

Research on the Influence of Brand Interaction on Social Media Platforms and Consumers' Purchasing Decision-making Process

Wenxuan Yang^{1,*}

¹Department of Film and Television, The Central Academy of Drama, Beijing, China

*Corresponding author: 1809040310@stu.hrbust.edu.cn

Abstract:

With the rapid development of Internet technology and the popularity of social media, the interaction between brands and consumers has undergone profound changes. Social media platform, with its unique real-time, interactive and communication, has become an important bridge between brands and consumers. In the complex and changing market environment, brand building and maintenance is the key to the success of enterprises. With rapid changes in consumer behavior and market competition, brands need to adopt innovative strategies to strengthen their market position and consumer loyalty. The impact of KOL and KOC on consumers on social media platforms is complementary. KOL quickly increases brand awareness through extensive influence and professionalism, while KOC deepens consumers' trust and desire to buy brands through authenticity and high interactivity. The combination of the two can form a complete marketing chain from awareness promotion to trust establishment to purchase transformation to maximize the marketing effect. This paper aims to explore how brand interaction on social media platforms affects consumers' purchase decision-making process, and analyze its mechanism, influencing factors and effects, and give suggestions.

Keywords: digital marketing; Customer brand interaction; Social media; Opinion leader.

1. Introduction

As an important product of the digital age, social media has penetrated deeply into People's Daily life. It has not only changed the way people socialize, but it has also profoundly influenced consumer buying behavior. Digital marketing is a marketing method based on big data analysis and new media technology, which can help enterprises better communicate and interact with the target audience, improve brand awareness and sales. The advantage of digital marketing lies in its efficient, real-time nature, which can better understand and meet the needs of consumers and provide personalized marketing strategies. Engaging with consumers through social media platforms not only increases brand awareness and reputation, but also directly boosts product sales. Therefore, studying the relationship between brand interaction on social media platforms and consumer purchase decisions is of great significance for both enterprises and academia. The research method used in this paper is literature analysis. This paper is divided into four parts. The first part of the article briefly introduces the theoretical concepts about digital marketing. The second part of this paper is about the overview of brand interaction on social media platforms, the influence mech-

anism of brand interaction on social media platforms on consumers' purchasing decisions, the influencing factors of consumers' purchasing decisions, and the effect analysis of consumers' purchasing decisions. The third part of the article is about the influence of brand interaction on social media platforms and consumers' purchase decision-making process. TikTok is taken as an example. The fourth part is about the conclusions and suggestions of this paper.

2. Digital Marketing Related Theoretical Concepts

2.1 The Concept of Digital Marketing

Digital marketing uses Internet big data analysis and other means to grasp the statistics and sales situation of enterprise products in marketing at any time, objectively analyze consumers' demand for products, so that enterprises can adjust marketing means in time according to market needs to respond to market changes and demands. But digital marketing is not just about responding to market needs. Digital marketing involves the promotion and sale of products or services

Marketing activities such as sales and communication,

covering advertising, promotion, brand building, social media marketing, search engine optimization and other areas [1].

2.2 The Characteristics of Digital Marketing

2.2.1 Digital analysis

The rapid development of digitization and the popularization of the Internet have strongly promoted the development of digital marketing. With the continuous changes of The Times and new technologies, the means of enabling enterprise marketing by digital technology will gradually mature. Digital marketing exceeds traditional advertising in terms of advertising efficiency and accuracy.

2.2.2 Personalized service

Brand use digital means such as big data analysis to analyze consumer characteristics, personal preferences, purchasing habits and other information, and quickly grasp the will of consumers according to this information to achieve rapid transformation.

2.2.3 Low-cost marketing

Digital marketing often relies on a platform to achieve multi-functional collection, such as information collection, market research, product display and other links can be quickly completed on a unified platform, greatly reducing the cost of traditional marketing. Brand can quickly integrate product information, and directly hit the selling point. At the same time, ensure the consistent delivery of high quality products and services to meet changing consumer needs [2].

3. Overview of Brand Interaction on Social Media Platforms

3.1 Definition and Characteristics of Social Media Platforms

Social media platforms are online platforms that allow users to generate, share, communicate and comment on content. They usually have the following characteristics: real-time, interactive, dissemination, user-generated content (UGC) and personalized recommendations. These characteristics make social media platforms an ideal place for brands to communicate with consumers.

3.2 Concept, Form and Connotation of Brand Interaction

Brand interaction refers to the two-way communication activities between brands and consumers through social media platforms. This interaction takes many forms, including brand posts, consumer reviews, likes, shares, private messages. The purpose of brand interaction is to

establish the emotional connection between the brand and consumers and enhance brand recognition and loyalty. The concept of interaction widely exists in sociology, psychology, physics and other fields. The marketing field introduced the concept of interaction earlier in the service industry. The popularity of social media has subverted the traditional forms of social interaction, and the enterprise's overall image, brand and other elements have been brought to life to establish an interactive relationship with customers. In this new form of interaction, companies need to treat interaction as a strategic variable to create value.

3.3 Customer Brand Interaction

Customer brand interaction is a constantly evolving customer-oriented concept. When it was first introduced into the service industry, it was limited to the service experience and participation process, including the physical, intellectual and emotional efforts and input of the customers involved. With the development of Internet information technology and the popularity of social media platforms, interaction extends from the traditional interaction between customers and service personnel to a wider range of enterprise-level interactions between customers and the enterprise as a whole, brand identity and other enterprise-level interactions as well as individual interactions between brand customers. The forms and channel platforms of customer brand interaction are also more abundant. Online and offline as well as formal and informal interactions present a network form.

Advertising Research Foundation defines this kind of customer brand interaction as a process of arousing customers' psychological activities towards the brand, and Goldsmith et al. Further defines this kind of interaction process as a kind of self-concept. That is, the process by which customers are exposed to the brand and tend to incorporate the brand into their self-concept. With the integration and communication of enterprise brand and enterprise as a whole, the interactive relationship between customers and brands has gradually integrated with the interactive relationship between customers and enterprises. In their study on the interaction between enterprises and customers, Wei Haiying and Yang Guoliang directly defined the interaction as the realization of existing value goals by information subjects [3].

The above points mentioned in the article will directly affect whether consumers are willing to consume online in social media, because if the interaction of customers cannot be satisfied offline, so that customers can directly trust the brand, If the two-way communication between brands and consumers is reduced and the purpose of consumers

is not oriented, it will be difficult for consumers to choose online consumption. After all, what consumers can access to online consumption is untouchable and virtual. Therefore, it is more necessary to strengthen the connection between brands and consumers and enhance consumers' trust in brands. These factors will directly affect the promotion of online marketing.

4. The Influence Mechanism of Brand Interaction on Social Media Platforms on Consumers' Purchasing Decisions

4.1 Information Acquisition and Screening

Social media platforms provide consumers with a rich source of product information. Consumers can access product-related information by browsing brand pages, following talent, and participating in community discussions. Such information, including product performance, price, user evaluation, has an important impact on consumers' purchase decisions. At the same time, information screening mechanisms on social media platforms also help consumers quickly find product information that meets their needs.

4.2 Word-of-mouth Communication and Trust Building

Word of mouth on social media is one of the most important forms of brand interaction. By sharing their purchasing experience and evaluation, consumers form purchase suggestions for other consumers. This kind of word-of-mouth communication has a high degree of credibility and influence, and can directly affect the purchase decisions of other consumers. At the same time, the brand can also establish and maintain a good brand image and trust relationship by actively responding to consumer feedback and handling complaints.

4.3 Personalized Recommendation and Precision Marketing

Social media platforms can provide personalized recommendation services for users by collecting and analyzing data such as users' interests, hobbies, behaviors and habits. This personalized recommendation not only improves the user experience, but also enables brands to more accurately target consumer groups and carry out precision marketing. Through personalized recommendations and precision marketing, brands can more effectively attract consumers' attention and stimulate their desire to buy.

4.4 Social Relations and Group Influence

Social relationships on social media platforms are also one of the important factors affecting consumers' pur-

chase decisions. Consumers are often influenced by social relationships such as friends and family when making purchase decisions. When they see product information or buying experiences shared by friends or family on social media, they are likely to be inspired and have a desire to buy. In addition, group behavior on social media also has an impact on consumers' purchasing decisions. For example, when a product is followed and praised by a large number of users on social media, other consumers are likely to follow suit.

5. Influence Factors of Brand Interaction on Social Media Platforms on Consumers' Purchasing Decisions

5.1 Brand Image and Reputation

Brand image and reputation are important factors in consumers' purchasing decisions. Brand interaction on social media platforms can help brands build and maintain a good image and reputation. By publishing high-quality content, responding positively to consumer feedback, and addressing complaints, brands can increase consumer awareness and trust in the brand, thereby increasing their willingness to buy.

5.2 Product Performance and Cost Performance

Product performance and cost performance are the core factors in consumers' purchasing decisions. Information such as user reviews and product comparisons on social media platforms can help consumers have a more comprehensive understanding of product performance and cost performance. This information is of great significance for consumers to judge the quality of products and choose the products suitable for them.

5.3 Promotion Strategy and Limited Time Offer

Promotional strategies and limited time offers are one of the important means for brands to attract consumers. Brand interaction on social media platforms enables promotional messages to reach target consumers more quickly. By Posting promotional messages and setting up limited time offers, brands can stimulate consumers' desire to buy and promote sales growth.

5.4 Social Relations and Group Pressure, the Role of Opinion Leaders Strengthened

Social relations and group pressure, Key Opinion Consumer and Key Opinion Leader are also important factors affecting consumers' purchasing decisions. On social media platforms, consumers are often influenced and recom-

mended by social connections such as friends and family. At the same time, the group behavior on social media will also form a certain pressure and atmosphere, making consumers more susceptible to the influence of others and produce purchasing behaviors. In the new consumption scenario, online opinion leaders can effectively and positively influence consumers' purchasing decisions.

In the field of digital marketing and branding, both KOC and KOL play an important role. But their importance and influence depends on the specific marketing strategy, target audience and brand needs.

The importance of KOL. Kols are usually experts, celebrities, or influencers who are widely influential and highly recognized within a specific field or industry. With a large number of fans and followers, they are able to quickly spread their message and influence their audience's buying decisions. KOL recommendations and sharing can significantly increase brand awareness and trust, especially in terms of product promotion and brand image building. In addition, KOLs are able to attract the attention of the target audience through creative content and unique perspectives, thus increasing the visibility and attention of the brand. In the online marketing of KOL network opinion leaders, enterprises in addition to focusing on the layout of social media marketing of KOL network opinion leaders, but also by establishing a scientific system of "star + web celebrity + average people", to create a national atmosphere with goods, so as to detonate social fission communication [4].

KOC's recommendation and sharing are closer to the actual needs and use scenarios of consumers, so it is easier to stimulate the purchase desire of potential customers. In addition, KOC's participation can enhance the interactive and word-of-mouth effect of the brand, as their sharing tends to be more natural and authentic.

KOL's often have a wider fan base and higher social influence, which can rapidly expand the brand's exposure and awareness. KOC's influence is more precise and in-depth, and it can target specific consumer groups for precise marketing. Now in digital marketing, more KOLs play a stronger role. In brand digital marketing, KOLs can interact positively with brands, thereby leading more KOC's to come in and understand the brand, becoming a virtuous cycle, thereby providing purchase willingness.

6. Analysis of the Effect of Brand Interaction on Social Media Platforms on Consumers' Purchasing Decisions

6.1 Increase Purchase Intention

Brand interaction on social media platforms can signifi-

cantly increase consumers' willingness to buy. By publishing high-quality content, providing personalized recommendation services, and handling consumer feedback, brands can enhance consumer awareness and trust in the brand, thereby increasing the willingness to buy. At the same time, word of mouth and group influence on social media can also stimulate consumers' desire to buy and promote sales growth.

6.2 Promote Brand Loyalty

Brand engagement on social media platforms can also promote brand loyalty. By actively responding to consumer feedback and handling complaints, brands can establish and maintain a good brand image and trust relationship. This kind of trust relationship can enhance consumers' sense of identity and belonging to the brand, thus enhancing brand loyalty. At the same time, personalized recommendations and precision marketing on social media platforms can also enhance consumers' dependence and loyalty to brands.

6.3 Expand Brand Influence

Brand engagement on social media platforms can also amplify a brand's reach. By publishing high-quality content and engaging in hot topic discussions, brands can attract more attention and discussion. This kind of attention and discussion can increase brand awareness and exposure, thus expanding brand influence. At the same time, word-of-mouth communication and group influence on social media platforms can further promote the expansion of brand influence.

7. Take TikTok as an Example to Analyze the Impact of Online Brand Interaction on Consumer Decision Making

Social media platforms have become an important channel for modern consumers to obtain information and exchange experience. TikTok has attracted a large number of young users through its unique algorithm and content format and has gradually become the new darling of brand marketing. In October 2018, TikTok released the big data of 2018, which showed that 85% of users were "post-90s", the gender ratio of users was 4:6, and the younger users and the majority of female users made the beauty short videos have more user groups [5].

At the very beginning of the launch of the short video platform TikTok, the main target user groups are the first and second tier cities. The users of TikTok, mainly young women, have strong consumption willingness and ability, like popular and fashionable products, and are willing to try new products. They are easily influenced by the brand

marketing of the platform's opinion leaders, and thus have purchasing behaviors. TikTok platform features interaction with brands, analyze how TikTok affects consumers' purchase decision-making process and explore the psychological and sociological factors behind it [6].

7.1 Platform Features

TikTok, with its short videos as its core, pushes personalized content to users through algorithmic recommendation technology. Its high interactivity is reflected in the fact that users can easily create, share and comment on videos, forming a close community relationship. In addition, TikTok also integrates live delivery, user-generated content (UGC) and other functions to further enrich the form of brand interaction.

7.2 Brand Interaction

7.2.1 Live delivery

TikTok Live streamers introduce product features and methods of use in detail through anchors, demonstrate actual effects, and promote consumers' understanding and trust of products. This shopping logic emphasizes the concept of interest e-commerce, that is, by displaying the way and order of goods, to stimulate users' desire to buy. Live delivery not only improves users' willingness to buy, but also enhances the emotional connection between brands and consumers.

7.2.2 UGC and celebrity endorsement

User-generated content (UGC) is extremely active on TikTok, which tends to be more authentic and targeted, and can significantly increase click-through rates, engagement rates, and network conversion rates for ads. Celebrity endorsement uses the influence of celebrities to further increase the brand's exposure and credibility. Through the combination of UGC and celebrity endorsements, brands can reach their target consumer groups more effectively.

7.2.3 Social interaction and emotional resonance

Social interaction on TikTok provides users with a rich social experience. Brands can influence consumer decisions through a "front link" of interest content and community interaction. Emotional resonance is an important means for brands to connect with consumers. By publishing stories and images related to users' lives, brands can trigger emotional resonance among users, thereby enhancing brand loyalty and purchase intention. The longer a Douyin short video user watches it, the more likes, comments and retweets it will receive, the more exposure the brand will get and the easier it will be recommended by the platform. The essence of these four indicators is to observe and satisfy the psychological needs of users, which can be ex-

plained by the "social currency" theory [7].

8. Suggestions

8.1 Strengthen Brand Building and Maintenance

Enterprises should pay attention to the building and maintenance of brand image, and enhance brand awareness and reputation by releasing high-quality content and actively responding to consumer feedback.

8.2 Optimize Product Performance and Cost Performance

Enterprises should continuously improve product performance and cost performance to meet the needs and expectations of consumers. At the same time, enterprises should pay attention to market dynamics and competitors, and formulate effective product strategies.

8.3 Innovative Marketing Strategies and Means

Enterprises should make full use of the advantages of social media platforms to innovate marketing strategies and means to attract consumers' attention and purchase intentions. For example, limited time offers, and interactive activities can be set up to stimulate consumers' desire to buy and promote sales growth. No matter what type of customer brand interaction is it cannot be separated from the customer as the subject of interaction. In terms of scale development, most of the existing empirical studies have taken some scales from earlier studies and integrated and expanded them. Under the new background of social media, some foreign scholars have begun to develop new scales [8].

8.4 Focus on social relationships and group influence

Multi-platform interactions of customer brands under social media. From the traditional offline interpersonal interaction between employees and customers to the online interaction in the mobile Internet era, the development of social media has enriched the content and form of customer brand interaction. Enterprises should pay attention to the impact of social relationships and group behavior on consumers' purchasing decisions on social media platforms. Brand strengthen the interaction and connection with consumers by actively participating in community discussions and establishing brand communities to enhance brand loyalty and influence.

9. Conclusion

Brand interactions on social media platforms have a sig-

nificant impact on consumer purchasing decisions. By leveraging digital tools to enhance customer engagement and engagement, brands can effectively communicate and build relationships with consumers. At the same time, sustained public relations campaigns and active reputation management help brands stay resilient in crises and enhance public trust. By implementing nuanced customer loyalty programs, brands are able to incentivize repeat purchases and convert customers into brand advocates. Through mechanisms such as information acquisition and screening, word-of-mouth communication and trust building, personalized recommendation and precision marketing, and social relations and group influence, brands can effectively influence consumers' purchase decision-making process and promote sales growth. At the same time, brand image and reputation, product performance and cost performance, promotion strategy and limited time offers, as well as social relations and group pressure KOC (Key Opinion Consumer) and KOL (Key Opinion Leader). Key opinion leaders and other factors are also one of the important factors affecting consumers' purchasing decisions. In the era of mobile Internet, customer brand interaction has become ubiquitous and is no longer limited by time and space. Under the background of sharing economy and creating value, customer brand interaction will become an important element of marketing strategy for enterprises. Throughout the existing research, scholars mainly from the connotation and type of customer brand interaction, customer brand interaction driving factors and results and other aspects of the study. Social media has enriched the forms of customer brand interaction and changed the traditional mode of brand communication. Two-way network interaction has become an important source of enterprise brand equity value. It is foreseeable that as the Internet continues to penetrate into people's lives, the "new opin-

ion leaders" who are active in social media platforms will become more and more involved in the purchasing decision-making process of consumers. Therefore, enterprises should attach importance to social media marketing and the power of opinion leaders, which will be related to the maintenance and development of enterprise products and brands. Correct guidance of opinion leaders and extensive cooperation with opinion leaders are also the work that future enterprises must adhere to for a long time.

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