

The Impact of social media On Purchasing Willingness and Mental Health

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Abstract. This study looks into how social media affects users' mental health and propensity to buy. This study investigates whether social media is a useful or detrimental tool, given that there are more than 5 billion users worldwide. In order to evaluate how personalised information affects purchasing behaviour, the study takes into account a number of demographic parameters, such as age, gender, and economic status. It also looks at social media's dual impact on mental health, emphasising both advantages and disadvantages. Social media can improve social connections and reduce anxiety, but it can also result in problems like addiction and cyberbullying. According to the research, the marketing power of social media can increase consumer spending, especially among younger users, but it could not have the same effect on older generations. The study comes to the conclusion that although social media can enhance mental health and consumer involvement, its impacts are complicated and need more research, especially in regards to its long-term psychological implications. To optimise its advantages, future studies should investigate combining social media with mental health interventions.

Keywords: social media; purchasing willingness; mental health.

1. Introduction

At present, in the world, the Internet and a series of electronic products have gradually become necessities for human beings, and the social media derived from them has an increasing impact on human beings. As of February 2024, the number of global social media users has exceeded 5 billion, more than 65% of the world's population. How does social media affect its users? Is it a product that is beneficial or unfavorable to mankind?

The author intends to study the impact of social media on the willingness and mental health of its users to buy, so as to analyze the limitation of current research and the factors required for the future development of social media.

2. Basic Introduction to the Research Subjects

2.1. Overview of the Reasons for the Selection of Such Research Subjects

We can see that in recent years, due to the continuous promotion and popularization of the Internet and smartphones, more and more people have access to smartphones and social media, including children, teenagers and the elderly, men and women, rich people, and people with poor economies. People can often see some such news or other examples, which show that social media will provide different information to different objects based on big data, that is, let these research subjects see what social media wants them to see, so as to improve their willingness to buy and purchasing power. In my research, I want to see whether social media will have a targeted impact on different research subjects, which will affect the willingness of the research subjects to buy. At the same time, under the current social phenomenon of depression, anxiety and other psychological conditions, about 3.8% of the world's population every year, that is, about 2.8 hundreds of millions of people suffer from depression. This researcher wants to explore whether social media also has a positive or negative impact on the psychological state of the study subjects, and draw the conclusion that social media can be used as a tool to regulate the psychological state. Of course, this will also combine various factors such as gender and economic situation to study some predecessors. After research and literature, this

study will derive the impact of social media on the willingness to buy and psychological factors of different research subjects.

2.2. Overview of the Age, Gender and Economic Level of the Study Subjects

In my research, I mainly classify the research subjects into three categories: age, gender and economic level. From the perspective of age, generally speaking, the social media content pushed to minors under the age of 18 is mostly entertainment content, such as games, TV series and some toys and other goods that match the age group of minors. For young people aged 18 to 40, social media push more content. There will be products about work, social news and practical products, etc. For elder Internet users, social media will tend to push some content that reflects a better life and some goods that meet the needs of older people, such as warm knee pads, etc. From this perspective, social media will arouse consumers' willingness to buy in different ways based on different age stages. Then analyze from the perspective of gender, generally speaking, the content pushed to women is mostly pink, cute, artistic, fashionable and in line with the trend. There is no doubt that this can arouse women's willingness to buy some goods. At the same time, social platforms will push more content of small animals or plush toys to women, which can also evoke the good psychological state of social media users, while for men's platforms, they will only push more content about war games, which has the same meaning as the former. The economic level is actually a difficult field to determine. Researchers generally measure the economic level by the ratio of monthly income to monthly expenses. I guess social media will push some products with higher prices, better quality and for people with higher economic levels, and for people who do not have so much disposable amount every month, social media The body may push some relatively favorable goods, and it is often these seemingly favorable goods that can arouse people's willingness to buy, thus arousing the consumption power of people at different economic levels.

3. The Impact of Social Media on the Willingness of Research Subjects to Buy

Due to the application of Internet big data, social media will be based on the different preferences of the user, that is, to judge the category of users' interest through the relevant content of the posts that users have liked or commented on in the past, and repeatedly push different content to them, which can improve users' enjoyment of using social media platforms to a certain extent, and can also increase the click rate of users on related products, which also improve the exposure and sales volume of related products.

3.1. The Influence of Social Media on the Willingness of Research Subjects at Different Ages to Buy

According to China's 52nd Statistical Report on the Development of China's Internet, as of June 2023, China's online shopping users reached 845 million, and the retail sales of online goods reached 12 trillion yuan, an increase of 13.1% year-on-year [1]. Online social media has gathered a large number of users and derived a huge industrial chain, especially Generation Z, as the "indigenous of digital media", has become the core group of social media marketing (SMM). There are KOL (Key Opinion Leader) and KOC (Key Opinion Consumer) in the Generation Z group. The latter can build a bridge of trust between themselves and consumers because of their equal status as consumers, so as to stimulate consumers. The willingness to buy. And because Generation Z is a generation nurtured by the Internet, they have their own network genes, care about cost-effectiveness, pay attention to consumption experience, and pursue new things and personality. Based on this background, Phan Ngoc Thuy Trang and others based on the source credibility model study the positive impact of consumer characteristics (professional knowledge, credibility, cuteness) on Generation Z's willingness to buy on the TIK TOK platform, and believe that these characteristics are through letters Ren's intermediary role has indirectly increased Generation Z's willingness to buy, which is consistent with my guess. In the specific research, the authenticity, professionalism and sense of responsibility

of KOC's opinions are mainly considered, and the intermediary role of perceived trust is emphasized. The more obvious these three characteristics are, the more conducive it is to consumers' willingness to buy, that is, perceived trust plays an intermediary role in the purchase intention of KOL and Generation Z consumers [1].

China's elderly population aged 65 and above was 127 million in 2012, accounting for 9.39% of the total population [2]. China is still benefiting from the population dividend, but with the trend of aging, the population dividend will gradually disappear. While the elderly population is increasing, it is also getting longer and longer, from 71.4 years old in 2000 to 74.8 years old in 2010, [2]. which shows that the potential of the silver-haired market is growing, which poses a challenge to the country's social planning and creates business opportunities. Silver-haired people are generally born in the environment of post-war recovery. The growing environment is relatively scarce in materials, which will lead them to develop a thoughtful and self-disciplined consumption concept. At the same time, silver-haired people lack contact with smartphones and social media, and the role of KOC on this group is not significant, which makes the willingness of silver-haired people to buy less affected by social media, but the role of social media trust in the relationship between silver-haired people still needs to be explored.

3.2. The Impact OF Social Media on the Willingness to Buy Research Subjects of Different Genders

At present, there are a series of live broadcast industries in social media. Anchors attract users by introducing products in live broadcasts and attract consumers through social media publicity. There is an impact of interpersonal attractiveness in bringing goods, which is very obvious in the gender of consumers. According to research, modern consumers' stereotypes of the opposite sex will not be clearly reflected in live shopping [3]. The opposite sex anchors, due to their attractiveness, interactivity and professional positiveness, affect consumers' pleasure and activation, and directly or indirectly affect consumers' willingness to buy [4].

3.3. Summary of Research on the Impact of Social Media on Users' Willingness to Buy

In summary, social media has a strong targeted attraction model for different groups, which can target the willingness of different consumers to buy. Researchers can promote the economic development of the current society through the rational use of social media. However, there are still shortcomings in the current research. First of all, the current research on this topic is very extensive, but the depth is not enough, the content is relatively single and rich enough, and there is a lack of guidance on how to correctly apply such research results. Secondly, the metabolic rate of the research content cannot keep up with the changes in population and economic development. At present, the factors affecting the economy in society are complex, including the epidemic and other situations, which may have a certain impact on the research results, and many studies have not taken this phenomenon into account.

4. The Impact of Social Media on the Mental Health of Research Subjects

Mental health is an important global topic at present. According to the latest data of the World Health Organization, there are about 450 million patients with mental developmental disorders and more than 300 million depressed patients worldwide. Over the world, one person dies of suicide for every 40 seconds. And most of these suicides are caused by mental health problems. For this serious question, the author put forward the idea that does social media have an impact on the mental health of users? Can people use social media to actively regulate global psychological problems?

4.1. The Positive Impact of Social Media on Different Research Subjects

According to a previous study by Tangshan College, 52 out of 421 college students have psychological problems, accounting for 12.35% [5]. Most of the students' mental health problems

are mild, with the highest detection rate among obsessive-compulsive symptoms and interpersonal sensitivity, with 6.89% and 5.23% respectively [6]. The family lives in the countryside, the parents are in poor health, the quality of sleep is poor, and they often have a sense of inferiority, which is the main factor in the mental health problems of college students who need psychological help. For rural students, their psychological problems may involve family environment, uneven distribution of educational resources, socio-economic status and other factors, including the impact of rapid socio-economic development, including the impact of the widening economic gap between urban and rural areas... First of all, people's use of social media is mostly for the following reasons: instant, interactive, rich in content, convenient and fast, and has personalized customization functions. Most people use social media to connect with others, showing the social role of social media, which can enhance users' social awareness of themselves and others. The use of social media can help users recognize other unknown contents of society, let users learn some social behaviors of others, and allows users to gain comments from all walks of life. For example, when users post posts related to their lives on social platforms, they may receive a lot of praise and recognition, which can often relieve some users' anxiety and depression about life, make users realize their social value, and thus have a positive impact on mental health. At the same time, social media can enable users to understand the world more comprehensively. When they recognize the suffering of more people, they will have empathy, thus reducing inferiority to a certain extent. In addition, some positive content on social media, such as cute small animals, food, scenery, can directly provide positive emotional value to social media users.

4.2. The Negative Impact of Social Media on Different Research Subjects

Current research broadly believes that social media is a double-edged sword. As the previous study, social media can have a positive psychological impact on users, but the negative impact of social media is often accompanied by the former. In the process of using social media, people will experience emotional problems of anxiety and depression, which often leads to addiction to the use of social media. The emergence of this phenomenon may be related to the self-depletion caused by long-term use of social media. As people rely more and more on social media, it is more difficult to get the life satisfaction in real life. The negative perception generated by social media is mainly manifested as "self-deception" and "self-paralysis" [6]. The reason for this phenomenon is that people care too much about other people's evaluation and attitudes towards themselves. Social media can bring praise to users, but at the same time, malice can also exist in comments. In recent years, the cyber violence brought about by social media has become more and more serious, which is related to the increasing pressure of social life, this series of cyber violence will lead to more and more serious social and mental health problems. Every year, tens of thousands of people around the world pass away due to psychological problems caused by cyber violence. For example, in the case of a girl surnamed Zheng, she only she was subjected to cyber violence just because she dyed her hair pink to visit her grandfather. Even if she had just been admitted to graduate school, even if her future was bright, she still could not bear the psychological pressure brought by cyber violence and passed away [7]. There are many such examples, and the negative impact of social media is not limited to that. Long-term use of social media will increase dopamine levels in the brain. After being affected by some content in the video, it is easy to cause emotional and behavioral impulses. For example, college students will learn some bad hobbies on the Internet, such as smoking, alcoholism, [8]. etc. Long-term use of social media will also lead to physical health problems, which will also directly lead to the negative impact of users' mental health.

4.3. The Shortcomings of the Above Research and the Research Content that Still Needs to be Continued

The current research mainly focuses on the impact of social media on the emotional state of young people. At the same time, the relevant research lacks depth, which means that more research and data on different objects are still needed to support these views. The next research should focus more on

how to actively use social media, which may involve music therapy, visual healing, etc. These fields still need new integrations.

5. Discussion and Suggestions

Combined with the above research, The present study shows that social media has a certain role in promoting the willingness of users of different ages to buy. It can be seen that social media can be used as a way to improve consumption power and stimulate economic development. However, it is very important to review the content. The content displayed on social media must be consistent with the reality, and there should be no act of deceiving consumers. The correct use of social media to promote consumption requires the integrity of merchants and the strict audit of relevant platforms. For the mental health relationship between consumers and users, researchers can conclude that social media is a double-edged sword. For the relevant platforms of social media, strengthening the review of content is the most important thing. It is necessary to make the content on social media conform to the predominant values, not bloody, non-violent, and not have a negative impact on teenagers, so as to reduce the phenomenon of users following bad behavior. At the same time, researchers should give full play to the role of social media as a social medium, so that social media can convey more positive information, which can be combined with music therapy, so that users' psychological tension can be alleviated in the use of social media. Of course, the use of other techniques can also be combined with more professional means of psychotherapy, which still requires more in-depth research.

6. Conclusion

In general, according to the research of social media on users' willingness to buy and users' mental health problems, it can be seen that social media can promote consumers' willingness to buy to a certain extent, but at the same time, there are two aspects of impact on users' mental health problems. Social media can relieve users' life pressure and relieve their anxiety to a certain extent, but at the same time, it will also create many new anxieties for users. It can be seen that social media has both positive and negative effects. People should use social media correctly and make social media a tool to help human survival and development, for example, combining social media with research on psychotherapy can give full play to the positive role of social media, so that social media can improve users' willingness to buy while caring for users' mental health, which is also the research significance of this article.

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