

# Research on the Influence of Online Public Opinion on Consumption Choice under New Media

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## Abstract

**With the rapid development of the internet and the rise of social media platforms, online public opinion has become a powerful force that can greatly influence consumer behavior. The accessibility and reach of online platforms have provided individuals with a platform to express their opinions and share experiences. This article aims to explore the influence of online public opinion on consumption choices under the new media landscape.**

## Keywords

**New Media; Consumption Choice; Online Public Opinion; Influence; Share Experiences.**

## 1. Introduction

In the 21st century, the rapid development of modern Internet information technology has brought a huge impact on all aspects of our society. As of December 2019, the total population using the Internet in China is close to 900 million people, of which 99.1% use mobile phones to access the Internet. Online public opinion is gradually playing an influential role in all aspects of society that cannot be ignored. Therefore, in the crucial period when the construction of socialism with Chinese characteristics has entered a new era and the building of a moderately prosperous society in an all-round way, it is extremely important to give full play to the function and superiority of online public opinion and guide consumers to make benign consumption choices. In this context, supply chain management has become the most important means for all walks of life to maintain development momentum and enhance competitive strength. Only by fully grasping the influence of network public opinion on the behavior of multi-agents in the supply chain and making good use of it can we gain the initiative in the development[1].

### (1) Academic value

On the one hand, Richard Thaler, a Nobel laureate in economics who first proposed the concept of "consumption choice", pointed out that the development of modern network technology gives merchants the opportunity to understand their consumption habits better than consumers, so as to promote consumption choice by improving products and services [2]. The purpose of this paper is to study the mechanism of online public opinion in promoting consumer behavior. On the other hand, the current research on the influence of online public opinion on consumer consumption choice is not perfect, and most of it is qualitative research. However, this paper takes the consumer node in the multi-agent supply chain as an example to explore the influence of online public opinion on consumer consumption choice by quantitative method[3-5]. To sum up, this article.

It has certain theoretical significance.

### (2) Social benefits

With the rapid development of China's social and economic level and the popularization and application of Internet information technology, network public opinion has more and more influence on the society, but also gradually revealed a negative trend. Affected by the complex and diverse characteristics of network public opinion, its role in social and economic development is multifaceted. For consumption, online evaluation, netizen evaluation, news reports and other online public opinions can affect consumption choices to a certain extent. Based on this, in-depth research on the influence of multi-agent behaviors of supply chain on consumption choices under online public opinions is conducted to maximize the benign influence of online public opinions and promote the deepening development of online economy and network economy such as the "Double Eleven Shopping Festival". It has certain practical significance for the optimization of business environment and the diversification and sustainable development of China's economy[6].

With the rapid development of new media, online public opinion has become an influential factor in consumer decision-making. This research aims to explore the impact of online public opinion on consumption choices and provide insights for businesses to better understand and utilize this phenomenon[7].

## **2. The Power of Online Public Opinion**

Online platforms, such as social media and review websites, have become popular channels for consumers to express their opinions and share experiences. The widespread use of these platforms has given rise to the power of online public opinion. People now rely on online reviews and recommendations from others to make informed choices about products and services.

### **2.1. The Role of Online Public Opinion in Consumption Choice:**

Information Source: Online public opinion serves as an important source of information for consumers. It provides them with insights into the quality, performance, and value of products or services. Positive or negative reviews can greatly influence consumers' perceptions and preferences[8].

### **2.2. Social Proof**

Online public opinion acts as social proof for consumers. When individuals see others endorsing a product or service, they are more likely to follow suit. This phenomenon is known as the "bandwagon effect," where people tend to conform to the majority opinion[9].

### **2.3. Trust and Credibility**

Online public opinion affects consumers' trust and credibility towards a brand or business. Positive reviews and recommendations can enhance trust, while negative opinions can diminish it. Consumers tend to rely on the opinions of others to assess the reliability and authenticity of a product or service.

## **3. Factors Influencing the Impact of Online Public Opinion**

### **3.1. Source Credibility**

The credibility of the source greatly influences the impact of online public opinion. Consumers are more likely to trust opinions from reputable sources, such as industry experts, influencers, or friends and family.

### 3.2. Volume and Consistency

The volume and consistency of online public opinion also play a role in influencing consumption choices. A large number of positive or negative reviews can sway consumer perceptions, while consistent opinions across multiple sources can reinforce a particular viewpoint.

### 3.3. Emotional Appeal

Online public opinion that evokes strong emotions, such as excitement or outrage, tends to have a greater impact on consumers. Emotional appeal can create a sense of urgency or desire, leading to impulsive consumption choices.

Implications for Businesses.

## 4. Monitoring and Engagement

Businesses should actively monitor online public opinion to understand consumer sentiment and identify potential issues. By engaging with customers and addressing their concerns, businesses can build trust and mitigate the impact of negative opinions.

### 4.1. Influencer Marketing

Collaborating with influential individuals in the online community can help businesses leverage the power of online public opinion. Influencers can promote products or services, generate positive reviews, and influence consumer choices.

### 4.2. Transparency and Authenticity

Businesses should strive for transparency and authenticity in their online presence. By providing accurate and reliable information, responding to customer feedback, and demonstrating a genuine commitment to customer satisfaction, businesses can enhance their reputation and a

## 5. Conclusion

In today's digital age, online public opinion has emerged as a significant influencer of consumer behavior. The power of social media and new media platforms has given individuals a platform to express their opinions and share experiences. Businesses must recognize the influence of online public opinion and adapt their marketing strategies accordingly. By effectively managing online reputation and engaging with consumers, businesses can harness the power of online public opinion to drive consumption choices and build brand loyalty.

Online public opinion has become a significant factor in consumer decision-making under the influence of new media. The power of online public opinion lies in its role as an information source, social proof, and determinant of trust and credibility. Businesses need to recognize and leverage this influence by monitoring and engaging with online public opinion, collaborating with influencers, and promoting transparency and authenticity. Understanding the impact of online public opinion is crucial for businesses to succeed in the digital age.

### 5.1. The Power of Online Public Opinion

Online public opinion refers to the collective sentiments, beliefs, and attitudes expressed by internet users on various platforms. These opinions can spread quickly and have a significant impact on consumers' decision-making processes[10-11]. Online reviews, recommendations, and influencers' endorsements have become influential factors in shaping consumer preferences.

## 5.2. The Role of New Media

New media platforms, such as social media, blogs, and review websites, have revolutionized the way information is disseminated and consumed. Consumers now have access to a wealth of information and opinions from fellow consumers, industry experts, and influencers. This abundance of information has made online public opinion a key determinant in consumption choices.

## 5.3. The Impact on Consumer Decision-making

Online public opinion has the power to shape consumer perceptions, attitudes, and preferences. Positive reviews and recommendations can generate trust and increase the likelihood of purchase, while negative opinions can deter potential consumers. Consumers are more likely to trust the experiences and opinions of their peers over traditional marketing messages.

## 5.4. The Influence of Online Influencers

Online influencers, also known as key opinion leaders (KOLs), have gained substantial influence over consumer choices. These individuals have built a loyal following by sharing their experiences, expertise, and recommendations. Their endorsements can greatly impact consumer perceptions and drive purchasing decisions[12-13].

## 5.5. The Importance of Online Reputation Management

Given the influence of online public opinion on consumption choices, businesses must actively manage their online reputation. Monitoring and responding to customer feedback, addressing negative reviews, and engaging with online communities are crucial for maintaining a positive brand image and influencing consumer perceptions.

## 5.6. Potential Challenges and Ethical Considerations:

While online public opinion can be a powerful tool for businesses and consumers, it is not without challenges and ethical considerations. The spread of fake reviews, paid endorsements, and manipulated opinions can mislead consumers and undermine trust. Businesses and platforms need to implement measures to ensure authenticity and transparency in online public opinion.

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