

Research on the Influence Mechanism of Internet Opinion Leaders on Consumer Loyalty of Chengdu Characteristic Industries from the Perspective of Social Media Emotion Analysis

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Abstract: The research on consumer loyalty mainly focuses on a certain product brand or business, and few studies involve consumer platform loyalty, and the research on the relationship between online opinion leaders and consumer loyalty is even less. Based on this, this paper focuses on the influence mechanism of online opinion leaders on consumer loyalty in Chengdu's characteristic industries from the perspective of social media sentiment analysis, and takes consumers' perception of online opinion leaders as the antecedent variable that affects their loyalty, and discusses how consumers gain consumer loyalty from online opinion leaders on mobile social e-commerce platforms.

Keywords: Social media; Network opinion leader; Consumer loyalty

1. Introduction

Network opinion leaders occupy an important position in the development of social e-commerce. The professionalism of network opinion leaders in a certain segment and other factors enable consumers to buy satisfactory products or services according to the information they recommend, thus relying on the mobile social e-commerce platform and becoming loyal users of the platform.

2. Theoretical basis

2.1 Theoretical significance and value

The research on consumer loyalty is mainly based on a brand or a specific online shopping situation, and there are few studies on consumer loyalty with online opinion leaders. In addition, with the emergence of social e-commerce, the process of consumers accepting commodity information has changed from passive to active, and word-of-mouth from online opinion leaders has become an important source for consumers to understand product information.

2.2 Practical significance and value

At present, Chengdu is rich in characteristic industries, mainly including electronic information industry, automobile industry, food industry, traditional Chinese medicine industry, green low-carbon industry and hydrogen energy industry. At present, there are many brands. Facing the trillion-dollar market of products, how can Chengdu's characteristic industries stand out and show the advantages of spontaneously formed opinion leaders in the community is a problem that every Chengdu's characteristic industrial enterprise needs to think about.

3. Theoretical support for the research on the influence mechanism of network opinion leaders on consumer loyalty of Chengdu's characteristic industries

3.1 Quasi-social interaction theory

According to the theory of SocialInteraction, social interaction refers to the social interaction among individuals, groups and groups in society through the transmission of information. It is a process in which individuals react to others and are interdependent^[1]. After the theory of social interaction, the concept of Para-SocialInteraction was put forward. Quasi-social interaction is the interpersonal relationship

between the audience and media figures through "imagination" in a specific situation, which is similar to the reality of face-to-face communication^[2]. Quasi-social interaction is an interactive behavior of spiritual communication formed by the subjective will of the audience. In this process, media figures frequently contact with the audience and influence the audience's cognition, emotion and behavior through social media.

3.2 Brand loyalty theory

Scholar Raj(1985) defined brand loyalty as the proportion of the number of times consumers buy the brand to the total number of times they buy the product of this category, and the higher the proportion, the higher their loyalty to the brand^[3]. Zeithaml(1996) and other scholars define brand loyalty as consumers' intention to have a long-term relationship with the brand through purchasing, repeated purchasing and word-of-mouth communication^[4]. However, the viewpoint of behaviorism cannot explain the intrinsic nature of brand loyalty, and the reasons for its formation are unknown. Scholars find that it is sometimes impossible to effectively distinguish true loyalty from false loyalty from behavior alone, such as luxury purchase behavior based on social-oriented motives.

3.3 Trust Theory

Brand trust is a dynamic process. Based on the current academic viewpoints at home and abroad, brand trust can be defined as: when faced with environmental uncertainties and consumption risks, consumers' trust attitude towards a particular brand reflects their expectations for the brand, which is generated in the long-term interaction between consumers and brands.

4. Research and conceptual framework of research

4.1 Consumer loyalty

Consumer loyalty is the choice preference and repeated purchase behavior of consumers for a specific brand for a long period of time. A high level of loyalty shows that consumers maintain a strong choice preference for the brand and make repeated purchases with high frequency, and even regard the brand as the only purchase choice; The low level of loyalty is characterized by weak choice preference and low frequency of repeated purchases^[5].

4.2 Opinion leaders

Opinion leaders are the minority who constitute an important source of information and influence in the team and can influence the attitude of the majority. Although not necessarily the official leader of the group, he is often well-informed and proficient in current affairs; Or resourceful, with outstanding talent in some respect; Or have certain interpersonal skills and get everyone's approval to become the opinion leader of the masses or the public. In consumer behavior, it refers to a person who filters, explains or provides information for others. This person has more knowledge and experience about a certain product or service because of his high degree of continuous concern. Family members, friends or well-informed people in the media and virtual communities often act as opinion leaders.

5. The influence mechanism of network opinion leaders on consumer loyalty of characteristic industries in Chengdu

The data analysis shows that the characteristics of opinion leaders formed spontaneously have a significant positive impact on consumer loyalty, and the individual characteristics, information characteristics and interpersonal attraction of opinion leaders have a significant direct impact on consumer loyalty. In real life, community loyalty will increase in most cases with the professional, interactive and product consistency of opinion leaders.

Professional community opinion leaders always care about the needs of community members, and recommend products with conscience. In product evaluation, they will be based on core performance, use experience, applicable objects, advantages and disadvantages, not just on the external image of the products, so community members respond positively, and "repeat customers" emerge in batches.

6. Conclusion

Featured products are close to the completely competitive industry market, and often face the brutal competition of similar products from peers. The spontaneous and effective interaction between opinion leaders and community members is conducive to enabling community members to enjoy high-quality online community services, turning passive participation into active participation, thus producing the expected communication effect, cultivating community members' special feelings for the community, establishing a stable customer relationship and making community members loyal to the community. Opinion leaders can concretely reflect the image and characteristics of brands and products, so that community members can understand the concept of products at the first time when they come into contact with products, reduce the perceived risks of community members, enhance the purchasing willingness of community members, and play a role in recommending what they should have.

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