Discussion on the Socialization of Nighttime Consumption Driven by Internet New Media

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Abstract: *In recent years, Internet new media are quickly integrated into people's daily life. The divergent network communication effect of Internet new media makes peple connect with each other more quickly and frequently.In particular, the full-time nature of the Internet breaks the time barrier of traditional consumption, making nighttime consumption rise and flourish rapidly.New Internet media can effectively eliminate people's sense of strangeness and distance at night. The social characteristics of consumption at night are very prominent, which improves the utility of nighttime consumers. However, some problems brought by it are also worth discussing and thinking about.*

Keywords: Internet new media; Divergent network communication; Night consumption socializing

1. Introduction

Internet new media is a new type of media format emerging based on the background of the Internet after the innovation and development of traditional media. Theconvergence of Web 2.0 ideas and mobile information technology has fundamentally changed the role of Internet users. In terms of information, consumers have realized a fundamental change from passive acceptance in the past to active browsing and self-creation now. The divergent network transmission effect of the Internet greatly reduces the phenomenon of information asymmetry and improves the economic operation efficiency of the whole society. Compared with traditional daytime consumption, consumers' more personalized and diversified consumption demands at night have been satisfied under the Internet new media platform. With the help of the Internet new media platform, enterprises providing social goods and services have also realized real-time interaction with consumers and the whole process of online display and other innovative marketing.

New Internet media provides a bridge of communication across the distance between suppliers and consumers, and promotes the reciprocity and mutual benefit of transactions. But also to realize the Internet new media is a "double-edged sword", sometimes the Internet new media will derivatives into some merchandise to the excessive a hotbed of marketing and false marketing, even may allow some social groups had to face the torrent of social night consumption, thus difficult to "passively social consumption at night", carry on a heavy debt of gratitude, this situation can easily destroy interpersonal relationships and social harmony.

2. Literature Survey

MaoZhonggen (2020) believes that compared with the daytime economy, the nighttime economy emphasizes more on the consumption attributes of social activities, and most of the nighttime consumption is for social purposes. Guan Jian (2020) believes that social marketing, consumer social marketing and social relationship marketing are a new trend in the development of Internet economy. The characteristics of consumer social marketing are split changes in the number of users, pan-entertainment marketing process and stratification of user groups. Zhao Shuguang (2014) believes that Internet social media pays more attention to improving the effect in influencing users' interest, attitude and behavior, and promoting the change of users' consumption behavior. According to Wang Xiaozhan (2015), based on Internet social media, consumers have the following behavioral characteristics: consumers become passive and active, consumers become more rational, and consumers pay more attention to brand image and reputation. Luo Xueshan (2020) believes that Internet new media platforms are easy to breed rumors, and the application of big data, block chain, artificial intelligence and other technologies to regulate data can effectively prevent the spread of false information.

To sum up, driven by new Internet media, nighttime consumption presents an increasingly social trend, and consumers are more actively involved in marketing activities, changing their attitudes and behaviors. However, it should also be noted that the Internet new media itself has many adverse effects, which will be enlarged by the trend of social consumption at night. For the Internet new media driven by the night of social consumption is expected or worried, it is worth thinking deeply.

3. Social performance in the process of nighttime consumption driven by new Internet media

Based on the theories of consumer behavior and consumer psychology, this paper combines the relevant contents in the above literature. Next, This paper will explain the socialization of night consumption driven by Internet new media from the three stages of consumption before, during

and after consumption.

3.1 Social information collection before consumption

Theories related to consumer behavior hold that in the process of consumption, consumption decision-making is a crucial prerequisite, and consumers will actively use various channels to find information related to the products they need when making consumption decisions. Generally speaking, consumers will use traditional media channels such as news broadcast, newspapers, books and periodicals, and street posters to identify and judge the products suitable for them. Of course, due to the innate trust of the acquaintance society, some more conservative consumers are more inclined to choose the products recommended by acquaintances in their social network. In addition, there are some strong independence consumers tend to personalized products, which means they don't like the traditional media to introduce and acquaintances recommended product, because it is easy to appear "consumption bump unlined upper garment" phenomenon, reduce their consumption of satisfaction with the value, they prefer spending on self choice, to a certain extent, this kind of consumers actually pay more attention to the information, so as to effectively avoid consuming the same with others.

Driven by the new Internet media, consumers are more active in consumer information collection. Consumers can search through the Internet new media platform, and the social function of the Internet new media also makes consumers not limited by the traditional acquaintance society.A comment, a video and so on will make the same kind of consumers have a sense of scene infiltration, even if they have not met, they can become friends through social networks and form a consumer circle of acquaintances.In this circle, information is transmitted more quickly, and consumers have the identity of both consumption and supervisor, and the identity of supplier. Take short videos on new media as an example. First of all, when collecting consumption information, consumers can see the explanations of goods and services from different perspectives from different consumers in the social network circle in real time, so that consumers can effectively and truly obtain more intimate sensory information and reduce information asymmetry in consumption.Secondly, for the consumption information in short video, consumers can distinguish it more quickly, and they can collect their views on the information through group chat social gathering, so that the most real information can be selected. It has effective screening function for information authenticity and more extensive supervision of consumer information verification. Finally, consumers can show their products in short videos, which further expands the consumption information. In social circles, consumers can not only enjoy people's attention and recognition, but more importantly, with the help of Internet new media consumers can obtain more spiritual utility than the consumption utility itself.

But driven by the new Internet media, social information collection also makes some false consumer information dissemination more efficient, and makes the negative impact easily magnified. Under the new media, everyone can become the source of information. Consumers often inadvertently pass unconfirmed messages to so-called acquaintances in the first place, hoping that they will get the welfare benefits mentioned in the information. And the information consumers get from acquaintances do not deliberately over-prove, which also provides the basis for bad consumption information. When the loss occurs, it will evolve into a group event, which will not only bring economic losses to consumers as a whole, but also destroy the trust and feelings between people. Therefore, the socialization of night consumption driven by new Internet media is worthy of every consumer's vigilance.

3.2 Expression of socializing behavior in consumption

In the theory of consumer psychology, consumption is not only to meet the physical consumption of consumers' own physiological needs, but also to make consumers psychologically derive multiple and complex consumption experience. Driven by the new Internet media, consumers' night consumption behavior is socialized obviously, different social networks are intertwined, and consumers also have a breakthrough in the traditional day consumption characteristics in the process of night consumption. For example, live streaming with goods is the innovation of marketing method under the background of Internet new media. It promotes the interaction and emotional communication with consumers and stimulates their consumption desire with its unique sense of night scene and some web celebrity and celebrity effects. Webcast, businesses often set up some consumer groups based on the characteristics of consumers, to encourage the same preferences of consumers to join, consumers in such an environment is the establishment of a consumer psychological sense of belonging and identity, when consumers present products or engage in other consumers in the purchase, the demonstration effect is very obvious, the consumption of other consumers also want to get such experience, will also be actively involved in consumption.In the Internet new media era, traffic is fundamental. Social consumption is an important manifestation of social consumption sharing. In order to increase traffic, some merchants will take some incentive measures, such as sharing a certain amount of goods with friends or getting network support from others, so that consumers can get certain discounts.For consumers, on the one hand, they can enjoy more and more consumer surplus, on the other hand, the consumption share way consumers can show off to friends, choose and buy goods, to a certain extent, can realize the consumer consumption utility and transfer their consumption choices to others, which is beneficial to the social value of consumer get more benefits.

However, driven by the new media of the Internet, the socialization of consumption at night also brings troubles to many people. For example, we want to enjoy a quiet leisure time in the evening and do not want to be disturbed by others, but our mobile phones and computers are constantly

receiving requests from our family and friends for shopping sharing and consumption participation. If agreed to, not only our leisure time will be disturbed, time increases the opportunity cost, but also there are some of our consumption is not interested, but have to accept the consumption power of request from relatives and friends of embarrassment, this undoubtedly brings us a lot of unnecessary consumption, serious deviation from the consumer utility maximization principle in economics. However, if we do not agree, we may be left out in the cold because of low participation and negative attitude, forced to bear a heavy "debt of gratitude", or even become a "moral prisoner" of consumption, which seriously damages interpersonal relations. Therefore, it is worth thinking about the disadvantages of social behaviors of consumption at night driven by new Internet media.

3.3 Social comments and feedback after consumption

For consumers, whether the evaluation and feedback channels after consumption are smooth and whether the existing problems can be solved quickly is the problem that consumers focus on, which seriously affects the consumer's consumption behavior. For goods and services supply enterprises, with the general awakening of consumption consciousness, after-sales service is more and more one of the effective core competitiveness of consumer marketing. Driven by the new Internet media, consumers' consumption feelings and opinions are uploaded to the new media social platform for the first time. Therefore, the new Internet media promotes the development of consumer after-sales service.

In the era of Internet new media, consumers not only enjoy the experience of on-site consumption, but also pay more attention to participating in comments on social media platforms. On the new media platform, many consumers are willing to share their consumption feelings in the social circle. Get social attention and improve your sense of gain. Moreover, with the wide spread of new Internet media, some consumers will be more strict in consumer reviews, such as for some products, there are some professional disassembly and fighting commentators. They can also show a positive sense of consumer experience, to a certain extent, to the commodity supply side to form a certain soft constraints. In addition, after-sale rights of problematic products have always been a consumer factor that consumers attach great importance to. Under the new Internet media, when a product has a problem, social networks enable consumers with the same problems to quickly form a group.

However, under the new Internet media, in the post-consumption comments and feedback links, consumers will often encounter the so-called water army groups, they are either advertised by merchants, or excessive brand worship or even malicious guides. This brings great trouble to consumers to judge goods. Long-term past will reduce the credibility of products and consumer groups of trust. And for some consumers, consumers' privacy and information security are easily fully exposed to the Internet world, and their poor evaluation of a product may also be threatened by illegal businesses. A large number of exposed information and illegal business threats will bring serious psychological and physical harm to consumers.

4. Conclusion

In the above, we have elaborated thecharacteristic of the night consumption socialization under the Internet new media drive. The Internet new media has many advantages, has certain promotion function to the consumer night consumption, but the night consumption socialization also has the false information, the forced consumption, the privacy threat and so on bad influence. Therefore, the following will make suggestions to consumers, enterprises and governments to create a good night consumption environment in the Internet new media era.

For consumers, the fast pace of life and dazzling information in the Internet age will make it difficult for consumers to judge, and consumer recommendations from social network acquaintances will also make consumers worry. And consumer consumption data is easy to be mastered to cause privacy disclosure. Therefore, in the face of socializing nighttime consumption, consumers should first improve their awareness of consumer information, do not arbitrarily forward information, and verify consumer information. In the face of the multi-consumption recommendation information recommended by acquaintances, there are choices to shield, avoid invalid consumption and blindly follow the trend, and reduce irrational consumption behavior. When consuming, consumers should also pay attention to protecting their privacy, read privacy clauses carefully when registering accounts on social platforms, and raise safety awareness. In case of illegal business threat, we should also dare to use legal means to maintain their own security and social fairness and justice, for a good consumer environment to contribute their own strength.

For enterprises, in the era of Internet new media, businesses have realized all-round, the whole industry chain to show consumers open, increased the interaction with consumers, but also let consumers know more about products. However, it should be noted that first of all, merchants should pay attention to the true and reasonable consumption information published by themselves and check whether the products meet the standards, and improve the credibility of consumption information under the new Internet media. Secondly, we should be good at innovating and reasonable marketing methods, combining different consumer groups to carry out different preferential measures. In implementing the measures, we should focus on consumer demand rather than simply pursuing traffic. Design the trap of "consumer kidnapping" for consumers and optimize the relationship with consumers. Finally, we should pay attention to the protection of consumer information security, improve legal awareness and moral norms, establish self-restraint mechanism, and ensure the privacy security of consumers.

For the government, the government has the role of supervisor and server in the consumer market, controls the bad consumption behavior, and makes up for the market failure. Under the background of new Internet media, first of all, the government should strengthen the inspection of bad information on the Internet. The government has a hard constraint on information supervision. Consumers should be educated in consumption awareness. Secondly, we should crack down on some consumption behaviors such as intentional inducement, false promotion, illegal trade, and even take measures to ban bad new media platforms, supplement the network infrastructure under the new Internet media, perfect the relevant laws and regulations, and punish illegal reselling of consumer privacy information, establish and perfect consumer feedback mechanism and service platform, reply and deal with consumer feedback in time, improve the efficiency of government economic departments, improve consumer trust, and create an effective night consumption environment for the society.

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