

Analysis of the Relationship between Social Conformity Psychology and Impulsive Online Shopping

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Abstract. Conformity psychology is a very ordinary social phenomenon. For modern people, their conformity psychology will be manifested in many aspects, such as consumption, life, work, etc. Especially in consumption, serious conformity mentality will easily lead to impulsive consumption behavior. Due to the change in payment methods, consumers do not need to carry cash when they are shopping, they only need to use mobile phones, through WeChat or Alipay scanning code to complete the payment. The emergence of these diversified and convenient payment methods makes the incidence of impulsive consumption increase year by year. Under the social background of impulsive online shopping, this paper analyzes the causes of social conformity behaviors and lists the situation that impulse online shopping often appears. While analyzing the reasons, this paper also puts forward some opinions on how to reduce the impulsive online shopping. Studying the above phenomenon can help consumers to plan their consumption behavior more reasonably and make contributions to the virtuous cycle of social consumption.

Keywords: Social conformity psychology; Impulsive online shopping; relationship.

1. Introduction

The psychology of conformity mainly means that under the influence of other people's behavior, people will show the same behavior style as most people in terms of cognition, judgment, etc. A serious social conformity mentality will have a direct impact on people's consumption behavior, resulting in the problem of impulsive consumption, which is an unhealthy consumption behavior. Based on social conformity psychology, the article analyzes the relationship between social conformity psychology and impulsive online shopping, aiming to help people establish a healthy consumption view and correct unhealthy consumption behavior, which is of great practical significance.

The research in this paper is based on the premise of online consumption. Although E-commerce and online shopping support each other, E-commerce has caused more and more impulsive online shopping. E-commerce is the product of the application of network technology, electronic technology and data processing technology, and it is the result of the combination of contemporary high-tech means and trade objects and marketing strategies. E-commerce relies on online platforms and E-accounts and uses online publicity to sell goods and services to consumers. In the era of big data, the rapid economic development in the 21st century cannot be separated from the support of E-commerce. Meanwhile, E-commerce, with its unique characteristics, quickly broke the traditional shopping methods in just a few years, which greatly facilitated people's life. With the rapid development of E-commerce, network festival marketing is more popular in recent years. Consumers are often affected by various factors in network festival marketing, which is easy to make irrational decisions and produce irrational consumption behaviors [1].

In recent years, more and more consumers have realized the adverse effects of blind herd mentality on their consumption behavior. Consumers should truly recognize their needs, not blindly follow suit. Although many scholars have studied related issues, they should give as much practical advice as possible. For example, from the interference of business activities, consumers should choose their really need goods and avoid excessive consumption and waste through the emotional management of self to control their emotions.

In order to learn from other scholars and in order to inspire the readers, in the last part of this paper, the author will make suggestions on how to consume rationally from three aspects. First of all, the author would like to encourage consumers to establish correct personal views and avoid blindly following the crowd. Secondly, the author would like to strengthen the correct guidance for consumers and let them establish a reasonable view of financial management. Finally, the author would like to guide consumers to reduce impulsive behavior and establish a good consumption concept from their teenage age.

2. Causes of Social Conformity

From the perspective of philosophy, consciousness is determined by materials, and the development of things is multifaceted. The emergence of social conformity reflects this principle. Among the many causes of conformity, pressure is a key factor. Under the influence of the general environment, it is difficult to avoid the emergence of conformity. For instance, in a group, if one member makes a choice different from other members, he or she is easy to be isolated by other members. In the social environment, conformity psychology has a wider scope of expression. For instance, while shopping in the mall, people are exposed to many brands, but if they can only choose one brand, then in most cases, they will refer to others' opinions, and even observe others' shopping behavior subconsciously. This is the social conformity psychology under the influence of group factors [1].

In addition, social conformity also includes situational factors, which mainly means that consumers are easily influenced by the suggestions of other authoritative persons when facing uncertain commodity information. For instance, when purchasing clothes, in order to pursue the so-called "trend", people tend to listen more to the suggestions of those authoritative persons in the field of clothing design, so as to choose some clothes that they do not really like and need [2]. Because of the above reasons, when people do not have enough understanding of social conformity psychology, they will easily go into the pitfall of social conformity psychology. For the goodness of people to overcome social conformity psychology, people need to practice constantly and eventually will be able to be immune from social conformity influence.

3. Relationship between Social Conformity Psychology and Impulsive Online Shopping

In the cross-research field of economics and psychology, consumer psychology has always been the focus and difficulty of research. In people's daily life, conformity behavior is very common but difficult to avoid. Especially in consumer activities, conformity behaviors are more obvious. Based on the perspective of economics, the so-called conformity behavior mainly refers to the risk avoidance behavior that consumers make the same choice as others to maximize their economic benefits when facing uncertain situations. In the process of consumption, if people do not know enough about the product information they want to buy, they will choose to listen to others' opinions or purchase based on experience [3].

For instance, during online shopping, people often choose to view comments and buyer shows and decide whether to purchase the product based on others' experience in order to reduce the failure rate, alleviate their own internal anxiety, and thus obtain satisfaction. Similar conformity consumption behavior is usually reflected in the process of the first consumption of a certain service and commodity. If the commodity meets consumers' expectations, it will increase consumers' loyalty to the commodity and increase the probability of consumption of the commodity. Otherwise, it will reduce consumers' satisfaction and loyalty and reduce the probability of consumption [4].

Impulsive online shopping has a very close relationship with social conformity psychology. During online shopping, affected by social conformity psychology, people tend to impulsively buy goods that they do not need but look "affordable". Meanwhile, some commodities also have the

inherent characteristics of the group, which mainly means that most people in the group own the commodity, so the members without the commodity will produce some psychological pressure, which will lead to impulsive consumption behavior. This kind of consumption usually focuses on independent consumption.

Impulsive online shopping may make consumers overdraft credit cards in advance, resulting in bad credit records and other negative results. Social conformity is the reason and reinforcer of impulsive online shopping as impulsive online shopping can also create another form of social conformity. Through consumption, consumers can get a sense of achievement and satisfaction, but this kind of consumption also has a certain blindness. Its starting point is to be able to comply with others and society, without considering their real needs and actual conditions, so it also belongs to an impulsive consumption behavior [5]. For instance, in the “Double 11” online shopping activities every year, many people are willing to spend as much money as they can. Under the influence of the big environment, people who do not have the desire to consume will also have certain consumption behavior. They buy many goods they do not need through the Internet, thus the phenomenon of impulsive online shopping appears, which is closely related to the social conformity psychology. As impulsive online shopping is not a healthy consumption behavior, it must be curbed in time [6].

4. Effective Suggestions on Getting rid of Social Conformity and Keeping Psychological Rationality in Online Shopping

4.1. Encourage Personality Development and Avoid Conformity

In the progress of modern society, everyone is a crucial part of the social group. Influenced by the general environment, it is easy to have a conformity mentality, which will also have a direct impact on people's consumption behavior, especially online shopping. To get rid of this unhealthy consumption mode, the first thing is to achieve personalized progress. For online shopping, people must have their own ideas and positions and clearly position themselves, highlight their individuality, and avoid blind conformity.

According to Peter and Vladimir, in addition to the external marketing factors driving consumer consumption, there is also the consumers' own purchasing motivation, which is the endogenous motivation that drives consumers to have blind conformity. At present, consumer purchase motivation can be divided into two categories: demand motivation and psychological motivation. Consumers who buy something through demand motivation tend to be more rational, they may only buy the right ones, which is difficult to be affected by other factors [7]. Psychological motivation is the purchase motivation caused by people's cognition, emotion and will. Psychological motivation often exposes consumers to relevant information about online holiday marketing.

Meanwhile, consumers should also enhance their self-awareness. Consumers can choose not to buy the goods they do not need, and there is no need to worry about others' strange eyes on their behavior. Consumers just need to be themselves. Especially contemporary college students, affected by the general environment, are more likely to have a conformity mentality and produce a series of impulsive consumption behaviors. Schools should also focus on such an issue and encourage students' personalized progress, so that students can develop in an all-around way and avoid conformity behavior [8].

4.2. Strengthen Correct Education and Guidance for Consumers

In the information era, the social economy has developed very rapidly. The market is filled with a lot of information related to consumption, which makes it difficult for consumers to make correct and reasonable judgments in a short time. Therefore, people must strengthen the correct education and guidance of consumers to help them break away from the social conformity mentality. In this way, society can foster more independent and rational consumers, which is very helpful for the orderly progress of the market.

The so-called rational consumption mainly means that consumers can accurately identify different information under different conditions, choose the information that is really helpful to them or that they really need, and automatically filter the information and content that they do not need. Independence mainly means that consumers can independently think about the information related to consumption, so as to make correct and accurate judgments and be not easily influenced by the opinions and ideas of others. To achieve the above goals, it is necessary to create a rich, diverse and positive consumption environment for consumers. In the progress of modern society and culture, consumption culture is a crucial component, and it is also a crucial part of social civilization construction. When creating this good consumption environment, it is also necessary to provide consumers with more valuable services and goods, so as to enable consumers to select commodities based on their own personality characteristics to meet their consumption needs.

Regarding rational consumption, Abdullah, Jeff and David give the following suggestions in their article: The first is compulsory savings. People should save 10%-20% of their total income every month for rainy times, for future large expenses, such as buying a house, buying a car, education and so on [9]. The second is making regular investment. People should invest out 10% of the total income [9]. The last is reasonable consumption. When people buy things, they must shop around, then they can buy things after waiting; therefore, they will always have the right opportunity to buy the right things at the best price [9].

In addition, if teenagers can establish a good concept of consumption from an early age, their consumption behavior can be more reasonable when they grow up. Schools or universities can organize relevant activities to carry forward the traditional virtues of thrift and the spirit of hard working, and help students to establish a correct and rational view of consumption.

The student union and other relevant organizations can play a leading role, timely popularize and publicize relevant knowledge, teach the methods of identifying consumption scams, organize some activities to call for rational consumption, and promote the formation of a good consumption atmosphere on campus.

4.3. Reduce Irrational and Impulsive Consumption Behavior

Reducing irrational consumption and impulsive consumption behavior is a crucial way to prevent the loss of personal and social welfare. According to the authors Tang, Fang and Zhang's points in their article, people can start from the following aspects.

First of all, in the whole society, it is feasible to form a big environment to advocate rational consumption, make rational consumption gradually become the mainstream trend of society, fully play the role and value of social public opinion, news, and social media, increase the publicity of rational consumption, and let people know what is healthy and rational consumption behavior and what is unhealthy and irrational consumption behavior. Meanwhile, people can be shown with the harmfulness of these bad behaviors which can be killed in the bud.

Second, consumers should strengthen knowledge learning and accumulation, improve their ability to identify products, and avoid blind comparisons or following the trend. Consumers should be able to detect some irregular sales behaviors of businesses in time to avoid being deceived and falling into traps designed by others.

Third, people should form good consumption habits, combine their own experiences to consume, and be able to summarize which commodities are consistent with their own actual needs to ensure that the product application value is maximized. As time goes by, consumers will be able to form a relatively fixed tendency to choose.

Fourth, people should strengthen their awareness of environmental protection. In the process of consumption, people should actively advocate a healthy, green and reasonable consumption concept and prevent destroying the ecological environment and wasting resources [10].

5. Conclusion

To sum up, the article first makes a brief analysis of the causes of social conformity psychology, then analyzes the relationship between social conformity psychology and impulsive online shopping, and finally puts forward effective suggestions for rational consumption. In short, under the influence of social conformity psychology, people are prone to impulsive online consumption. For this unhealthy and irrational consumption behavior, consumers must timely curb it in a correct way, otherwise, it will have a negative impact on the progress of the market economy and disrupt the market order. On the individual side, consumers must establish a rational consumption view to avoid the conformity mentality. On the social side, relevant national departments should actively advocate a healthy and rational consumption view through various ways to correct consumers' bad consumption behavior.

With the development of online consumption, the study of online impulsive shopping and its influencing factors have become the focus of economics, sociology and psychology. There are many scholars conducting various studies in this field. The author has also realized the importance and significance of the relevant problems for social economics, sociology and psychology development.

Despite the author's efforts, the shortcomings of this paper are very obvious. For example, this paper lacks stronger evidence on data analysis and lacks diverse research materials. In future research, the author will continue to make more research, try to explore richer influencing factors, will improve the data processing, and make the research complete with sufficient data and evidence, rigorous demonstration, and richer content.

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