

‘Conformity’ Or ‘Consumption Trap’? -- Exploring The Relationship Between Personalized Recommendation Marketing Mode and Consumers' Impulsive Consumption in Tik Tok Mall

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Abstract. With the rapid development of short video platforms, the personalized recommendation marketing model of Tik Tok Mall has become a major means of attracting consumers. However, whether this personalized recommendation triggers consumers' impulsive consumption has become a hotly debated topic in academia and the industry. The purpose of this paper is to explore the impact of the personalized recommendation marketing model of Jittery Mall on consumers' impulsive consumption behavior. Through the questionnaire survey, combined with the actual purchase data of consumers in Tik Tok Mall, this paper analyzes the design of personalized recommendation system and its role in the consumer decision-making process. It is found that the personalized recommendation mode of Jittery Mall can significantly increase the purchase frequency of consumers and is more likely to induce impulsive purchasing behavior. In particular, the probability of impulse purchase increased when consumers felt interest or emotional resonance in the recommended products. Nonetheless, personalized recommendation also enhances consumers' loyalty to the platform, makes the shopping experience more convenient, and even helps to identify potential demand. The findings suggest that while the personalized recommendation model of Shake Mall can effectively stimulate consumption, it is also prone to inducing irrational impulse consumption. When optimizing recommendation algorithms, platforms should focus on balancing the rational and emotional needs of consumers, avoiding over-pushing and inducing consumption, in order to promote healthier and more sustainable consumption patterns.

Keywords: Personalized recommendation, impulse consumption, short video platform, marketing model.

1. Introduction

With the continuous progress of today's Internet technology and the rapid development of the short video industry, online shopping undergoes a shift from the traditional search-based shopping model to the short video-mediated recommendation shopping model. This shift aims to more accurately meet consumers' needs and improve shopping efficiency and user experience.

As a short-video social platform with a large user base, the Tik Tok platform has attracted a large number of users and merchants. It provides consumers with a more intuitive, vivid and highly personalized shopping scene, which makes it an important player in the field of e-commerce. However, on the other hand, it has also triggered widespread controversy and concern in terms of the Internet. With the rapid progress of information technology, personalized recommendation technology has become a key tool in e-commerce marketing. With advanced big data analysis and intelligent algorithms, Tik Tok Mall is able to accurately tailor the exclusive product recommendation information flow for each user based on multi-dimensional data such as the user's browsing history, liking behavior, comment content and past purchase records. This personalized recommendation mode greatly improves the efficiency of consumers to find potentially interesting products, however, behind this seemingly “compliant with the people's hearts” appearance, but hides a number of issues that deserve in-depth investigation.

When consumers enter the Tik Tok Mall and are faced with that wide array of personalized recommended goods, it is often difficult to resist its powerful appeal. Carefully planned recommended

products, infectious short video display, as well as distinctive recommended labels, often make consumers unknowingly make a purchase decision. Such decisions, in many cases, are not based on real needs or rational thinking, but are influenced by emotional impulse, visual impact or subtle psychological cues. Consumers may impulsively click on an order just because of an attractive short video or an attention-grabbing recommendation tag, only to find out later that the product they purchased is not what they really need.

At the same time, the widespread use of this personalized recommendation marketing model has also triggered profound thinking about consumer privacy protection. In the process of collecting and analyzing a large amount of user data, are consumers' personal information properly protected? Will over-reliance on user data lead to biased and misleading recommendations, thus affecting consumers' decision-making? This issue not only concerns consumers' personal rights and economic interests, but also directly affects the healthy development of the e-commerce industry as well as the shaping of social consumer culture.

2. Literature Review

The results of Lu Nan's research in the article *Network Marketing Strategies in Shake Tone Short Video* show that: in marketing, traditional marketing means can no longer meet the needs of enterprises, and network marketing has gradually become an important means for enterprises to gain a competitive advantage. As an emerging field of network marketing, social media marketing has an important position in the era of social media, and one of the most representative platforms is Tik Tok short video. And it firstly elaborates the definition and characteristics of Tik Tok short video and its network marketing, points out the advantages of Tik Tok short video in network marketing, and then discusses the network marketing strategy and practical application in Tik Tok short video, aiming to help enterprises better apply Tik Tok short video for network marketing [1]. This article contributes to this study in terms of research methodology, but not much is involved in the academic aspects, so this paper will start from the perspective of consumer behavior analysis to analyze the deep impact of the design of personalized recommendations on consumer decision-making and make up for the lack of research in the existing literature. In the article *Consumer Dilemmas and Ways Out in Live Streaming Banding*, Wang Yiyi shows that with the advancement of technology and the change of consumers' shopping habits, live streaming banding is developing rapidly, which plays a crucial role in the growth of the Internet economy. However, with the rapid development of live bandwagon, there are many problems behind live bandwagon that cannot be ignored, such as the reality of vulgar bandwagon, after-sales difficulties, false propaganda and so on. The existence of these problems infringes on consumer rights and interests, weakens the trust of consumers in the emerging marketing model of live banding, and affects the healthy development of the live banding industry. In this regard, we should improve the industry self-regulation system, establish a transaction cooling-off period system and learn from the U.S. "substantial connection" disclosure system to help the healthy and sustainable development of live streaming with goods [2]. This article in the academic theory, for this paper provides a great reference value, although the live with goods and app mall recommended in the marketing method is slightly different, but the essence of the division is the same source.

2.1. The Basic Operation Mechanism of Personalized Recommendation System

Some scholars, Zhang Lujie, Wang Yaning, and Jiang Yunqiao, have written in the literature that in the context of the current rapid development of the digital economy, e-commerce platforms are increasingly relying on big data and artificial intelligence technology to improve user experience and sales conversion rate. Personalized recommendation algorithm as one of the core technologies, through the accurate analysis of user behavior, recommending goods to users that meet their interests, thus improving the purchase rate and user satisfaction [3]. So the core of personalized recommendation system aims to use user data to accurately push products. Tik Tok Mall builds personalized user profiles by analyzing users' browsing history, likes, comments and retweets. These

profiles not only reflect consumers' interests and preferences, but also include their social interactions and purchase history. On this basis, Tik Tok utilizes big data and machine learning algorithms to recommend goods or services that match consumers' needs and interests in real time. This recommendation model effectively increases product exposure and reduces consumers' selection time, thus improving the shopping experience.

In their article *The Impact of Marketing Strategies on Consumer Impulsive Purchasing Behavior in Live E-Commerce*, scholars Xu Jingxian et al. found that the anchor's personal qualities, starvation marketing strategies, and immersive shopping experience significantly contributed to impulsive purchasing behavior and increased consumer engagement.

Further research showed that consumers' engagement had a significant positive impact on their impulse buying behavior. Moreover, engagement played a mediating role between anchor traits, hunger marketing, and immersive experiences and consumer impulse buying behavior [4]. Although personalized recommendation enhances the convenience of shopping, it also brings the potential risk of impulse consumption. Impulsive consumption refers to consumers making purchase decisions based on immediate needs or external stimuli without careful consideration. By accurately analyzing user preferences, personalized recommendation systems present products to consumers on a continuous basis, potentially stimulating impulse purchases.

2.2. Psychological Mechanisms of Consumer Behavior in Impulsive Consumption

Scholars Wang Hao and others pointed out in the literature that in recent years, the continuous popularization of intelligent terminals and the innovation of live broadcasting technology have led to the rapid development of live e-commerce industry. Live e-commerce attracts more and more consumers with richer and more three-dimensional product display and more instant interaction. However, according to statistics, about 60% of consumers in live shopping have impulsive purchasing behavior, while about 30% of consumers experience regret after purchase [5]. Impulsive consumption means that consumers make immediate purchases under the influence of external stimuli without prior planning. According to the theory of consumer behavior, impulse spending is often closely related to psychological factors such as emotion, stimulation and instant gratification. Consumers are often attracted to personalized recommendations, which drives them to make purchase decisions without being able to analyze them rationally. In her article *Research on the influence mechanism of impulse purchase intention of live e-commerce consumers under the perspective of trust*, Jiang Lu found through empirical research that cognitive factors such as value perception and security perception, and affective factors such as reputation and similarity are the antecedent factors leading to the emergence of consumer trust; consumer trust has a positive impact on impulse purchase intention; immersion experience plays a partly intermediary role in the process of consumer trust influencing impulse purchase intention [6].

2.3. Empirical Analysis of Personalized Recommendations and Impulsive Consumption

In order to explore whether personalized recommendation promotes consumers' impulsive consumption behaviors, this paper conducts a questionnaire survey through the consumer behavior data of Tik Tok Mall. In this paper, nearly 100 active users were selected and questionnaires were distributed for them to explore their purchase decisions after recommending goods through the personalized recommendation system. Data analysis shows that more than 60% of consumers show high impulse purchase rates when faced with strong personalized recommendations. Especially when the short video content matches the recommended goods, the consumers' purchase conversion rate increases significantly.

In addition, through the analysis of users' emotional response, it is found that consumers generally have a strong "emotional resonance" response when receiving personalized recommendations. When the recommended content is highly compatible with the user's interest, the user tends to show a strong impulse to buy. Compared with traditional e-commerce platforms, the product recommendations in

short video platforms are more entertaining and interactive, and this “watch and buy” shopping mode significantly increases the incidence of impulsive consumption.

3. Research Methodology

3.1. Questionnaire

This study adopts the research method of questionnaire survey, due to one of its characteristics of having the ability to efficiently collect a large amount of user information data, the questionnaire survey research method can quickly reach a large number of Tik Tok users and obtain a large amount of user data. Moreover, the online questionnaire platform can automatically organize and collect data to improve efficiency. The second feature is a high degree of anonymity, users can more realistically express their shopping behavior and feelings during the anonymous filling process, reducing social expectation bias. It is especially suitable for research on socially sensitive topics (e.g., impulse spending). Its third advantage is its flexibility, the questionnaire is designed flexibly according to the topic, and the chance of harvesting reliable data is greater. Its fourth advantage is that the collected data are easy to quantify and analyze, which is convenient for statistics and helps to reveal the relationship between the app personalized recommendation mechanism and impulse consumption more significantly (Fig. 1).

What are the main reasons for impulse buying?

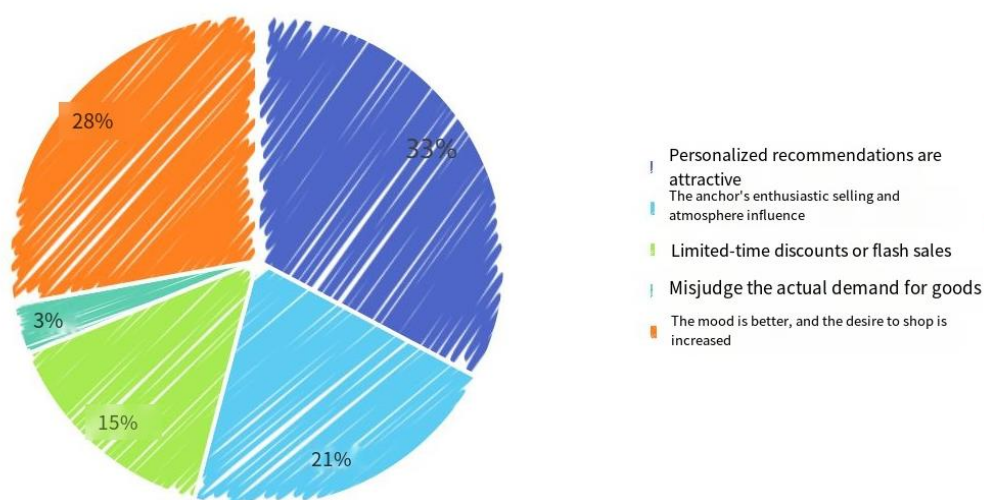


Fig. 1 Research Finding

4. Personalized Recommendation and Consumer Rational Decision Making

Although personalized recommendations have significant advantages in enhancing sales and user experience, their potential to trigger impulsive consumption behaviors have also raised concerns among consumers. To balance personalized recommendations with consumers' rational decision-making, platforms should take the following measures.

4.1. Strengthening Consumer Self-Control Mechanisms

Platforms can reduce impulse spending by guiding consumers to self-reflection. For example, they can add “shopping cart” or “buy later” options when recommending products to delay the purchase decision and help consumers calmly think about whether they really need to buy. In addition, platforms can add more rational decision-making tips in the recommendation interface, encouraging consumers to make purchases based on their own budgets and needs, rather than relying solely on immediate emotional stimulation.

4.2. Optimize the Recommendation Algorithm

While the accuracy of personalized recommendation algorithms enhances the user experience, excessive pushing may lead to consumer choice fatigue and hasty decision-making. Therefore, the platform should ensure that from the perspective of consumers, a high degree of balance between commercial interests and social responsibility, to ensure that the recommendation mechanism should not only create value for the enterprise, but also effectively promote a healthy market environment, and build the well-being of consumers willing to stop by. Here to give a few specific optimization direction suggestions:

1 Diversity recommendation: to avoid algorithmic recommendation is too dependent on the user's historical behavior, resulting in "information cocoon", limiting the scope of consumer choice.

2 Exploratory recommendations: introduce certain randomness and exploratory content in the recommended results to help consumers discover new categories or new brands.

4.3. Guiding Healthy Consumption Behavior

E-commerce platforms should cultivate healthy consumption habits among consumers through education and guidance. By setting consumption reminders and providing financial advice, they can help consumers establish rational consumption concepts and reduce impulsive consumption due to emotions or external stimuli. At the same time, platforms should strengthen consumer data protection to avoid excessive collection of user information leading to privacy leakage and data abuse, which in turn affects consumer decision-making.

5. Conclusion

Through an in-depth analysis of the personalized recommendation marketing model of Tik Tok Mall, this paper finds that although the model has significant advantages in responding to consumer demand and enhancing the shopping experience, it invariably exacerbates the impulsive consumption behavior of consumers and brings about a number of hidden dangers. The personalized recommendation system is based on the consumer's browsing history, interest preferences, social interactions and other aspects of the data for accurate push, which greatly improves the exposure rate of the goods and the conversion rate of purchase. This precise personalized service does allow consumers to easily discover products that meet their needs, satisfying their immediate desires and driving sales. However, this type of marketing also carries great risks and often leads consumers into "consumer traps".

Guided by personalized recommendations, consumers are prone to fall into irrational shopping decisions, especially when faced with the enhanced stimulation of short videos and other entertainment elements, where the presentation of marketing information becomes more vivid and appealing, giving consumers a strong impulse to buy. Many consumers tend to make purchase decisions based on instant interest or desire without careful consideration, and the goods purchased may not be truly needed, or even a product of impulsive consumption. More critically, the continuous optimization of the personalized recommendation system makes the advertising content seen by each consumer more and more accurate and rich, forming a highly personalized shopping ecosystem, which further deepens the consumer's sense of reliance and desire to consume. Although this personalized experience improves shopping convenience, it also makes consumers subconsciously increase their dependence on consumption.

From a social perspective, the consumption patterns promoted by platforms such as Tik Tok Mall have undoubtedly accelerated the spread of consumerist culture. Consumerism encourages people to satisfy their psychological needs through material consumption, a phenomenon that has become more and more significant with the help of personalized recommendations, yet it also makes consumers' rational choices seriously challenged. Although personalized recommendations meet the immediate needs of consumers to a certain extent and bring a more convenient shopping experience, the business logic behind them constantly predicts and guides consumers' purchasing behaviors through precise

algorithms, making consumers unknowingly fall into the “consumption trap”. Although this kind of algorithm-based precision marketing effectively promotes sales, it deprives consumers of the space for rational judgment to a certain extent, which in turn creates the social phenomenon of over-consumption and over-commercialization.

Therefore, I believe that in the face of this trend, consumers should enhance their awareness of self-prevention, improve their ability to consume rationally, and avoid falling into the predicament of over-consumption. Moreover, when optimizing the personalized recommendation algorithm, platforms such as Tik Tok should give more consideration to the long-term interests of consumers, balance the relationship between commercial interests and social responsibility, avoid over-induced consumption, and guide consumers to a healthy and sustainable consumption pattern. This will make the personalized recommendation marketing model truly serve the long-term interests of consumers, and avoid letting it degenerate into a mere consumption tool, causing unnecessary economic burdens and social problems.

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