

# The Impact of Social Media on Consumer Sentiment

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**Abstract.** With the wide use of network media, consumers' information acquisition and communication methods have undergone significant changes. Network media not only provides them with a fast and efficient way to obtain information, but also provides them with a broader social space and communication platform. Therefore, the popularity of social media has brought some negative effects, such as low mood and depression among consumers. This paper will first study the impact of social media operation strategies on consumer sentiment. Secondly, the author will examine how social media self-control affects mood, which includes how users control their emotions and behaviors on social media, and the impact of this self-control on consumer mood. This paper will discuss and study through the research methods of psychology and sociology. Finally, this study aims to analyze the problem of information overload between social media and consumer sentiment by focusing on the comments made by consumers on social media. At the end of the study, the research results need to be summarized and analyzed in order to provide useful references for social media platforms to manage consumer emotions, so as to provide useful references for lawmakers, academics and practitioners.

## 1 Introduction

Using social media has developed to be one of the primary methods that people in today's society may connect, obtain information, and have fun as The Times has expanded. Social media is a subset of social media platforms that let users create accounts, communicate with others, upload movies and photographs, and share content. The foundation of it is Internet and mobile communication technology. People's social habits have changed immensely as a result of social media's broad usage and simplicity of use, making it an indispensable tool for exchanging concepts, knowledge, and day-to-day experiences. In the digital age, social media provides a new channel for communication. Before, the only options for people to socialize were in person, over the phone, or through letters. Through the connections it makes with people of all backgrounds, interests, and cultures, social media also provides people with an avenue to rapidly expand our social network. Like any other technology, social networking is not without its problems, though. On the other side, some people may disseminate falsehoods and incorrect information on social media, which will have a negative impact on other people and society as a whole. These individuals may overly pursue vanity and comparison on social media and seek out others' attention and admiration. Because of this, consumers must exercise reason when using social media to avoid having negative emotional effects. As a new way of communication, social media has two sides: on the one hand, if the operator adopts appropriate operational strategies, social media can positively affect the emotions of consumers; On the other hand, factors

such as information overload, authenticity of information, ease of use of features and use of multiple platforms can also negatively impact consumer sentiment.

To reduce the emotional impact of information overload on users, operators need to take measures. This study aims to improve the negative emotions and anxiety depression caused by social media by paying attention to consumers' statements posted on social media to conduct emotional sentiment analysis. Through real-time monitoring of social public opinion and user sentiment, it can also provide strong support for the government and enterprises to better serve the public.

## 2. The impact of social media operation strategies on consumer sentiment

In the age of information explosion, people's time is becoming more and more fragmented. Social media such as Twitter, Instagram, Wechat, Weibo, Tiktok are becoming more and more popular because they are diverse, rich and easy to use. For example, with the popularity of Wechat public accounts, people used to spend a lot of time on traditional media to get information, but now they only need to pay attention to a few public accounts to get information easily. So, the Wechat public account has become a form of "We Media" that people like to browse. People also pay close attention to Wechat public accounts.

According to the CNNIC China Internet Report, the number of people using Wechat worldwide has exceeded 1.5 billion, and the number of Wechat users is huge. In the three months of operation of the public account, the

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survey found that the number of articles read in the days after the publication of a significant increase. This shows that the targeted content and users of Wechat public accounts remain basic, and the users are basically stable. According to user data, the content quality and user needs of public accounts are key factors in attracting and retaining users. This shows that some public accounts can attract new users and meet the needs of old users [1]. Display content has an effective impact on consumers.

By spreading positivity, these social media can enhance consumers' purchase intention and loyalty, bring positive emotions, and can also increase social media mobile online payments [2]. Peter Drucker introduced the concept of "consumer perceived value" in the 1990s. The concept describes consumers' perceptions of the value of goods, and these perceptions determine whether they buy goods or not. This concept includes consumers' overall evaluation of a product's quality, desire, convenience, and pleasantness. Rafael et al. point out that by using a perceived value system, consumer purchases and choices can be predicted and evaluated. Li Weiqing et al. developed a consumer preference prediction model based on perceived value. The model shows that consumers have an impact on the quality, reviews and price of products, and these effects ultimately influence their purchase decisions [3]. For example, some social media allow consumers to feel the advantages and value of products by publishing user evaluations and sharing experience, thus enhancing their sense of trust and security in these social media. Since most social media information is modified, embellished, or even exaggerated, it is easier for social media users to make upward social comparisons. Social media upward social comparison is when a person compares themselves to others who are superior to them in terms of appearance, ability, etc., by browsing information on social media [4].

### **3. The self-control of social media is emotional**

Compared with traditional media, social media has stronger openness, interaction and immediacy, which attracts the participation and attention of consumers [5]. Some researchers believe that social media use can make people lack self-control and lead to feelings of stress, depression, anxiety and other emotions. From the perspective of gender, according to the gender difference analysis of social media intensity, self-control and emotion, men's social media intensity is slightly lower than that of women, but the difference is not obvious. This shows that men and women rely on social media to a similar degree in modern life, perhaps due to the popularity of the Internet, people can use mobile phones at any time, a variety of social media emerge in an endless stream, can meet the needs of men and women, and increasingly become a daily necessity. In terms of self-control, men scored significantly better than women [6]. Thus, women are more emotionally affected than men. In terms of age, people of different ages show great differences in self-control. This may be due to

psychological maturity and temptation at different ages, leading to different self-control abilities. The over-55s scored above average among all age groups, and compared with other age groups, they gradually gained control and were able to resist impulses and adapt to social situations. Middle-aged people aged 35 to 44 scored the most, perhaps because they faced more life problems and financial pressures [6]. It is easy to be emotionally negative. This is followed by 15 to 24 years old, when many big decisions need to be made, while living in a fast lifestyle and fierce social competition can lead to confusion about the future, inner depression, and depression. From the perspective of education level, the study of Li Qiaoling et al. shows that there are significant differences in the use of social media in different education levels, which is related to different knowledge levels, information contact and dependence on social media [6].

However, with the popularity of social media, people at every cultural level are likely to be affected. The study found that undergraduate and graduate students scored highest in social media use and used social media more frequently, and no significant differences in self-control were found among people of different cultural levels, suggesting that these people showed an upper to average level of self-control and were able to effectively control their behavior. However, with the popularity of social media, people at every cultural level may be affected, and people may develop negative emotions that affect their social and lifestyle. Therefore, frequent use of social media is associated with factors such as social comparison and social isolation [6]. Consumers' psychological empowerment is influenced by social support and information quality, which leads to information avoidance behavior. Perceptual overload and social comparison have significant effects on consumers' cognitive dissonance. When people may be displayed in the lives of others, it can lead to dissatisfaction and anxiety about their own lives. Because it requires more time and energy to process this information, it can also lead to anxiety and stress [7].

### **4. Social media and consumer sentiment information overload**

When people use social media too much, it leads to information overload. Information overload is usually due to conflicts between individuals with limited information processing capabilities. System function overload occurs when the complexity of the use of technical resources exceeds the addition of new functions [8]. A survey of 298 social media users by the University of Salford found that 66% felt anxious after using social media [8]. The effects of social media on emotions can be studied medically, psychologically, and sociologically. Current research has made some progress on the effects of anxiety on social media users. However, many researchers classify social media anxiety as information anxiety or social anxiety. Bozionelos' research shows that when people generate too much anxiety about information systems such as social media,

users may resort to evasive behavior, which leads to less frequency and efficiency of use. Physical and psychological stress are the most common manifestations of anxiety among social media users. Naveed found that users' uncertainty about information utilization led to their high expectations of information benefits; Second, high expectations lead to anxiety. Bad social media management and communication leads to users being oppressed and isolated [8]. Because of the huge amount of information and uncertainty of social media, users must be useful or interesting from a large number of information. The "information island" of social media reduces the efficiency of users to receive more homogenized information, resulting in information redundancy, which turns into self-compulsion and anxiety [8]. Four speculations about the impact of information overload on consumer sentiment.

#### 4.1 Information redundancy affects consumer sentiment

Driven by commercial interests, social media is flooded with advertisements and junk information. These spam messages make social media consumers feel tired and anxious [8].

#### 4.2 Information authenticity affects consumer sentiment

Because social media has many functions, it can confuse consumers. At first, customers made the mistake of using

features they were not familiar with. For example, older children need to learn the intricacies of social media before they can use it. However, users may find social media difficult to use due to factors such as unstable and slow response of websites or mobile apps. This can lead to psychological symptoms such as anxiety and anxiety [8].

#### 4.3 Functional ease of use affects consumer sentiment

According to the survey, from 2013 to 2014, the number of people using two or more social media apps increased by 10 percent in one year. On the one hand, using multiple social media platforms increases the amount of tasks undertaken by users, leading to anxiety and cognitive impairment; On the other hand, since each social media platform has its own rules, it's easy to master using one social media platform alone; However, as the number of social media platforms increases, users can feel difficult to control, leading to negative emotions [8].

#### 4.4 Using multiple platforms increases user anxiety.

Fig. 1 shows the research model of the influence of external factors of social media on consumer sentiment built in this paper based on the above analysis and hypothesis [8].

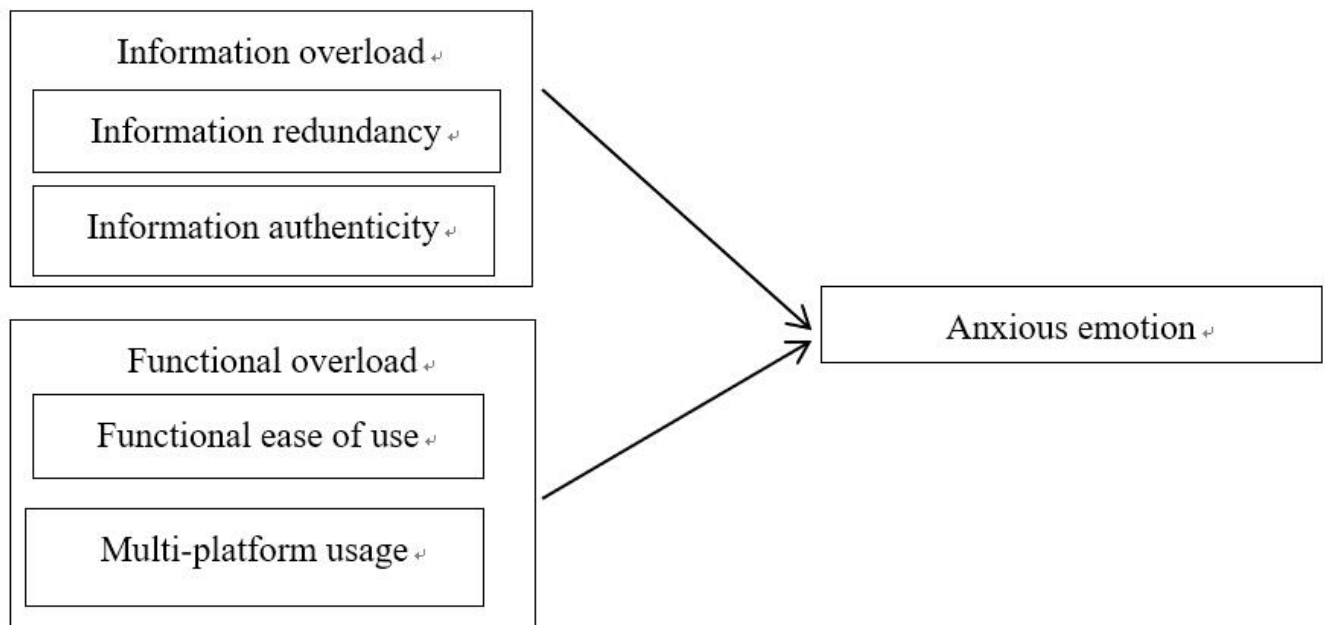


Fig.1. Influencing factor model of social media users' anxiety [8]

## 5 Suggestions

Although social media is a valuable source of information, it is evident that information variables have an impact on users' emotions. This is primarily because

over 70% of the content on social media is duplicated, and there is a severe information silos problem. These factors make it harder for users to locate relevant or important information while also increasing the likelihood that they will forget it [8]. This means that social media companies must actively offer

psychological therapy and intervention services to users in order to encourage the increase in the user base of relevant issues.

In order to reduce the impact of information overload on users' emotions, operators in social media need to provide higher quality information, such as improving the information filtering mechanism and raising the threshold for authoritative information to publish accounts. Through the user's communication behavior, location information and other data, operators can mine the needs and preferences of consumers, and provide services and recommendations for consumers. It indirectly affects the relationship between social media use and consumer sentiment [9]. The degree to which a person is affected by stress in a particular environment depends mainly on the traditional perception of the individual, followed by the environment. A person shows carrying through perception and behavior. Psychological stress should result in a response to physical burden [10].

In order to better control their stress and anxiety, consumers can focus on the following areas: First of all, people ought to use social media more responsibly, acknowledge that it is only one aspect of their lives, and stop viewing it as the entirety of it. Second, in order to lessen tension and worry, individuals ought to focus more on their mental health and acquire methods of relaxation like deep breathing and mindfulness meditation. Thirdly, users need to be mindful of how they handle social media. By listening, voicing their own thoughts, and respecting those of others, people may learn to prevent disputes and misunderstandings. To guarantee that users may more readily profit from social media on the platform, social media companies should fortify their content management methods. These should include early blocking of unlawful short films and frequent screening of offensive comments and videos. Furthermore, it is recommended that social media platforms enhance their user reporting procedures in order to incentivize users to proactively report offensive information and guarantee prompt resolution of such reports. Furthermore, it is important that social media platforms consistently enhance and optimize the management of content to facilitate users' enjoyment of social media's ease and fun.

## 6 Conclusion

With the rapid development of new media, social media platforms have gradually become an important channel for the public to obtain information and express ideas. Social media platforms provide consumers with a place to vent their emotions, let them share their lives and some emotions, which also allows consumers to have a sense of participation and satisfaction, while relieving their emotional pressure from different aspects, such as study and work pressure, using social media to distract their attention and relax properly. In short, social media has become an indispensable part of modern society. However, consumers must also be aware of the negative issues that social media can bring, namely when people

with different views argue on social media, it can lead to emotional polarization and negative emotions. These problems deserve people's attention. Serious negative emotions can lead to anxiety and depression, if the impact of negative emotions is not paid attention to, anxiety and depression will become more and more serious. Prolonged exposure to negative emotions can lead to physical ailments, such as depression and irritability. Therefore, consumers should pay attention to the impact of negative emotions, learn to control their emotions, maintain an optimistic attitude and a positive attitude. In addition, if consumers feel that their emotions are out of control or having a negative impact on their lives, they should seek professional psychological counseling and treatment immediately. Through this series of studies, it is found that social media is a double-edged sword that affects consumer sentiment. Consumers need to take its positive and negative effects seriously and take certain measures to avoid the negative effects. When consumers make better use of social media platforms, it will become an important force to promote social progress and development. In the future, with the continuous development and application of technology, social media platforms will be more personalized to provide consumers, major media and businesses with better experience, and the positive development will also bring positive emotions to consumers.

However, this article also has certain limitations in terms of comprehensiveness and depth of content analysis. In the future, with available resources, the author will conduct in-depth research around this topic, quantifying the correlation between social media and consumer emotions.

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