

# Research on the Application of Consumer Behavior Theory in the Innovation of Health Management Services

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**Abstract.** The irrational expression of consumer behavior in the field of health management services can easily trigger a crisis of trust, posing a serious challenge to creating a healthy consumption environment. The article takes the irrational expression of consumer behavior as the research object and sorts out its basic manifestations and characteristics in health management services. After an in-depth analysis of the emotional presentation and formation reasons for the irrational expression of consumer behavior, this article proposes that strategies to address irrational expression of consumer behavior should start from four directions: data-driven monitoring, multi-party participation in agenda setting, institutional construction, and cultural guidance, to promote the rational and healthy development of a healthy consumption environment.

## 1 Introduction

At present, we are in an era of information explosion and awakening of health awareness, and health issues have become a common problem for consumers, which is one of the biggest risks for consumers today. Health problems arise alongside consumer behavior, and the emergence of health problems can easily lead to complex and varied consumer behavior, which is also mixed with various misleading information, which not only affects the resolution of health problems and the process and speed of consumer governance of health problems, threatening consumer safety. In addition, once a large number of irrational expressions appear on social media platforms and form a consumer group phenomenon, it will intensify consumer problems. Especially in today's era of advanced big data and artificial intelligence technology, consumers have regarded social media platforms as important places to obtain information and express opinions. At the beginning of health problems, it is a serious challenge to resolve and deal with health issues by focusing on social media platforms to make a large number of irrational comments. Irrational speech not only affects the dissemination of information on social media platforms but also disrupts the order of consumer groups, posing great obstacles to their development and damaging the credibility of health management service providers. Therefore, guiding and regulating irrational expressions of consumer behavior has become a major practical problem that urgently needs to be solved [1].

## 2 Fundamental Manifestations and Characteristics of Consumer Behavior

### 2.1 Awakening of Health Consciousness

The emergence of consumer behavior stems from the deep-seated health needs of the consumer group in the process of consumer phenomenon. When health issues are related to the vital interests of the consumer group, health issues will become a hot topic of concern for the consumer group. For different types of health topics, consumer groups often mobilize emotional resonance between different consumer groups to enhance the participatory and confrontational nature of irrational expression. With the development of health problems and the continuous enrichment of irrational expressions, false information about consumer behavior continues to emerge, constantly adding tension to consumer behavior. By summarizing consumer behavior within a certain time frame, the alienation of the outbreak points and development trends of health problems can be observed. As soon as they appear, they are "rhythmically" influenced by consumer groups, and objective rational analysis of health problems themselves gradually becomes labeled and stigmatized irrational expression [2].

### 2.2 Growth of Personalized Demands

Faced with various health issues arising from consumer groups, social media platforms often present pessimistic discourse tendencies in public opinion. As described by psychologist Gustave Le Pen, "When a group gathers in a group, their emotions and thoughts turn in the same direction, and their independent personality autonomy disappears, leaving only a collective psychology." Consumer groups often exhibit a disregard for the truth and emotional impermanence and even lose their

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original rationality and rational judgment. Under the influence of emotions, public opinion expression on social media platforms often manifests as a blind state of self-expression. The reversal of individual health issues can cause public opinion expression on social media platforms to shift from one extreme to another. Driven by profit, social media platforms often use hot topics to gain traffic, using bizarre content, exaggerated plots, and highly rhythmic sound effects to stir up consumer emotions and push hot events to the forefront of public opinion [3].

### 2.3 Diversity in Information Acquisition and Processing

The increasing demand for diversified consumer behavior and the growing asymmetry of health information has become a reality. People are increasingly pursuing sensory stimulation and desire satisfaction, especially in the pursuit of diversified health management services. Social media platforms have changed people's lifestyles and ways of thinking. Misunderstandings and barriers between consumers and health management service providers have made them more inclined to relieve themselves in the social media platform space and obtain temporary pleasure. The public opinion expression of consumer behavior is mainly manifested in commenting on health hotspots through humorous, mocking, spoofing, sarcastic, and nonsensical language, especially with the emergence of many online languages, which demonstrate the individual emotional expression of the consumer group and the confrontation with mainstream values. The basic manifestations and characteristics of consumer behavior are shown in Figure 1.

THE CONSUMER DECISION-MAKING PROCESS



Fig. 1. Basic manifestations and characteristics of consumer behavior

## 3 Consumer Sentiment Manifestation in Health Management Services

### 3.1 Anxiety and Trust: Negative Emotions in Health Management Service Selection

Psychological theory suggests that uncertainty can cause anxiety and distrust. All factors that threaten the health of members of the consumer group can be attributed to uncertainty, such as food safety, declining medical quality, and environmental pollution. Members of the consumer group will believe that anxiety can be a powerful driving force for the formation of consumer groups and change the status quo. On the contrary, if members of the group feel powerless about the current situation, they may develop feelings of distrust. Almost all members of the consumer group cannot remain outside the group and maintain a calm mind. Instead, they will be ignited by the emotions within the group, which will help spread anxiety [4].

### 3.2 Dependency Versus Skepticism: Implicit Countermeasures Against Trust Levels in Health Management Services

Blindly following trends and excessive dependence are other forms of expression on social media platforms, which is a negative emotion and an irrational expression strategy. When the objective reality of real life conflicts with consumer ideals and causes great disharmony, blindly following trends, excessive dependence, and information filtering discourse expressions will appear in public opinion on social media platforms, and will convey a sense of powerlessness towards real life. The expression of blindly following the trend and excessive dependence carries humor elements. Expressing dissatisfaction through humor elements will attract more consumer groups to watch and like, and spread rapidly on social media platforms.

### 3.3 Expectations Versus Disappointments: Consumers' Deep-Seated Emotions Towards Health Management Services

This emotion often accompanies anxiety, and when the object of consumer anger is unfortunate, the deepest emotional sympathy of the consumer group is stimulated. Of course, this is also an extremely harmful irrational phenomenon, as if the mentality of schadenfreude can be realized, creating balance and pleasure deep within the heart. The emotions between different consumer groups gradually move towards opposition, and consumers' schadenfreude mentality continues to amplify. When the problem is dealt with, sympathy is infected but the whole picture and truth of the event are ignored. This emotion is particularly prominent in various consumer behaviors arising from "irrational expression". Compassion is a secondary emotion that can become a group emotion among consumers, allowing them to vent their pent-up dissatisfaction and anxiety [5].

## 4 An Analysis of the Causes of Consumer Behavior in Health Management Services

#### **4.1 The Weak Gatekeeping Mechanism of Digital Platforms**

Sociologists once said that when people believe that their actions will not be held accountable, they become unconstrained by social customs and rules. The arrival of social media platforms has gradually weakened the role of traditional media gatekeepers. Consumers conceal their true identities, express and vent their emotions in an unconstrained state, and even trample on their social responsibilities and morals. However, social media platforms lack effective supervision of highly biased and excessive speech and videos, resulting in irresponsible speech and videos repeatedly appearing on hot searches. Social media platforms, as a new platform for irrational expression, should review their published content. However, the large scale and uneven quality of consumers, the inadequate regulatory system for social media platforms, and various reasons have contributed to the proliferation of irrational expression.

#### **4.2 Evolution of Social Health Concepts**

The underlying reason for irrational consumer behavior is the profound change in people's health concepts brought about by social changes. Social changes have brought about changes in health concepts and altered people's thinking and behavior patterns. The continuous infiltration of health concepts in social changes has led to a high degree of integration between reality and social media platforms. The irrational expressions and consumer behavior on social media platforms reflect the dissatisfaction of real consumer groups with life and health and are also the root of negative public emotions. This irrational expression is gradually spreading. Psychological theory holds that it is almost impossible to conduct human behavior objectively, fairly, and without personal emotions. Most irrational consumer emotions are irrational, and consumers' negative perceptions are the main reason for public irrational expression and a concentrated reflection of consumer group phenomena [6].

#### **4.3 Impact of Group Behavior on the Choice of Health Management Services**

The polarization phenomenon of consumer behavior mainly stems from the audiovisual solidification brought about by the information cocoon effect. When there are opposing views within the consumer group, a one-sided and one-dimensional stance often appears within the consumer group. The information cocoon effect can make public opinion within the consumer group tend to be consistent, while audiences with different opinions tend to reinforce their dominant opinions to avoid being marginalized and isolated, or to avoid making homogeneous voices or choosing to remain silent. This opinion is gradually strengthened, fully confirming the theory of group polarization in social psychology.

#### **4.4 Formation and Reinforcement of Consumer Prejudices**

Currently, the bias tendency of social media platforms has become very common. Prejudice refers to the value of measuring everything based on a certain standard, giving it supreme status and comprehensive influence. Sociologists said that when people reject an object, they do not seek like-minded individuals, and may even view those who reject an object as competitors. However, when people support an object, they always seek like-minded individuals. The members within the consumer group have gradually solidified individual concepts and cognition into group attitudes, which are more extreme than individual attitudes. The irrational expression brought about by this bias can not only gain support on a larger scale but even give irrational behavior the so-called legitimacy of reality.

### **5 Prevention and Promotion Strategies for Innovation in Health Management Services**

#### **5.1 Data-Driven Monitoring and Analysis: Blocking the Spread of Negative Information in Health Management Services**

Regulatory agencies have deployed a series of Clean-up special actions in 2024 to address the new problems and risks faced by the current social media platform ecosystem, focusing on rectifying social media chaos, optimizing the network environment, cracking down on false information, and cracking down on malicious manipulation of information content. Since 2024, the Clean-up special action has achieved significant results, purifying the social media platform ecosystem. These measures prevent the release of false information and affect the development of public opinion.

The monitoring and analysis of public opinion information on social media platforms using big data technology is the prerequisite and foundation for carrying out social media platform governance. Utilized big data information filtering and precise algorithm technology to timely detect and control the release and dissemination of negative information in virtual space, while maintaining the inherent characteristics of public opinion on social media platforms and maintaining the appropriate tension between rationality and standardization. Regulatory agencies continuously track key information and accurately control core information based on the patterns and characteristics of irrational expression events, providing technical support for irrational expression warning and analysis.

#### **5.2 Multi-Stakeholder Agenda Setting: Synergistic Roles of Government, Media, and Consumers**

The core issue of regulating irrational expression and dissemination on social media platforms is a new interpretive framework for collaborative governance models. The highly differentiated expression of

irrationality, the real-time integration of new communication platforms, and the interconnectedness of all things have changed the original one-dimensional communication mode, allowing everyone to be the subject of discourse dissemination. The discourse power of regulatory agencies and traditional media continues to be lost, and even if efforts are made to build a positive and proactive discourse system, it is difficult to avoid irrational propaganda practices. Therefore, the core of regulating and guiding irrational consumer behavior should be to reconstruct the spatial discourse power of social media platforms and achieve the return and transcendence of the spatial discourse power and public opinion guidance power of social media platforms [7]. The first is to scientifically and effectively set an agenda that aligns with the agendas of regulatory agencies, traditional media, and consumers, achieving a positive interaction. Regulatory agencies should actively respond to consumer concerns, safeguard consumers' right to information and supervision promptly, and guide the content in a down-to-earth manner. When incidents occur on hot social media platforms, it is necessary to fully grasp the guiding discourse power and direction of irrational expression, and use the initial effect to guide consumers' irrational mentality. The second is to actively build social media platforms and discourse platforms to enhance the influence and penetration of official new media and the credibility of traditional media. The third is to continuously purify the public opinion ecology of social media platforms. While maintaining the tension that social media platforms should have, we should continuously strengthen the governance of social media platform content and effectively reduce the probability of irrational expression.

### **5.3 Institution Building: Enhancing Network Supervision and Management of Health Management Services**

Objectively and rationally examining the process of irrational expression and dissemination on social media platforms, the response of consumers to irrational expression should be included in the entire development process of social media platform systems. At the institutional level, gradually establish an official discourse dissemination system to regulate consumers' irrational expressions from the source. The first is to establish channels for dialogue and communication between social media platforms and consumers. For example, government websites have opened message and comment functions, allowing irrational expression of information to be expressed promptly and collecting useful supplements. The second is the gradual establishment and improvement of the press conference system, which provides institutional guarantees for the normalization and Programmatic of irrational expression and response. Therefore, timely and effective information disclosure on social media platforms is the most powerful measure to deal with rumors on social media platforms. The third is to improve the real name registration and registration system of social media platforms, while increasing regulatory efforts on

information publishers who distort facts, mislead consumers, and rumor makers on social media platforms, controlling the irrationality and arbitrariness of social media platform behavior, and gradually alleviating the phenomenon of confrontation and polarization among consumers in the social media platform space.

In addition, the governance of public opinion on social media platforms should not be limited to rigid constraints, but should also have flexible warmth. Social media platforms can carry out various activities to spread consumer positive energy, showcase consumer positive energy, and achieve a positive interaction between real consumers and consumers on social media platforms.

### **5.4 Cultural Guidance: Incorporating Socialist Core Values and Traditional Chinese Culture into Health Management Services**

In the digital age, the huge contrast between traditional media and emerging social media platforms is reflected in the comprehensive rise of emerging social media platforms and the increasing difficulties faced by traditional media. Traditional media is facing unprecedented challenges, and the public opinion arena is gradually shifting significantly. The mainstream ideology has also been greatly disrupted, and all discussions must inevitably turn to the level of values. Therefore, guiding consumers' rational expression requires, on the one hand, making the public rational value of social media platforms dominant. Consumers' behavior on social media platforms should operate within the framework of public interest and consumer justice, and be expressed on social media platforms under the premise of rational participation, understanding and trust, cooperation and win-win, and limited intervention, to establish values and behavioral norms based on the public rational value. These practices can not only effectively regulate irrational consumer behavior, but also avoid the formation of social media platform circles due to inappropriate expressions on social media platforms. On the other hand, fully respecting the diverse cultures and value differences of social media platforms, promoting core values in a form that is pleasing to the audience, encouraging consumers to examine hot events on social media platforms from a comprehensive and rational perspective, and enhancing consumers' social media platform literacy. Give full play to the leading role of excellent social media platforms, resist irrational bystanders and blind obedience, call for the return of consumer ethics and morality, and gradually consolidate the consensus and value pursuit of consumers. In short, the regulation and guidance of irrational expression require the dual guidance of core values and excellent social media platforms [8].

## **6 Conclusion**

The application of consumer behavior in innovative health management services presents new challenges and requirements for improving consumer satisfaction

and service quality. Innovation in health management services is not only a "tool" to improve consumers' health levels, but also an important means to enhance consumer trust. There is also an urgent need to achieve the Healthy China strategy and maintain public health and safety, essentially reflecting the inherent requirements of consumer-centeredness. In recent years, modern information technologies such as big data and artificial intelligence have driven the development of health management services. By empowering health management services with technology and improving their accuracy and scientificity, their value aligns with the inherent logic of health management service innovation. Therefore, health management service innovation based on consumer behavior also provides a new path for service improvement. In short, the sustainable improvement and development of innovative health management services can help better meet consumers' health needs and build a harmonious consumption environment.

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