged and elderly people over 30 years old, they have abundant life experience and have a strong demand for practical knowledge that is closely related to their daily lives, such as health management, children's education, family life, etc. According to the feature of the audience is to allow the platform for highly targeted information dissemination through interview with senior professionals on spot interpretation, so as to convey authoritative scientific information from the perspective of professionals. This way can deal with the actual problem which the middle-aged and elderly people met in daily life, and also make it more believable for the audience to have an expert in it. Needless to say that middle-aged and elderly

people consumers more likely to be authoritative and the experience guidance when making consumption decisions, as these consumers tend to be more cautious with risk and preferences on the professional advice to reduce the uncertainty of choice. So the audience's consumption decision is affected more by the expert's explanation and the platform is more able to attract the audience. This content model of "expert popularization + precise demand matching" allows middle-aged and elderly users to efficiently obtain needed information in fragmented time, and gradually gains the trust of users and the platform through consistent output. Trust brings stronger consumption power: in such trusty context, the platform puts related products including health massage equipment, nutrient supplement, age-specific online class, useful household gadget, for purchase smoothly. Using the complete life cycle of "content planting, demand activation, and purchase guidance", to fill the gap between users' information needs and consumption desires. This targeted delivery model is in a sense on the cognitive system and behavioral pattern of the middle-aged and elderly generation which shapes their shopping status from one of "passive data decliners" to an "active purchaser," and thus make them a key participant in changing the condition of "blue algae overwhelming" in consumer behavior of the middle-aged and elderly population.

3. Empirical research

These are some of the research investigations which will further research into the behavior of the Chinese social media user as a research object to investigate how different social aspect of social media environment affect consumer buying behavior by influencing consumers' perceived value and perceived risk. A questionnaire survey was used to obtain the research samples and a total of 100 valid samples were obtained. Sample structure show that most respondent was young people and sample was slightly imbalance on gender female. The most of the respondents said that they had a high social media usage frequency and used the social media information with high dependence for consumption decision-making process, which could include checking reviews or follow influencers' opinion before purchase products. In general, these characteristics of samples can be regarded as appropriate reflections of the main picture of modern Chinese social media consumer groups. It is quantitative research methodology and it is also based on the theory that is available to understand consumer behavior and social media, then develop a theoretical framework on how social media can influence the purchasing behavior of the consumers. Consumer group size, consumers' interaction, level of activity of opinion leaders, and the professional competence of opinion leaders are used as independent variables, the perception value and risk are used as mediating variables and purchasing behavior is stipulated as a dependent variable. Also most of the data was collected using a structured questionnaire in which all variables have a five-point likert scale to give us reliable data that can be trained on, the data analysis was done by doing; descriptive statistics, reliability, and validity analyses to determine how reliable and suitable the measuring scales are. Here based on which we carried out Pearson's correlation to empirically test for the relationships that would exist among the variables so as to test the research hypotheses and also to determine the direction and the strength of effects that different variables have on consumer behavior.

The findings also show that the consumer group size, consumer interactivity, the level of activities which opinion leaders are involved in, and the level of professionalism that the opinion leaders demonstrate all positively influence the perceived value and also negatively influence the perceived risk at the same time affect the perceived value and perceived risk. Furthermore, there are large positive relationship as well as large negative relationships between perceived value and the consumers' purchasing behavior and great negative relationship. The most influential amongst all of the influencing factors are the professionals expertise of the opinion leaders due to it providing the

greatest effect on perceived value and this may be due to the fact that people usually link up or trust the recommendation of experts over that of their peers in an uncertain environment.

Conclusions of the researches also validate that the perceived value theory and the perceived risk theory are valid in a social media consumption situation. But it has limitation though this study has both theoretical and empirical contributions. First of all, the sample is relatively small and the respondents are mainly drawn from a certain area and the population of a university, which limits the representativeness of the sample. Secondly, the study is conducted using self-administered questionnaires and the understanding of perceived value and perceived risk by the respondents has a subjective quality and hence may also have an impact of being over or under-estimated in terms of actual behavioral intentions. New research into the field will also likely increase the variety of samples and employ more forms of research methodologies and will moderately advance in terms of complexifying its structural models of the study in hand to acquire more profound and methodical knowledge about how social media influence consumer behavior [8].

Second survey about agricultural products and look into how to draw in different consumers of ages on social media. The research subjects are consumers of live-stream e-commerce of agricultural products, and the data was collected by questionnaires distributed from January to February 2025, and finally 166 valid questionnaires were obtained. Looking at the composition of the samples, the number of female participants slightly exceeds that of male participants, and the majority are between 19 and 30 years old, followed closely by those between 31 and 40 years old, indicating that young and middle-aged consumers are the main group of agricultural product live streams. Familiarity and ease of use with digital platforms may drive the development of this new shopping method. Most of the overall education level of the respondents is relatively high and over 50 percent are bachelor's degree or above. Does this imply that more highly educated groups are generally more willing to try new consumption patterns? In terms of the usage habits of the respondents, most watched agricultural product live-streaming with some frequency, and the respondents' attitude towards purchasing agricultural products via live-streaming is relatively open. In this sense, the sample can still represent the basic status of agricultural product live-stream consumers today [9]. After all, live-streaming rooms are not only places of transactions, but also places where there are echoes of silent conversations between people, the land and the seasons.

This study takes a quantitative research method and constructs an analytical framework for consumers' purchase intention under the background of agricultural product live streaming based on the 4A marketing theory (Ahead, Appreciation, Appropriate, Arouse).

This study explores the four key factors that may affect consumers' purchase intentions of agricultural products livestreams: product innovation (Ahead), product and brand value (Appreciation), purchase convenience (Appropriate), and interactive experience (Arouse). Purchasing intention serves as the dependent variable to trace the influence of these elements on consumers. In method, firstly we improve scale reliability and valid, and then use factor analysis to get the variable feature. And these steps to layout following working. The result of the regression was somewhat unsurprisingly that not all the factor proved useful as expected. While product innovation and interactive experience significantly increased purchase intention, product and brand value and purchase convenience did not have a significant impact, in fact, they showed a slight negative trend. This indicates that in the lively and interactive environment of a livestream, what attracts consumers may be novelty and participation, rather than the traditional indicators of brand prestige and convenience of transaction. That is to say, the research also has certain deficiencies. The sample was relatively small and concentrated in a certain area, which may affect generalization ability. Self-reported data also has the risk of biases such as social desirability and recall bias. And

there are also those factors related to purchases in agriculture such as logistics, trust mechanisms and cold chain guarantees but they weren't part of the model. In a way, research is like having a flashlight, it can light up some corners and leave some other corners in the dark. So future research can increase the sample size, use qualitative interviews or experimental methods, and build more complicated structural equation model to explore consumer decision mechanism of agricultural products live-streaming in a more deep and systematic way [10].

4. Discussion and suggestions

The two types of commerce of live streaming and short videos are reinventing consumers. Empirically speaking, this kind of new form of emergent interactive promotion also triggers a whimsical purchase by consumers, and also appears to be more influential on consumers' trust in the product, and changes consumers' route to reach to social media in order to gather information for their buying decision.

Though the road of influence has become quite evident what the people who stand to gain can do with this information is still something yet to be found. Based on the analysis in the previous section, the following practical suggestions are proposed:

Firstly, improve the algorithmic recommendation mechanism. Platforms can pay more attention to the integration of users' age segments, consumption preferences and situational needs to achieve precise "content-finds-user" delivery. This not only enhances the user experience, but also helps reduce the noise of oversaturated marketing and achieves a more sustainable coexistence of commercial interests and user experience.

Second, improve interactions and product innovation. Especially in agricultural product livestreams, add real-time interactive sections and highlight the difference and innovation of the products to effectively boost purchasing intention. In other words, Livestreaming does not mean just displaying products, it will have to be made an interaction, the dialoguing experience.

In the future, research in the direction of increasing the sample size and geographical coverage to enhance the representativeness of the sample could be conducted; Qualitative interviews or experimental methods could be used to delve deeper into the root causes of consumers' behavioral decisions; As addition variables of logistics experience, trust mechanism, cold-chain and so on into comprehensive structural equation model to conduct multivariate analysis on decision-making mechanisms of agricultural product livestreaming [11].

5. Conclusion

This paper focuses on investigating the influence of all kinds of kinds of sorts of the social medial media, including the psychological effect mechanism via, analyzing the purchase behavior and the actual cases and also the characteristics of various platforms. Combining theories with cases we can see that emotional triggers, perceptual cues, social conformity and trust-based dynamics all have a large degree of influence over users' decisions when they are in a digital commerce environment. The platforms of Douyin, Xiaohongshu and WeChat Channels adopt different strategies, such as interactive livestreaming, algorithm recommendation, community sharing, and expert recommendation, to attract different user groups and stimulate consumption.

Empirical results show that the perceived value increases the purchase intention but, the perceived risk decreases it. Livestream commerce, especially, professional credibility of key opinion leaders, the quality of interactive experience, product innovation, etc., are more outstanding in building consumer confidence and enhancing purchase intention. In combination, these have shown

that emotional attachment and social power are becoming more dominant than the traditional ones of brand authority or practical utility.

In addition, there are also shortcomings in the existing studies, such as small sample size, relying on self-report data, which to some extent limit the generalization and depth of the conclusions. The research in the future can broaden the diversity of the sample, do combination qualitative and quantitative research, add contextual variable like logistics efficiency, trust-building mechanism. Borrowing and critically reviewing from the earlier empirical effort our aim here is to give both conceptually useful and pragmatically applicable, hopefully getting inside and with a more so-called media infused commodity world.

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