THE INFLUENCE OF NEW MEDIA ON CONSUMER PERCEPTION IN CHINA

XIANGHUI KONG

**A THESIS SUBMITTED IN PARTIAL FULFILLMENT
OF THE REQUIREMENTS FOR THE DEGREE OF
MASTER OF MANAGEMENT IN MANAGEMENT SCIENCE
INSTITUTE OF SCIENCE INNOVATION AND CULTURE
RAJAMANGALA UNIVERSITY OF TECHNOLOGY KRUNGTHEP
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Thesis   THE INFLUENCE OF NEW MEDIA ON CONSUMER PERCEPTION
      IN CHINA
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ABSTRACT

This study aims to analyze the impact of new media on consumer perceptions. The sample group comprised 400 respondents from internet platforms in Shandong, China. At a statistical significance level of 0.05, descriptive statistics, including frequency, percentage, mean, and standard deviation, were employed to analyze the data, along with inferential statistics such as the Independent Samples t-test, One-way ANOVA, LSD, and multiple linear regression. The study's results found that demographic factors such as gender, age, and occupation, in addition to "educational background, impact consumer perceptions. The emergence of new media, represented by Internet opinion leaders, Self-media, and Brand experience, influenced consumer perceptions.

Keywords: New Media, Consumer Perception, Business Marketing Strategy

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Xianghui KONG

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CHAPTER I

INTRODUCTION

1.1 Background and Rationale

According to the data of the 44th Statistical Report on China's Internet Development Status of the China Internet Network Information Center (CNNIC), as of June 2019, the number of Chinese netizens reached 854 million, the number of cell phone netizens reached 847 million, and the Internet penetration rate has reached 61.2%. With the rapid development and continuous popularization of the Internet and mobile communication technology, traditional media such as newspapers, magazines, radio, and television have not only gradually lost their former glamour but also struggled, and some of them are even struggling to survive. In contrast, the rapid development of new media, represented by WeChat, TikTok, and live broadcasting, has already established a significant market position and plays a pivotal, and even indispensable, role in people's lives. With the rapid development of information dissemination technology, the emergence of new media has been exceptionally rapid, changing the way social letters are disseminated. This has made information dissemination faster, more direct, and more open, thereby making people's communication and intercommunication more convenient and smoother. All this also heralds the advent of the new media era (Song et al., 2023).

More than 800 million Internet users comprise the potential market; no enterprise can afford to ignore it. If the enterprise gives up and ignores such a huge potential market, the result is inevitable: being eliminated from the market. The status quo of the Chinese market is making network marketing gradually become mainstream in current enterprise marketing. The arrival of the new media era prompts most enterprises to adjust their strategies quickly, and the use of new media marketing in promotion greatly enhances the enterprise's marketing mode. The ever-changing external environment will also necessitate improvements in the internal management of the enterprise, which includes continually enhancing production technology, updating marketing methods, revising product concepts, and refining the service system. In addition, traditional enterprises, compared to Internet enterprises, often face

incompatibility, inefficiency, and other issues when using Internet marketing. However, the emergence of Internet marketing is breaking the traditional marketing constraints, bringing incredible performance growth to many enterprises. Marketing media has changed dramatically. These new Internet marketing methods, including advanced marketing tools, effective marketing activities, and innovative marketing strategies, have been adopted by many enterprises. On numerous occasions, these methods have been utilized multiple times, which has raised significant concerns among traditional enterprises. These traditional enterprises gradually began to plan for the marketing level of the Internet transformation to achieve better marketing results (Wilson, 2019; Filo et al., 2015).

The arrival of the new media era has also significantly affected consumers, who have gradually transformed from bystanders to publishers, commentators, and disseminators of information. As a result, everyone can now embrace their own media platforms and become a media point of view, passing and sharing information by building their own social networks. With the full popularization of 5G technology, the information explosion has become inevitable. What kind of impact does the emergence and development of new media have on consumer perception? This question is not only a prerequisite for future enterprises to understand the market situation promptly, adjust their marketing strategies in a timely manner, and be ready to transform their thinking and meet challenges, but also a focus of research within the field of marketing for a long time to come (Smith, 2017).

In short, in the background of the Internet era, significant changes have occurred, and marketing thinking has also undergone dramatic changes. Compared to the traditional media marketing mode, the emergence of new media has diversified the marketing approach. With the increasing maturity of mobile Internet technology and the growing popularity of the new media marketing concept, the new media marketing approach has garnered the attention of an increasing number of scholars and enterprises. What exactly is the impact on consumer behavior in the new media environment, which is a hotspot worthy of attention?

In this paper, Internet consumers are examined from a marketing perspective in the context of Internet technological innovation and new media. Firstly, the theoretical basis of this paper is summarized through an examination of related

studies. Then, this paper investigates the personal tendencies of consumers by designing and distributing questionnaires, and explores the cognition of new media from the consumer's perspective by applying the 7P Marketing Theory. Finally, we analyze the change in consumers' perception of products in the context of new media. Through the above research, we have identified the impact of the current development of new media and Internet technology on consumers and explored future marketing strategies for enterprises. The significance of this study lies in the fact that most existing studies on new media are conducted from a corporate perspective.

In contrast, fewer studies are conducted from a consumer perspective. There remains a lag in research on the relationship between brand experience and consumer response. Research from a consumer perspective differs significantly from research from a corporate perspective, both in terms of the framework model and the research methodology. However, the development of enterprises cannot be separated from consumers, and only with a deep understanding of consumers can enterprises maintain their vitality and competitiveness in the long term.

1.2 Research Questions

The study, titled "The Influence of New Media on Consumer Perception in China", is driven by a set of refined research questions designed to examine the following issues.

Research Question 1 (RQ1): Do demographic variables such as gender, age, monthly income, education, and employment experience affect consumer perceptions?

Research Question 2 (RQ2): Does the emergence of new media things, such as online opinion leaders, self-publishing, and brand experiences, affect consumer perceptions?

1.3 Research Objectives

1.3.1 To explore whether demographic variables such as gender, age, monthly income, education, and work experience influence consumer perceptions.

1.3.2 To explore whether the emergence of new media things, such as online opinion leaders, self-publishing, and brand experiences, affects consumer perceptions.

1.4 Research Hypotheses

The development of research hypotheses is a crucial aspect of this study, providing a structured framework for systematically testing the relationships between variables. These hypotheses aim to clearly express the expected impact of demographic factors and the emergence of new media on consumer perceptions.

H1: Demographic factors for new media consumers influence consumer perceptions.

This paper examines the influence of demographic factors on consumer perceptions among new media users by collecting data on six elements: respondents' gender, age, educational background, occupation, monthly income, and relevant work experience.

H2: New media influences consumer perception.

This paper analyzes the impact of three new phenomena under new media, namely Internet opinion leaders, self-media, and brand experiences, on consumer perception, in order to determine whether the emergence of new media has a significant impact on consumer perception.

1.5 Scope and Limitation of the Research Study

1.5.1 Content Scope

The focus of this study is to explore the impact of new media development on consumers. The samples consist of respondents who use Tencent, TikTok, and Baidu. The independent variables were demographic elements and types of new media. The dependent variables are the 7P marketing strategies, including product, price, place, promotion, people, physical evidence, and process. Table 1.1 provides an overview of Tencent, TikTok, and Baidu's social media platforms.

Table 1.1 Profiles of Tencent, TikTok, and Baidu

Platform Name	Synopsis
Tencent	One of the most famous and most user-served Internet companies in China, it owns WeChat, QQ, and many other social platforms.
TikTok	TikTok is a creative music short video social software. As of May 2023, TikTok has approximately 809 million users worldwide, making it the largest short-video platform in China.
Baidu	Baidu is a leading AI company with a strong Internet foundation and owns the search engine platform with the largest number of users in China, providing search and operation solution services for many other new media platforms.

1.5.2 Area of Study

The top three social media platforms in China are Tencent, TikTok, and Baidu.

1.5.3 Sample and Population

The population in this study consists of individuals who use the top three social media platforms in China, including Tencent, TikTok, and Baidu, to purchase products.

The authors distributed 500 questionnaires in Beijing and Shandong provinces and cities, and 417 questionnaires were returned. After removing those with incomplete and random filling situations, 400 questionnaires remained as the sample group for the final determination of this study. Sample sizes were determined using Taro Yamane's formula (1973) at a 95% confidence level, and tolerances of 5% were accepted for a total of 400 samples.

1.5.4 Sampling Methods

The convenience sampling method was used to collect data. The questionnaires were distributed to and collected from the users of the top 3 social media platforms.

1.5.5 Duration

The samples were collected over a period of 6 months, from March 1, 2023, to August 31, 2023.

1.6 Research Framework
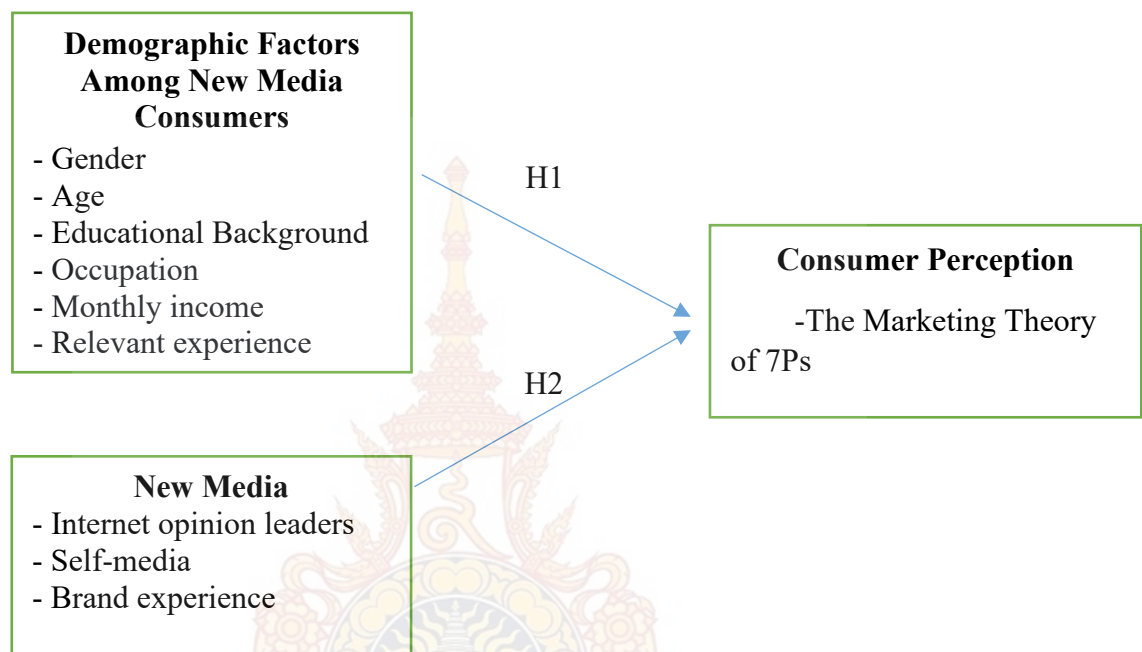
Figure 1.1 Research Framework

1.7 Definition of Key Terms

New Media: This paper argues that new media represent a new communication pathway, including Internet opinion leaders, self-media, and brand experiences, which have emerged in the process of rapid Internet technology development, distinguishing them from traditional media.

Internet opinion leaders: These are individuals or organizations that have influence and appeal on the Internet, capable of shaping the opinions and behavior of others. They typically have a large number of fans or followers and possess expertise or experience in a specific field or topic. They are also able to influence others through words, actions, or recommendations.

Self-media: A communication method in which the public publishes their facts and news to the outside world through the Internet and other means. Self-media, compared to traditional media, have a lower threshold, with a wider light dissemination range and stronger timeliness.

Brand experience: This paper argues that brand experience is the individualized feeling of individual customers responding to certain experiences of the brand (including the marketing efforts made by the operator during the customer's consumption process and before and after the purchase of the brand's products or services) under experience marketing in the new media era. In other words, the brand experience refers to the customer's specific interaction with the brand and their overall perception of it. Of course, the meaning of "experience" goes far beyond the products and services under the brand banner. It encompasses every interaction between the customer and the brand or supplier, from initial awareness through selection, purchase, use, and repeat purchase persistence.

Consumer Perception: Consumers' perceived preferences are personalized preferences reflecting the degree of consumers' preferences for different products and services, and are an important factor influencing market demand, mainly determined by the influence of the prevailing local social environment, customs, fashion changes, etc., on the entire consumer group or a specific group. This study defines consumer perception in terms of the 7P theory of marketing.

CHAPTER II
LITERATURE REVIEW

The subject of this study is the influence of new media on consumer perception in China. Making the research results useful and achieving the established literature review is divided into two parts:

2.1 Related Theories

2.2 Related Studies

2.1 Related Theories

2.1.1 Theory of Consumer Perception

Mandel et al. (2017) defined consumer perception as the sum of consumer behavior in acquiring goods and services. Consumer behavior encompasses not only the consumer's decision to purchase a good or service but also the decision-making process by which the consumer makes the final decision. Therefore, consumer behavior is dynamic and involves the interaction of perception, cognitive behavior, and environmental factors, as well as the transaction process.

Filieri et al. (2018) studied consumers' perceptions of information usefulness and the determinants of purchase intentions in online consumer service reviews. They concluded that consumer perception theory has evolved over a long period and encompasses knowledge from multiple disciplines, including economics, psychology, and sociology. However, the core of consumer behavior theory research has always been the decision-making behavior of consumers when purchasing goods, as well as the factors that influence it, and the behavior of consumers after making a purchase. Modern consumer behavior theory considers the purchase decision as the mental activities and behavioral tendencies of consumers before purchasing goods and services and as the process of forming consumer attitudes, which is influenced by internal factors such as perception, memory, personality, attitude and purchasing power, as well as by external factors such as culture, demographic status, family, group and social environment. As the starting point of the consumer purchase decision, demand

identification is influenced by consumer perceptions and lifestyles, which, in turn, are influenced by numerous internal and external factors. Once the needs are identified, consumers go through a process of information collection to confirm the specific requirements of the product, i.e., the program evaluation, through the evaluation of product attributes, brands, and other factors, to form the "ideal product." They then make a purchase decision and conduct a post-purchase evaluation. The five major psychological processes that influence consumer behavior are motivation, perception, learning, emotion, and memory —a series of processes that take consumers from the receipt of external marketing stimuli to the final purchase decision.

In the 1980s, China's consumer goods market experienced rapid development, prompting scholars to study consumer behavior. Following more than three decades of progress, significant advancements have been made in understanding consumer behavior. Fan (2000) summarized and organized consumer behavior and its characteristics in China in terms of stages and levels of development. Subsequently, scholars have conducted in-depth research on the factors influencing consumer behavior. Dong et al. (2020) proposed that consumers' time cost, purchase risk and personal image have an important influence on the formation of brand loyalty; Jiang et al. (2022) both studied the factors influencing consumers' online shopping behavior, with the difference being that the former constructed a structural equation model while the latter constructed a Logit model; Feng et al. (2023), based on an economic perspective that found that consumers' income level has a significant impact on their actual purchasing behavior; Song et al. (2023) analyzed the impact of consumers' psychological changes and their positioning of goods on their purchasing decisions in an off-sale situation.

Modern marketing theories arise based on theories related to consumer perception. Modern marketing suggests that the key to effective marketing is to help exchange parties understand the value of products and services. The entire marketing process is considered a process of value perception, value creation, and value delivery. The purpose of the value perception process is to identify new value opportunities; the value creation process is to identify the products with the most market potential and value; the value delivery process is to think about how to use the resource base and capabilities of the company or marketing organization to deliver product value and help

customers feel the value of the product.

White (2019) noted that customers purchase and consume the value of the product, rather than the product itself. Although scholars are aware of the concept of customer value, it lacks a detailed introduction. Cruz-Cárdena (2021) proposes the theory of customer-perceived value, based on the customer's perspective, and defines it as the benefits that customers derive from the cost of products and services, as well as their overall evaluation of these products and services after use. According to the analysis, it is found that although scholars have some knowledge about customer value, most of them approach the topic from an exchange perspective, believing that the key to perceived value lies in the trade-off between perceived gains and perceived losses.

In this study, it is argued that consumer perception indicators are mainly reflected in the fact that consumers are influenced by the new media (perceptual selection), subsequently organize and summarize their feelings to produce a positive or negative attitude change towards the product (perceptual organization), and react based on this (perceptual interpretation). For example, as a result of the emergence of self-promoting media, there has been a tremendous amount of publicity about a certain artificial intelligence software. Consumers have developed an interest in this software due to their prolonged exposure to this environment and have subsequently increased their consumption of the software.

2.1.2 The Impact of Demographics on Consumer Perception Research

The current research mainly focuses on six elements that impact consumer cognition in the context of new media: gender, age, educational background, occupation, work experience, and income.

Smith (2017) noted that gender has a significant influence on the perception of new media. Generally speaking, males may be more inclined towards technology and gaming content, showing more interest in new technologies and applications. On the other hand, females may prioritize social and lifestyle content, exhibiting higher levels of engagement on social media platforms.

Age is one of the key factors influencing the perception of new media. Younger individuals are typically more willing to explore new digital technologies and applications, showing a higher acceptance of social media, video platforms, and similar content. Conversely, older individuals may prefer traditional media such as television

and newspapers, leading to relatively lower usage of new media.

Wilson (2019) posited that an individual's educational background influences their understanding and utilization of new media. Individuals with higher education levels tend to possess better digital literacy, enabling them to grasp new media technologies and tools more effectively, resulting in a broader and deeper understanding and usage of new media.

Occupation also plays a role in how people perceive new media. Those working in information technology and media-related professions tend to have a deeper understanding of the development and applications of new media, leading to a more nuanced and professional perception. On the other hand, professionals in other industries may view new media in terms of its convenience and benefits for work and life.

Work experience can influence individuals' perception of new media. People working in industries related to new media may be more familiar with its applications and more receptive to new technologies. Conversely, those without relevant work experience may have a limited understanding and usage of new media.

Income affects individuals' perception and usage of new media. Higher-income individuals may have easier access to high-end devices and services, leading to more frequent interaction and usage of new media. Conversely, lower-income individuals may rely more on free content and basic devices, resulting in limited usage of new media.

2.1.3 New Media

In the last century, with the continuous development of network technology, network marketing theory began to take shape and lead the development of enterprise marketing strategy. In recent years, the emergence and development of new media have led an increasing number of scholars to study its content and expression, providing a theoretical basis for this paper to examine the impact of new media on consumers.

(1) New Media Content

In terms of new media content, related research often begins with the theory of network marketing, aiming to grasp the concept of network marketing and better understand the content and connotation of new media.

Internet marketing has evolved alongside the development of Internet

technology. After the industrial era, Internet technology has developed by leaps and bounds, allowing mankind to enter the network era. The rapid development of Internet technology has significantly promoted global development and has also transformed the world, altering people's habits of thinking and lifestyle. The development of Internet technology is not only a scientific and technological progress but also a profound change in human life and the economy.

Academics and professionals have recognized the use of the Internet and other digital media as a means to support marketing. However, how do you define Internet marketing? Different people have different understandings of it. In English, Internet marketing has various expressions, including Internet marketing, cyber marketing, and e-marketing. However, from the perspective of the essential characteristics of Internet marketing, the understanding of "commodity exchange" and Internet marketing are both forms of online marketing; the essence remains marketing. Therefore, network marketing can be defined as individuals or organizations using a network to create, provide, and exchange valuable products with others to meet their needs and desires, thereby engaging in social business management activities. For companies, Internet marketing is an integral part of their overall marketing strategy, a marketing tool built on the foundation of the Internet that leverages its features and advantages to achieve specific marketing goals (Brodie et al., 2013).

Chinese scholars have also extensively studied the theory of Internet marketing. Li (2021) argues that the primary purpose of Internet marketing is to utilize the Internet and traditional channels to establish positive, long-term relationships with customers, enabling them to charge higher prices for products and services than their competitors and gain a competitive advantage.

China's Internet technology has developed rapidly over the last two decades, and various new media phenotypes have emerged based on evolving technology and expanding internet users. This has also led to extensive research on the content and definition of new media by a wide range of scholars, and the theory of new media based on the theory of Internet marketing has gradually taken shape. In China, many scholars and experts have also discussed the new term 'new media'. Kuang (1993) defines new media as "digital" and "interactive." According to Xie (2014), new media is a form of media that encompasses both the breadth of television and broad media, as well as the

depth of newspapers and magazines, and it transcends the strengths of any traditional media. It belongs to the new media form.

In terms of the content of new media, Sundar et al. (2013) argue that its content can be manifested in various ways. For example, in marketing, new media can increase consumers' interest and dependence on a product through its rich presentation. In entertainment, new media can motivate consumers to become interested in a particular program and strengthen their reliance on a certain entertainment measure. In academic research, scholars can access more information through new media technologies, such as big data, enabling them to grasp the direction and focus of their research accurately. In sports, new media can disseminate more extensive publicity through television and the Internet, increase the public's awareness and appreciation of sports, and foster the development of sports.

Madianou et al. (2013) believe that the emergence of new media has a profound impact on marketing, entertainment, and academic research, among other areas. New media can give people a more distinctive perception of the above objects and effectively enhance enthusiasm. Compared to the stereotypical and boring approach of traditional media publicity, the emergence of new media can quickly maintain momentum. Therefore, the focus of today's life is on how scholars, consumers, and enterprises use new media to adapt to its characteristics.

(2) New Media Representations.

Experts and scholars have their own views on the interpretation of the manifestations of "new media", but overall, the general meaning is more or less the same. According to Filo et al. (2015), new media is, in fact, a term relative to traditional media, which was new to newspapers when radio emerged, new to radio with the introduction of television, and new to television with the subsequent rise of the Internet. The term "new media" today refers to the smaller, faster, and more timely media forms that emerged with the rapid development of computer information technology and the Internet, such as the Internet, cell phones, microblogs, WeChat, and other media tools. These media tools are built on the basis of information technology and network technology, and their forms evolve in response to information changes and network updates. They influence media industry production and social production methods, ultimately changing people's quality of life. With the rapid development of the network

economy, especially the advent of the Internet era based on Internet technology, and the unprecedented development of online marketing and its related e-commerce market, in the face of the massive amount of transaction data, how to achieve personalized and efficient communication between businesses and customers, which has become a new e-commerce market, must be considered. The gradual increase in people's disposable income, combined with the growing popularity of information technology and electronic devices, has steadily brought e-commerce into people's lives. Especially for young people with fast-paced lives, online shopping and Internet consumption have become an indispensable part of life.

Currently, various forms of new media exist, and in terms of marketing, online live broadcasting, self-media, and brand experience have become the most common forms of new media expression today. Dang et al. (2021) argue that online live broadcasting refers to a new form of continuous relaying of online videos by influential figures with the support of the Internet, facilitated by real-time live broadcasting, and that most current related research aims to utilize this technology. Deng (2006), in his study of new media development, argues that the first clear and rigorous definition of self-media comes from a study of self-media published by Schein and Chris, which defines self-media as "a platform that utilizes digital technology and digital service platforms to connect ordinary citizens to the global body of knowledge, providing a platform for the expression of personal views and the sharing of experiences". The report defines "self-media" as "the use of digital technology and digital service platforms to connect ordinary citizens to the global knowledge system, providing a platform for the expression of personal views and sharing of experiences." Schein and Chris believe that the development of the self-media industry has changed the traditional one-to-many model of news dissemination that has long existed. With the development of science and technology, the traditional top-down, communicator-centered dissemination of news to the audience, characterized by the "point-face" model, has gradually evolved into an overlapping point-to-point mode of communication, where the identity of the information disseminator and the information recipient is blurred, resulting in the formation of the "many-to-many" mode of information dissemination. The information dissemination mode of "many to many" has been formed. Therefore, the core of self-media information dissemination is no

longer the official media but the spontaneous provision and sharing of information by ordinary citizens. The brand experience formed in the context of new media involves a wide range of fields. Zhang and Bian (2011), after combing and summarizing the existing studies, suggest that brand experience is involved in all aspects of the consumption process, from searching for content to purchasing directly from online outlets or offline stores, and from using and enjoying the products or services to conducting customer reviews or follow-up reviews, all of which affect consumers in the field of brand experience.

The development of media technology is a process of continuous updating; the former new media now become old media, and the current new media in the near future may also become old media with the evolution of the media. The development of new media has undergone a process of becoming old media, followed by the emergence of newer media, exhibiting a spiral development. Media communication technology has also undergone rapid development, transitioning from a quantitative to a qualitative change. Each update in media technology significantly alters social production methods and influences societal trends. At every stage, every person is deeply affected by media changes, and any enterprise that does not utilize new media will lag behind the times.

With the development of network technology and media tools, the advantages possessed by new media are even more powerful, specifically as follows:

(1) Crossing the boundaries of time and space to enjoy information services: In the past, to read news and investigate information, one needed to buy a certain type of newspaper or magazine, but the emergence of new media has made us free from the limitation of time and space, and we can access the ocean of information at will. With the convenience of the Internet, people can access information and share it at any time and from anywhere. Not only that, with the gradual popularization of cell phone communication, one can easily access the cell phone traffic to enjoy the convenience of the network.

(2) Multimedia presentation: One of the advantages of new media is that it can use a variety of media forms, such as text, pictures, sound, animation, or video, to show a full picture of the goods. Through the diversity of information display and exchange, marketers can utilize their initiative and creativity to gain consumers'

recognition of their product.

(3) Technical advantages: New media marketing is significant for companies to seize the future market, and new media is the basis for the operation of new media marketing platforms, which determines that companies should increase investment in technology, human, material, and financial resources to seek the right to speak in the market.

(4) Economic practicality: All companies want to improve competitiveness, even the most conservative companies, and the economic practicality of using the Internet for business sales is apparent. In the traditional sales model, there are no options for things like shopfronts, rent, and labor costs, but these can be easily addressed with the Internet. Additionally, using the Internet can help avoid unnecessary waste from frequent exchanges and lead to cost savings.

(5) Commercial efficiency: Compared with other media, the computer is a kind of electronic calculator with high-speed calculation, and it has the function of storing a large amount of memory, so it can provide users with the service of querying and transmitting data.

(6) Growth: With the rapid popularization of new media, the scope of the audience of new media has become increasingly diversified, not only limited to teenagers but also growing rapidly among middle-aged and older age groups.

(7) Strong interactivity: Compared with the one-way communication mode of traditional TV, the interactive feature of the Internet as a new medium coincidentally makes the audience better able to participate, discuss, criticize, and accept a specific type of information.

(8) Intuitive: Nowadays, the transmission of information in society is spreading rapidly in various forms, and the new media can transmit various media information, and marketers can better play their own subjective initiative and creativity through different forms of information expression, such as text, images, and videos.

(9) Wide range of audiences: Due to various restrictions on traditional media, the scope of communication often does not cover a wide range of audiences, while the new media can provide a broader space for the audience, making people more comfortable and free in terms of information acquisition, transmission, and sharing.

2.1.4 Marketing Theory and 7P Theory

Marketing theory is an applied science in which companies take marketing activities as the object of study. It is the study of selling the right product, at the right price, to as many customers as possible, at the right time and place, using the right methods, in order to maximize market satisfaction. The essence of marketing management is the company's creative development of marketing strategies that adapt to changes in the environment (Yaffe, 2008).

According to the above definition, business activities based on marketing mainly include the following aspects:

1. Analysis of market opportunities

In the backdrop of a market economy, companies must face fierce market competition. To survive in the fierce market competition and achieve good development, it is necessary to conduct in-depth analysis and investigation of the market, evaluate and analyze their own market demand, their own situation and development opportunities under market conditions, and use this as the basis for formulating appropriate development strategies, determining clear development goals, and using this as a guide for targeted production to ensure that the enterprise products are in the market and consumer level.

2. Selecting target markets

Based on in-depth analysis and research of market opportunities, companies must select target markets, which is not only an important target orientation for marketing research but also an important basis for businesses to enter the market and gain competitive advantages. In the process of target market selection and determination, companies must first segment the consumer groups within the market environment, dividing consumers into different groups based on their needs and characteristics, and then develop suitable marketing programs for each specific group.

3. Determine the marketing strategy

To achieve marketing success, it is essential to combine the company's unique situation with the specific needs of the market to develop a tailored marketing strategy. In the process of developing a marketing strategy, it is essential to thoroughly consider all the various elements of marketing while achieving an optimal combination of these elements, ensuring that the company's products meet the actual needs of

consumers.

On the other hand, the 7P theory is a widely used marketing approach. It is a marketing theory based on the 4P theory, which was first proposed by Professor Jerry McCarthy in his book "Marketing", namely Product, Price, Place, and Promotion, taking their initial letters. A reasonable price, good channel management, and effective use of promotion and advertising have contributed to achievements in the field of marketing. The 4Ps also included uncontrollable factors, such as politics and policies, as well as controllable factors, including production and pricing, which laid the foundation for marketing theory. To this day, it remains a marketing principle that many traditional companies adhere to.

In the 1970s, with the growth of the service industry, there was increasing evidence that the 4P marketing mix was not fully applicable to service marketing. So Bruce and Bittner expanded the services marketing mix by adding three elements to the original 4P marketing mix, forming the 7 elements: product, price, place, promotion, participant, physical evidence, and process management. The 7Ps fully consider the importance of employee participation in the overall marketing activities. Enterprise employees are the primary body of the enterprise organization; each employee plays a role in shaping the customer's perception of the enterprise service and has a certain impact on the enterprise's image. Each employee should be allowed to actively participate in the business management decisions of the enterprise to master the staff. It also takes into account that companies should pay attention to the entire process when providing services to users through interactive communication, in order to understand the customers' feelings and participate in the service marketing process. This enables companies to improve their services promptly, thereby meeting customer expectations more effectively. Enterprise marketing should also pay attention to the internal division of labor and cooperation between the management of the process, as marketing is a collaborative effort by all departments. All employees participate in these activities, and the effective division of labor and cooperation between departments is a fundamental guarantee for the realization of marketing activities.

This paper combines the 7P theory with the new media theory, identifies indicators for each dimension of the 7P theory, and designs a questionnaire accordingly.

The product includes five indicators: variety, quality, choice availability, additional value, and new choices. Price includes pricing, after-sales service, and warranty coverage. The price component includes three indicators: pricing, after-sales service pricing, and the price ladder. The place includes two indicators: channel exposure and channel quantity. The second part of the questionnaire details the corresponding indicators for the remaining elements.

2.2 Related Research

2.2.1 Study of the Impact of New Media on Consumers

1. Internet opinion leader

Web opinion leaders have gone through a period of development. In the early days of network development, the emergence of the Internet provided individuals and organizations with a wider platform for information dissemination. As a result, some professionals with expertise or influence in specific fields began to express their opinions and views online, becoming early network opinion leaders. With the rise of social media platforms like Facebook, Twitter, and WeChat, the influence of individuals and organizations has further expanded. Social media platforms provide a more convenient and interactive way to disseminate information, enabling online opinion leaders to influence and attract fans or followers more widely. With the continuous development and updating of Internet technology, the forms and types of online opinion leaders have become increasingly diversified and specialized. In addition to traditional blogs and social media accounts, some online opinion leaders may also have their own video channels, columns, and other platforms to attract fans and followers with richer forms of content and more professional expertise.

Currently, the era of "live broadcasting " is in the stage of smooth development. Li (2020) concluded through research that all industries have integrated live broadcasting technology, which solves people's daily needs and improves the quality of life. Especially during the COVID-19 pandemic, webcasting has been fully utilized in marketing, entertainment, and other aspects. At the same time, the technology of live broadcasting and the regulatory framework will continue to promote the healthy and orderly development of all related industries on the Internet. Webcasting

possesses unique characteristics that distinguish it from traditional media. Webcasting breaks through the limitations of traditional media, both in terms of time and space, and enhances the contact and interaction between the media and the audience. The main difference between webcasting and traditional media is that webcasting is based on the mobile Internet.

Yuan (2022) believes that an Internet opinion leader has the following characteristics:

(1)Strong interaction: Users can interact with opinion leaders in real-time, as well as with other users on the same channel, through pop-up windows or comment sections.

(2)Strong timeliness: Forms such as webcasting overcome the time constraints of traditional communication methods. This method can deliver the event to the audience promptly while also monitoring its progress.

(3)Entertainment: Opinion leaders can utilise the technological features of new media when they share their products. These unifying features are enjoyable, and they all bring relaxation and happiness to the users' bodies and minds who watch them.

2. Self-media

In the era of self-media, information is gradually evolving towards a mode of information dissemination that is concise in content and rapid in speed. Wei (2013) argues that self-media has a more personal style than traditional official media, which is often objective and rational. Compared with traditional media, self-media information with strong personal characteristics is more likely to be followed and form a circle of fans. In addition, the study discusses and analyzes the characteristics of video self-media and concludes that the information content it produces has a strong personal style, is more vertical and refined, and has other characteristics, and that it is a mature communication mechanism formed and operated by using Internet thinking and breaking through the operation mode of traditional media.

In general, mainstream self-media platforms on the market, such as microblogging, WeChat, and BiliBili, are effective platforms for self-media marketing. Their mass and circle operation characteristics make self-media marketing a low-cost,

high-impact, and broad-market prospect, with original content attracting network users to gather self-media numbers as a node and gradually form a fan economy. Bloggers or businessmen, in the transfer of commodity information to fans, at the same time, fans will also be affected by the interaction of personal cognitive level and emotional trust in the blogger or business, etc. Rasul (2015) proposed that, in the context of the rapid development of network marketing and the self-media industry, self-media with a clear personal style provides a platform for enterprises to effectively promote themselves to the potential consumers of the circle group. The economic income generated by self-media advertising is one of the key sources of revenue for self-media's long-term sustainability. The economic revenue generated by self-media advertising is one of the important sources of experience for the long-term operation of self-media. In such a case, what factors affect consumers' adoption of the advertising message, which in turn triggers the subsequent purchasing behavior, has practical significance for self-media marketing. Enterprises need to clarify whether the information they convey to consumers is accurate and comprehensive, whether consumers accept information efficiently, what factors affect consumers' information adoption in self-media marketing, and what marketing strategies can help enterprises better deliver information and improve information delivery. These are the issues that enterprises and self-media platforms need to be aware of.

3. Brand experience

Bao (2017) suggests in his study that brand experience can overcome spatial and temporal constraints, thereby improving the efficiency of communication between companies and consumers. At the same time, user-generated content in online brand communities has a significant impact on the brand experience, which in turn has a substantial effect on consumer attitudes toward the brand. Bao pointed out in his study that brand experience has a significant impact on consumer happiness, which leads to consumers' willingness to pay a higher premium for products. From the consumer's perspective, brands are more like relationship creators. Consumers are seeking a unique and memorable experience that a brand offers. The importance of brand experience for brand development is emphasized by the finding that brand experience has a significant impact on consumer trust and satisfaction. Park and MacInnis (2006) emphasized in their study that attitude is more of an emotional bond, and brand attitude can be

understood as an emotional bond between the brand and the consumer, which can have a significant impact on the consumer.

2.2.2 New Media Marketing Status and Marketing Strategy Research

A large number of scholars have extensively studied the current state and strategies of marketing in new media. In a study of mobile stores, Burton (2011) concluded that advertising has a significant influence on user purchase behavior and that users are more likely to make purchases on external platforms than on internal ones. The external linkability of internal platforms is crucial for companies. Some scholars study the relationship between new media and consumer behavior, among whom Durukan states that the opinions of others and evaluations influence consumers' consumption decisions to some extent. On new media platforms, consumers are willing to share their genuine experiences and interact with one another. Instead of trusting only the promotions of merchants, they are more willing to accept news from the same consumers. They believe that such news is more real and reliable, worthy of reference, and can reduce the risk of purchasing unsatisfactory products. Kelly Bridget et al. (2015) argue that new media will replace traditional media as the primary marketing tool for companies in the future. They utilize children's food as a research subject and highlight the new opportunities and developments that new media marketing offers for children's food. Companies' profits rise as a result, while customers pick the right items for their children. In their study, Tehrani and Nadji (2018) contrasted new media marketing with traditional marketing methods, noting that the development of new media marketing needs to be fully integrated with Internet technologies, such as search engine technologies. They emphasize the need for companies to increase their marketing approach to the new environment by focusing on building and developing strong marketing teams and developing their understanding and application of new technologies. Shi (2019) points out that the impact of new media on people is pervasive and permeates all aspects of life. The impact is significant for both individuals and society. In a study of the automotive industry, Sawyers et al. (2019) noted that new media marketing has been widely adopted in the industry, and consumers utilize new media outlets to gather more information before purchasing a car. Therefore, businesses can use new media platforms to increase car sales.

In the new media era, marketing has evolved significantly from past

practices, and Chinese scholars have conducted extensive research on new media marketing for companies. Liao (2017) focuses on the apparent changes that new media marketing brings to the business-consumer relationship. Consumers have changed from communicating with merchants to communicating with other consumers. Consumers can communicate and interact with one another across different businesses. Such interaction is extremely efficient and popular with consumers. Consumer comments on products can influence one another, so merchants should utilize this platform to establish their brand value, share ideas, and create a positive image. Based on this, merchants can also build interactive platforms that cater to consumers' convenience, fun, and creativity in one place. Pei Yalei (2017) points out that in the new media era, consumers are more active than ever; to obtain more information, they actively search for product-related information, and with this information, they have a certain right to speak. Interaction between consumers and merchants is more frequent, and consumers communicate with each other more frequently. Consumers like to express their feelings about products through reviews, and later, these reviews can help consumers form their own purchasing decisions. This type of communication is more efficient and credible than previous information delivery. Some scholars have conducted research to clarify marketing objectives in the new media era. Deng (2015) emphasizes that companies should enhance consumers' liking and interest in their products by meeting their needs and encouraging them to actively share information about these products with a broader audience, thereby generating effective communication. In this process, companies should be profoundly clear about their goals. The development of the Internet era provides an important backdrop for new media marketing, and Li (2017) notes that the close connection between business and social media has made the circle of friends a major battleground for corporate marketing. Companies gain a clear understanding of customers' habits and preferences after analyzing user behavior data and examining the frequency of interaction and behavioral data between them and the companies, thereby achieving a deep understanding of their customers. Pan (2018), in his study of cleaning companies, illustrates the importance and development efforts of their new media platforms by analyzing their marketing data on new media platforms such as WeChat and Weibo, showing their inputs and outputs on each platform, and showing that marketing can be better carried out by using new media platforms to establish

relationships and interactions with consumers. Liu (2018) researched and summarized the new media marketing situation of companies, identifying numerous marketing programs that can be learned from, including their thought patterns, marketing tools, and more. The relevant research enriches the research results and provides positive support for the development of companies' marketing work. It is emphasized that the marketing resources screened by companies should align with their own development, prioritize high resource integration, and explore specific strategies for enterprise marketing from a new media perspective. Realize multi-dimensional cross-border marketing, community marketing, marketing with momentum, and precise marketing. Shi (2019) notes that, in the context of new media, the choice of corporate marketing path is crucial, as it is closely related to a company's competitive position in the current competitive environment. He points out that the positive significance of new media lies in several aspects; it increases the marketing channels of companies, improves their business performance, and injects vitality into their development. He believes that with the advantages of new media marketing, marketing work should be improved in several aspects, such as expanding marketing ideas, innovating marketing concepts, valuing new media marketing talent, and reflecting on new media marketing experiences. With the continuous expansion of new media marketing, Lv (2021) suggests that new media marketing should prioritize human connection and be mindful of the differences between online and offline consumers. Pointing out the future challenges of new media marketing in terms of information transparency, brand safety, and the lack of talent.

CHAPTER III
RESEARCH METHODOLOGY

The objectives of this research are:

(1) To explore whether demographic variables, such as gender, age, monthly income, education, and work experience, influence consumer perceptions.

(2) To explore whether the emergence of new media things, such as online opinion leaders, self-publishing, and brand experiences, affects consumer perceptions.

3.1 Research Design

3.2 Research Population and Samples

3.3 Data Collection

3.4 Research Instrument

3.5 Content Validity and Reliability

3.6 Data Analysis

3.1 Research Design

In this study, the users of the top three social media platforms in China—Tencent, TikTok, and Baidu—were examined. The users' perspective of marketing in the context of 'New Media Representations' was explored. The 7P marketing strategy serves as the theoretical framework for research. The independent variable of this study is the demographic aspect of new media. The dependent variable is consumer perception. Theories and a review of the literature inform the development of the conceptual framework.

3.2 Research Population and Sample

3.2.1 Population

The population in this study consisted of individuals who used the top three social media platforms in China, namely Tencent, TikTok, and Baidu.

Tencent, TikTok, and Baidu are three of the largest Internet companies in China, and all three companies also have the highest number of users among Chinese

Internet companies, as described in the introduction organized in Chapter One. The product users of the three Internet companies were chosen firstly because of the broad audience of the three companies' products, which involves demographic factors such as all ages, genders, and educational levels; in addition, the three companies effectively represent the current situation of China's new media development, and conducting the research with the audiences of the three companies better reflects the level of consumers' perceptions. Lastly, the questionnaire was distributed and collected with less resistance due to the wide audience of the three companies.

3.2.2 Samples

The questionnaire for this paper was designed with reference to experts' opinions, printed, and then distributed and collected from the top three social media platforms. Four hundred seventeen questionnaires were returned; incomplete and randomly filled-out ones were excluded, leaving 400 questionnaires as the sample group for this study.

The sample size was determined using Taro Yamane's formula (1973) at a 95% confidence level and a 5% tolerance; therefore, the sample size was 400.

3.2.3 Sampling Methods

The convenience sampling method was used to collect data. The researcher distributed and collected the questionnaires from the users of the top three social media platforms.

In this study, sample collection was conducted within the top three social media platforms in Shandong Province, China. The entire sample was divided into groups according to specific characteristics or circumstances, and random sampling was conducted within each subgroup. Ultimately, out of 2086 individuals in the customer groups of the three enterprises in Shandong Province, China, 417 participants were selected using a stratified sampling method that excluded incomplete and random responses, resulting in a finalized sample group of 400 questionnaires for this study.

3.3 Data Collection

To collect data on the influence of new media on consumer perception in China, the data collection process proceeded to collect information in accordance with the following steps:

1. Secondary data is derived from studies and research using information that has been collected from periodicals, publications, internet information, textbooks, articles, papers, theses, and related research reports.

2. The online questionnaire provides the primary data. It is a tool to collect data from 400 target samples. The questionnaire was distributed through the top 3 social media platform users. The questionnaire's link was shared on the WeChat groups, and WJX.cn collected data.

3.4 Research Instrument

The tool used for collecting data in this research was an online questionnaire, which was created based on a review of relevant theories, concepts, and literature. The questionnaire is divided into three parts as follows.

Part 1: Respondents' basic personal information

In this section, respondents were asked to provide their demographic data, including gender, age, educational background, occupation, monthly income, internet experience, and expenses on internet products and services. The questionnaire is a checklist type.

Part 2: New Media Factor

This section aims to find the respondents' perception of new media. The definition of new media is defined in terms of Internet opinion leaders, self-media, and brand experience. Respondents used a Likert scale to indicate their level of perception on each issue. (1) strongly disagree; 2: disagree; 3: neutral; 4: agree; 5: strongly agree)

Part 3: Respondents' perception

This section aims to find the respondent's perception of internet technology and social media. This study examines perceptual selection, perceptual organization, and perceptual interpretation as indicators for analyzing consumer perception, and the

questionnaire reflects these three indicators in conjunction with the 7P theory. For example, in the dimension of "product", the first two questions reflect the element of perceptual selection, the next two questions reflect the element of perceptual organization, and the last question reflects the element of perceptual interpretation. It utilized the Likert scale, where respondents rated their perception of internet technology and social media, including big data, artificial intelligence, live streaming, and self-media. The respondents used the Likert scale to indicate their level of perception on each question. (1: Strongly disagree; 2: Disagree; 3: Neutral; 4: Agree; 5: Strongly agree)

The questionnaire, part 3, used an interval scale according to the Likert scale. The interpretation of the mean value is shown in Table 3.1.

Table 3.1 Score Level and Meaning

Score	Level Average	Meaning
5	4.50 – 5.00	Strongly Agree
4	3.50 – 4.49	Agree
3	2.50 – 3.49	Neutral
2	1.50 – 2.49	Disagree
1	1.00 – 1.49	Strongly Disagree

To get more responses, the questionnaire has a paragraph dedicated to the nature and purpose of this study. Respondents were informed that their contributions were important and valuable. The questionnaire takes only 5 minutes to complete.

3.5 Content Validity and Reliability

To ensure the quality and confidence of the questionnaires, content validity tests using Item Object Consistency (IOC) and reliability tests using Cronbach's Alpha were performed as outlined below.

3.5.1 Content Validity

Three experts with expertise in creating research tools examined the content and measurement of the questions to address and complete the research issues. The experts were required to rate the questionnaires as follows:

+1: The question is consistent with the content of the measurement

objective.

0: Not sure that the question is consistent with the content of the measurement objective.

-1: The question is not consistent with the content of the measurement objective.

The results of all expert evaluations were then used to calculate the IOC index according to the formulas of Rovinelli and Hambleton (1977) as follows:

$$IOC = \Sigma R/N$$

ΣR = total rating score from all experts for each question

N = number of experts

If the calculated IOC index is greater than or equal to 0.5, it is considered that the questionnaire is measured in accordance with the research objectives. Therefore, the researcher selected questions with an IOC index of 0.5 or higher. If any question has a value that does not reach the 0.5 criterion, but it is necessary to use that question to cover what needs to be measured, that question was revised again according to the advice of experts.

In this study, three experts were selected to examine the questionnaire for IOC. The experts included scholars who study new media and senior managers with extensive experience in the new media industry. The three experts reviewed the questionnaire's content and evaluation criteria to assess whether it could effectively address the research questions. The evaluation results of the two experts indicated that the IOC indexes of Part 2: New Media Factors and Part 3: Respondents' Perception are all above 0.67.

3.5.2 Reliability Test

To test the confidence of the tools used in this research, the questionnaire was pre-tested with a group of 30 qualified samples to test their understanding of the corresponding questions, and the internal consistency was measured by using Cronbach's alpha coefficient (α) test method, where α must be greater than 0.7 to be able to use this tool to collect data for further research.

Below is the formula for Cronbach's alpha:

$$\alpha = \frac{N * \bar{C}}{\bar{V} + (N - 1) * \bar{c}}$$

Where:

N = number of items.

$\bar{c}$ = mean covariance between items.

$\bar{v}$ = mean item variance.

The Cronbach's Alpha (α) was used to test the reliability of the questionnaire, and the values for New Media Factors and Respondents' Perception are 0.911 and 0.92, suggesting that the items have relatively high internal consistency.

3.6 Data Analysis

The statistics used to analyze data were both descriptive statistics and inferential statistics.

3.6.1 Descriptive Statistics

Descriptive statistics were used to analyze the demographics of the respondents and their perception of spending decisions. The demographics include gender, age, educational background, occupation, monthly income, and internet experience. The perception of spending decisions includes the opinion of social media on spending decisions. The frequency, percentage, and mean were used to analyze data.

3.6.2 Inferential Statistics

The independent samples t-test and one-way ANOVA were conducted to test the first hypothesis (H1), while multiple linear regression analyses were applied to test the remaining hypotheses (H2).

Inferential statistics were used to analyze the data and test the hypotheses at a statistical significance level of 0.05.

An analysis was conducted to test the effect or influence of several independent variables on one dependent variable, specifically for the following hypothesis:

H1: Demographic factors for new media consumers influence consumer perceptions.

H0: $\mu_i = \mu_j$

Ha: $\mu_i \neq \mu_j$ at least one pair where i $\neq$ j.

The independent samples t-test is used for gender and relevant experience.

A one-way ANOVA was used to analyze the effects of gender, age, educational background, occupation, monthly income, and relevant experience.

If H0 holds, it means that this item does not affect consumers' perception of new media. However, if Ha holds, it does.

H2: New media influences consumer perception.

H0: $\mu_i = \mu_j$

Ha: $\mu_i \neq \mu_j$ at least one pair where $i \neq j$.

Multiple regression analysis is applied.

If H0 holds, it means that this item does not affect consumers' perception of new media. However, if Ha holds, it does.

CHAPTER IV
ANALYSIS RESULT

The research project was conducted by collecting data from a sample of 400 consumers to analyze the impact of new media on consumer perceptions. The researcher presents the results of the analysis as follows:

The objectives of this research were:

(1) To explore whether demographic variables such as gender, age, monthly income, education, and work experience influence consumers' perceptions.

(2) To explore whether the emergence of new media things, such as online opinion leaders, self-publishing, and brand experiences, affects consumers' perceptions.

The research model is quantitative research, as follows:

4.1 Descriptive Statistics

4.2 Inferential Statistics

4.1 Descriptive Statistics

In this study, descriptive statistics, including frequency, percent frequency, mean, and standard deviation, are applied. The details of the study generated from 400 questionnaires are as follows.

4.1.1 The Results of the Demographic Factors

Table 4.1 Number and Percentage of Respondents Classified by Gender

Gender	Frequency	Percentage
Male	191	47.75
Female	209	52.25
Total	**400**	**100.00**

According to Table 4.1, the majority of respondents were female, accounting for 52.25 percent, while males accounted for 47.75 percent.

Table 4.2 Number and Percentage of Respondents Classified by Age

Age	Frequency	Percentage
less than 25 years old	27	6.75
25 - 35 years old	136	34
36 - 46 years old	127	31.75
47 - 60 years old	89	22.25
61 years old or above	21	5.25
Total	**400**	**100.00**

According to Table 4.2, most of the respondents were young adults, with 34 percent aged between 25 and 35. Additionally, middle-aged individuals made up a larger proportion of the respondents, accounting for 31.75%. The elderly and minors accounted for the least, i.e., 5.25% and 6.75%, respectively.

Table 4.3 Number and Percentage of Respondents Classified by Educational Background

Educational Background	Frequency	Percentage
High school and lower	132	33
Bachelor's degrees	196	49
Master's degrees	54	13.5
Doctorate degrees	18	4.5
Total	**400**	**100.00**

From Table 4.3, the proportion of bachelor's degrees is the highest, accounting for 49%, followed by high school education, which accounts for 33% of the total. The percentages of master's degrees and doctorates are 13.5% and 4.5%, respectively.

Table 4.4 Number and Percentage of Respondents by Occupation

Occupation	Frequency	Percentage
Student	86	21.5
Corporate employees	175	43.75
Business owners	32	8
Public employees	51	12.75
Unemployed	56	14
Total	**400**	**100.00**

According to Table 4.4, corporate employees have the highest percentage

(43.75%), followed by students at 21.5%; hence, both groups comprise the majority of the sample. Business owners and public employees account for a smaller percentage of the workforce.

Table 4.5 Number and Percentage of Respondents by Monthly Income

Monthly Income	Frequency	Percentage
Less than 5,000 yuan	189	47.25
5001-10,000 yuan	122	30.5
10,001-20,000 yuan	75	18.75
More than 20,001 yuan	14	3.5
Total	**400**	**100.00**

From Table 4.5, respondents with moderate incomes and below make up the majority, with 47.25% earning less than RMB 5,000 per month and 30.5% earning between RMB 5,001 and RMB 10,000 per month. Only 18.75% earned between RMB 10,001 and RMB 20,000 per month, and 3.5% earned more than RMB 20,000 per month.

Table 4.6 Association of Respondents with Internet Companies

Degree of Association	Frequency	Percentage
Yes	174	43.5
No	226	56.5
Total	**400**	**100.00**

According to Table 4.6, 56.5% of the respondents reported no interactions with Internet companies, while 43.5% had relevant experience working with or researching Internet companies.

4.1.2 Results of The New Media Factor

4.1.2.1 Analysis of Opinion Data about Internet Opinion Leaders

Table 4.7 Mean and Standard Deviation of the Internet Opinion Leaders Factor

Internet Opinion Leaders	$\bar{x}$	S.D.	Opinion Level
1. Internet opinion leaders know the domain of the product they are recommending.	4.02	1.01	Agree
2 Internet opinion leaders and authorities in the product area.	3.41	1.12	Neutral
3. Internet opinion leaders have some influence.	4.52	0.54	Strongly Agree
4. Internet opinion leaders have a reputation on the site.	4.14	0.94	Agree
5. Internet opinion leaders always respond to questions or issues raised by the public promptly.	3.97	0.89	Agree
Total	**4.01**	**0.90**	**Agree**

According to Table 4.7, it was found that the respondents' opinions about the Internet opinion leaders' factor were more at an agree level (M = 4.01, SD = 0.90). Respondents have a relatively positive attitude towards the emergence of Internet opinion leaders and are more supportive of live online bandwagons. However, in terms of authority, respondents' perception of Internet opinion leaders is relatively weak, with a score of 3.41.

4.1.2.2 Analysis of Opinion Data about Self-media

Table 4.8 Mean and Standard Deviation of the Self-Media Factor

Self-media	$\bar{x}$	S.D.	Opinion Level
6. Self-media provides more sources of information.	4.69	0.44	Strongly Agree
7. Many people share their advice through social media.	4.21	0.62	Agree
8. Self-media makes you less vulnerable to false or misleading information.	3.02	1.54	Neutral
9. Self-media provides more information and reviews of products or services, which helps with informed decision-making.	4.03	0.84	Agree
Total	**3.99**	**0.86**	**Agree**

According to Table 4.8, the respondents' opinions about the self-media factor were at an agreeable level (M = 3.99, SD = 0.86). Respondents were also relatively positive about the emergence of self-published media, believing that self-published media have sound effects in terms of information dissemination and assisting consumer decision-making. However, respondents' perceptions of the ability of self-media to address false or misleading information were lower, with a score of 3.02.

4.1.2.3 Analysis of Opinion Data about Brand Experience

Table 4.9 Mean and Standard Deviation of Brand Experience

Brand Experience	$\bar{x}$	S.D.	Opinion Level
10. Today, consumers have more opportunities to interact with their favorite brands, which can effectively boost motivation.	4.55	0.48	Strongly Agree
11. Brand publicity and promotion in new media have a significant impact on purchasing decisions.	4.51	0.42	Strongly Agree
12. It is easier for a brand to garner much publicity and gain notice quickly than it used to be.	3.77	0.78	Agree
13. When choosing a product, you often tend to go with the brands you trust rather than comparing all of them.	4.23	0.64	Agree
Total	**4.27**	**0.58**	**Agree**

According to Table 4.9, it was found that the respondents' opinions about the brand experience factor are at an agreeable level (M = 4.27, SD = 0.58). Brand experience was the highest scoring of the three new media components, with respondents citing more positive developments in the new media context in terms of brand interaction, brand advocacy, and brand loyalty.

4.1.2.4 Analysis of Opinion Data about New Media

Table 4.10 The Descriptive Statistics of New Media

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Mean	S.D.	Ranking
Internet opinion leaders	0	0	1	3	1	4.01	0.9	2
Self-media	0	0	1	2	1	3.99	0.86	3
Brand experience	0	0	0	2	2	4.27	0.58	1
Overall	0	0	2	7	4	4.08	0.79	/

As shown in Table 4.10, consumers have the most positive view of the brand experience element, followed by the Internet opinion leaders' element, and finally the self-media element.

4.1.3 The Results of the Consumer Perception

4.1.3.1 Analysis of Opinion Data about Product Factors

Table 4.11 Mean and Standard Deviation of the Opinion Level of the Product

Product	$\bar{x}$	S.D.	Opinion Level
1. The emergence of new media has led to an increasing variety of products.	4.64	0.64	Strongly Agree
2. The emergence of new media has led to higher and higher quality products.	4.02	1.12	Agree
3. When faced with the same type of product, there are multiple companies' products to choose from.	4.42	0.84	Agree
4. When you consume new media products, you can get additional product services.	3.44	1.34	Neutral
5. In recent years, there has been an increase in motivation to consume new media products.	4,17	0.89	Agree
Total	**4.14**	**0.966**	**Agree**

According to Table 4.11, it was found that the respondents' opinions about

product factors have an agreeable level (M = 4.14, SD = 0.966). The development of new media has led to more positive attitudes towards the quality and abundance of products, as well as a greater willingness to consume them, in recent years. However, in terms of additional products, respondents' perception is not very strong, with a score of 3.44.

4.1.3.2 Analysis of Opinion Data About Price Factor

Table 4.12 Mean and Standard Deviation of the Opinion Level of Price

Price	$\bar{x}$	S.D.	Opinion Level
6. Pricing of products in the context of new media is increasingly reasonable.	3.26	1.63	Neutral
7. After-sales services in new media are reasonably priced.	2.97	1.94	Neutral
8. New media companies can provide diversified consumption to meet consumers' needs.	4.37	0.73	Agree
Total	**3.53**	**1.43**	**Agree**

According to Table 4.12, it was found that the respondents' opinions about price factors have an agree level ($\bar{x}$= 3.53, S.D. = 1.43). Respondents' perceptions of the impact of new media on product prices varied widely, leading to large standard deviations in the questionnaire results. Overall, respondents perceived that new media companies offer a wide variety of product prices and corresponding services. However, the price of the product itself and after-sales services did not receive a positive response from customers.

4.1.3.3 Analysis of Opinion Data About Place Factors

Table 4.13 Mean and Standard Deviation of the Opinion Level of Place

Place	$\bar{x}$	S.D.	Opinion Level
9. It is easy to find channels for desired products and services through new media.	4.65	0.64	Strongly Agree
10. New media companies are broadening their marketing channels, making it easier for consumers to reach a wider range of products and services.	4.55	0.59	Strongly Agree
11. New media channels make it easier for consumers to identify the content of advertisements and promotions.	4.6	0.61	Strongly Agree
Total	**4.6**	**0.615**	**Strongly Agree**

According to Table 4.13, it was found that the respondents' opinions about place factors have a strongly agree level ($\overline{x}$= 4.6, S.D. = 0.615). This score means that, in terms of "place", new media-related products have been able to enter the lives of respondents easily.

4.1.3.4 Analysis of Opinion Data About Promotion Factors

Table 4.14 Mean and Standard Deviation of the Opinion Level of Promotion

Promotion	$\overline{x}$	S.D.	Opinion Level
12. In recent years, new media companies have offered a variety of special offers.	4.63	0.67	Strongly Agree
13. Various media promotions can effectively increase consumption intention.	3.42	1.32	Agree
14. Salespeople provide clear product purchase suggestions.	4.03	0.77	Agree
Total	**4.03**	**0.92**	**Agree**

According to Table 4.14, it was found that the respondents' opinions about promotion factors have an agree level ($\overline{x}$= 4.03, S.D. = 0.92). Respondents mostly believe that Internet companies offer a wide variety of promotions and that service staff can provide more accurate product purchase advice. However, the current promotions do not significantly increase respondents' consumption.

4.1.3.5 Analysis of Opinion Data About People Factors

Table 4.15 Mean and Standard Deviation of the Opinion Level of People

People	$\overline{x}$	S.D.	Opinion Level
15. Family or friends positively influence the willingness to choose new media-related products and services.	4.52	0.64	Strongly Agree
16. People involved in the new media industry are friendly and communicate well.	4.31	0.69	Agree
17. In the context of new media, you are more likely to recommend products to others.	4.39	0.67	Agree
Total	**4.415**	**0.665**	**Agree**

According to Table 4.15, it was found that the respondents' opinions about people factors have an agree level ($\overline{x}$= 4.415, S.D. = 0.665). This suggests that for new

media-related products and services, the human factor has a positive impact on consumer behavior. This side effect reflects the development of China's self-media. Respondents scored very high on the perception of the people factor.

4.1.3.6 Analysis of Opinion Data About Physical Evidence Factors

Table 4.16 Mean and Standard Deviation of the Opinion Level of Physical Evidence

Physical Evidence	$\overline{x}$	S.D.	Opinion Level
18. The development of new media has led to a pronounced brand experience, increasing customer reliance on a particular product.	4.24	0.72	Agree
19. Companies can effectively use new media to demonstrate various products so that customers can quickly understand the characteristics of the product.	4.33	0.71	Agree
20. In the context of new media, homogeneous products can also be quickly understood for their differences.	2.37	2.63	Disagree
Total	3.65	1.35	Agree

According to Table 4.16, it was found that the respondents' opinions about physical evidence factors have an agree level ($\overline{x}$= 3.65, S.D. = 1.35). This suggests that overall, the emergence of new media has facilitated faster and more accurate understanding of product features by consumers through tangible displays. It has allowed some consumers to have a brand experience and to rely on certain brands. However, when it comes to homogenized products, even in the era of new media, it is difficult for consumers to distinguish their characteristics and differences.

4.1.3.7 Analysis of Opinion Data About Process Factors

Table 4.17 Mean and Standard Deviation of the Opinion Level of Process

Process	$\overline{x}$	S.D.	Opinion Level
21. The development of new media has enhanced process services.	3.94	1.24	Agree
22. The quality of service clearly improves the motivation to consume.	3.76	1.39	Agree
23. The level of service of the whole process of a new media enterprise is high.	3.70	1.56	Agree
Total	3.8	1.40	Agree

According to Table 4.17, it was found that the respondents' opinions about process factors have an agree level ($\bar{x}$= 3.8, S.D. = 1.4). This suggests that the process factors of new media have a positive effect on consumer behavior, but it is not very significant.

Table 4.18 Descriptive Statistics of Consumer Perception of New Media

	Disagree	Neutral	Agree	Strongly Agree	Mean	S.D.	Ranking
Product	0	1	3	1	4.14	0.966	3
Price	0	2	1	0	3.53	1.43	7
Place	0	0	0	3	4.6	0.615	1
Promotion	0	0	2	1	4.03	0.92	4
People	0	0	1	1	4.42	0.665	2
Physical evidence	1	0	2	0	3.65	1.35	6
Process	0	0	3	0	3.8	1.40	5
Overall	**1**	**3**	**13**	**6**	**4.02**	**1.05**	/

From Table 4.18, it can be seen that, in terms of seven dimensions, such as product and price, the respondents' perception of new media is above the "agree" level, indicating that the emergence of new media has indeed influenced consumer perception. The results of the questionnaire survey indicate that the approach to product marketing has undergone significant changes in the context of new media, with the emergence of elements such as self-media, live sales, and brand experience leading to substantial shifts in consumer perception.

Overall, the emergence of new media has had a positive impact on consumer perceptions. However, of the seven dimensions, only for "channels" did the average of respondents' results reach the "strongly agree" level. The averages for "price" and "tangible display" are close to the "average" level. This suggests that although new media is developing rapidly in China, there are still many problems, and new media-related companies can optimize their marketing strategies to increase consumers' willingness to consume.

4.2 Inferential Statistics

In the questionnaire analysis, the commonly used difference tests are the independent sample t-test and the one-way ANOVA. The t-test statistical method applies to the difference test of two means. The applicable one is that the independent variable is a two-point discrete variable and the dependent variable is continuous. The one-way ANOVA applies to the difference test of the average between three or more groups. In this survey, two question items, such as gender, are two-point discrete variables, while four question items, such as age, are more-than-three population groups. Therefore, the independent sample t-test and the one-way ANOVA were used to test whether there are differences in the online shopping behavior factors.

4.2.1 Influence of Demographic Factors on the Perception of New Media

H0: $\mu_1 = \mu_2$

Ha: $\mu_1 \neq \mu_2$ in at least one pair where i $\neq$j.

The independent samples t-test is used for gender and relevant experience.

If H0 holds, it means that this item does not affect consumers' perception of new media. However, if Ha holds, it does.

Table 4.19 The Independent Samples T-test of Demographic Factors

	Gender	N	Mean	S.D.	T-value	P-value
	Male	191	3.96	0.748	8.21	0.004
	Female	209	4.07	0.721		
Consumers' perception of new media	Relevant experience in internet companies	N	Mean	S.D.	T-value	P-value
	Yes	174	4.03	0.79	2.41	0.03
	No	226	4.01	0.832		

Based on the results from the independent samples t-test in Table 4.19, it is observed that the average consumer perception rating given by males is 3.96 with a

standard deviation of 0.748. At the same time, females have an average rating of 4.07 with a standard deviation of 0.721. In the statistical test to determine whether there is a difference in perception of new media between genders, the t-value is found to be 8.21 with a p-value of 0.004. The original hypothesis was rejected as the p-value did not exceed the generally accepted significance level of 0.05. This implies that:

Gender is influencing new media consumer perception.

It is observed that the average consumer perception rating, as given by individuals with internet experience, is 4.03 with a standard deviation of 0.79. In contrast, people with no experience of working on the internet have an average rating of 4.01 with a standard deviation of 0.832. In the statistical test to determine whether there is a difference in perception of new media between relevant experience in Internet companies, the t-value is found to be 2.41 with a p-value of 0.03. The original hypothesis was rejected as the p-value did not exceed the generally accepted significance level of 0.05. This implies that:

Relevant experience is influencing new media consumer perception.

Table 4.20 One-Way ANOVA of Age

	Age	N	Mean	S.D.	F	P-value
Consumer Perception	less than 25 years old	27	4.44	0.507		
	25 - 35 years old	136	4.21	0.366		
	36 - 46 years old	127	3.97	0.452	2.756	0.01
	47-60 years old	89	3.84	0.265		
	61 years old or above	21	3.31	0.408		

As shown in Table 4.20, the one-way ANOVA conducted to assess the impact of age on consumer perception reveals significant differences among the age groups. The resulting F-value of 2.756 and a reported significance level of 0.01 (which

suggests a p-value of less than 0.05) lead to the rejection of the null hypothesis, indicating that not all age groups rate consumer perception similarly. The significant F-statistic implies that age is a factor that influences perceptions of brand performance.

Table 4.21 Multiple Comparisons of Age

(I) 2. Age	(J) 2. Age	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval Lower Bound	Upper Bound
less than 25 years old	25 - 35 years old	-.213861	.155055	.169	-.51866	.09094
	36 - 46 years old	-.811157*	.150825	.000	-1.10764	-.51467
	36 - 46 years old	-.342901*	.165267	.039	-.66777	-.01803
	≥ 61 years old	-.158305	.178722	.376	-.50963	.19302
25 - 35 years old	less than 25 years old	.213861	.155055	.169	-.09094	.51866
	36 - 46 years old	-.597296*	.081275	.000	-.75706	-.43753
	36 - 46 years old	-.129040	.105690	.223	-.33680	.07872
	≥ 61 years old	.055556	.125695	.659	-.19153	.30264
36 - 46 years old	less than 25 years old	.811157*	.150825	.000	.51467	1.10764
	25 - 35 years old	.597296*	.081275	.000	.43753	.75706
	47-60 years old	.468256*	.099381	.000	.27290	.66361
	≥ 61 years old	.652851*	.120438	.000	.41610	.88960
47-60 years old	less than 25 years old	.342901*	.165267	.039	.01803	.66777
	25 - 35 years old	.129040	.105690	.223	-.07872	.33680
	36 - 46 years old	-.468256*	.099381	.000	-.66361	-.27290
	≥ 61 years old	.184595	.138094	.182	-.08686	.45605

(I) 2. Age	(J) 2. Age	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval Lower Bound	Upper Bound
≥ 61 years old	less than 25 years old	.158305	.178722	.376	-.19302	.50963
	25 - 35 years old	-.055556	.125695	.659	-.30264	.19153
	36 - 46 years old	-.652851*	.120438	.000	-.88960	-.41610
	47-60 years old	-.184595	.138094	.182	-.45605	.08686

The mean difference is significant at the 0.05 level.

Table 4.21 shows the mean and standard deviation of the perception of people at different ages. With respect to the multiple comparison analysis, the age group of less than 25 years old is different from the age group of 36-46 years old and the age group of 47-60 years old. The differences among other groups can be analyzed in the same fashion. This implies that:

Age is influencing new media consumer perception.

Table 4.22 One-Way ANOVA of Education

	Education Background	N	Mean	S.D.		P-value
Consumer perception	High school and lower	132	4.04	0.573		
	Bachelor's degree	196	4.05	0.264	.537	0.096
	Master's degree	54	3.91	0.763		
	Doctorate degree	18	3.86	0.130		

As shown in Table 4.22, the one-way ANOVA conducted to assess the impact of educational background on consumer perception reveals significant differences among the educational background groups. The resulting F-value of 1.537

and a reported significance level of 0.096 (which suggests a p-value of higher than 0.05), suggesting insufficient evidence to reject the null hypothesis. This means that:

Educational background does not influence new media consumer perception.

Table 4.23 One-Way ANOVA of Occupation

Occupation		N	Mean	S.D.	F	P-value
Consumer perception	Students	86	4.07	0.762		
	Corporate employees	175	4.12	0.572		
	Business owners	32	4.11	0.588	2.393	0.041
	Public employees	51	3.95	0.485		
	Unemployed	35	3.64	0.816		

As can be seen in Table 4.23, the one-way ANOVA conducted to assess the impact of occupation on consumer perception reveals significant differences among occupation groups. The resulting F-value of 2.393 and a reported significance level of 0.041 (which suggests a p-value of less than 0.05) lead to the rejection of the null hypothesis, indicating that not all occupation groups rate consumer perception similarly. The significant F-statistic implies that occupation is a factor that influences perceptions of brand performance.

Table 4.24 Multiple Comparisons of Occupation

(I) 4. Occupation	(J) 4. Occupation	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval Lower Bound	Upper Bound
Corporate employees	Students	-.320409*	.106051	.003	-.52888	-.11194
	Public employees	-.815280*	.104809	.000	-1.02131	-.60925
	Business owners	-.345653*	.099217	.001	-.54069	-.15062
	Others	-.119872	.173123	.489	-.46019	.22044

(I) 4. Occupation	(J) 4. Occupation	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval Lower Bound	Upper Bound
Students	Corporate employees	.320409*	.106051	.003	.11194	.52888
	Public employees	-.494871*	.099992	.000	-.69143	-.29831
	Business owners	-.025244	.094114	.789	-.21025	.15976
	Others	.200538	.170250	.240	-.13413	.53520
Public employees	Corporate employees	.815280*	.104809	.000	.60925	1.02131
	Students	.494871*	.099992	.000	.29831	.69143
	Business owners	.469627*	.092713	.000	.28738	.65188
	Others	.695408*	.169479	.000	.36226	1.02856
Business owners	Corporate employees	.345653*	.099217	.001	.15062	.54069
	Students	.025244	.094114	.789	-.15976	.21025
	Public employees	-.469627*	.092713	.000	-.65188	-.28738
	Others	.225781	.166079	.175	-.10069	.55225
Others	Corporate employees	.119872	.173123	.489	-.22044	.46019
	Students	-.200538	.170250	.240	-.53520	.13413
	Public employees	-.695408*	.169479	.000	-1.02856	-.36226
	Business owners	-.225781	.166079	.175	-.55225	.10069

The mean difference is significant at the 0.05 level.

Table 4.24 shows the mean and standard deviation of the online shopping behavior of people in different occupations. With respect to corporate employees, it differs from all other occupational groups. For students, it differs from the groups of corporate employees and public employees. For public employees, it is different from all other occupational groups. As far as the business owners' group is concerned, it is different from the group of corporate employees and the group of public employees. For the other occupational group, it differs from the group of public employees.

This implies that:

Occupation is influencing new media consumer perception.

Table 4.25 One-Way ANOVA of Monthly Income

	Monthly Income	N	Mean	S.D.	F	p-value
Consumer perception	Less than 5,000 yuan	189	3.94	0.295		
	5001-10,000 yuan	122	4.08	0.762		
	10,001-20,000 yuan	75	4.1	0.912	2.493	0.011
	More than 20,001 yuan	14	4.21	0.200		

The one-way ANOVA conducted to assess the impact of monthly income on consumer perception reveals significant differences among monthly income groups. The resulting F-value of 2.493 and a reported significance level of 0.011 (which suggests a p-value of less than 0.05) lead to the rejection of the null hypothesis, indicating that not all monthly income groups rate consumer perception similarly. The significant F-statistic implies that monthly income is a factor that influences perceptions of brand performance.

Table 4.26 Multiple Comparisons of Monthly Income

(I) 5. Monthly Income	(J) 5. Monthly Income	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval Lower Bound	Upper Bound
Less than 5,000 yuan	5001-10,000 yuan	-.196749*	.094312	.038	-.38214	-.01136
	10,001-20,000 yuan	-.702062*	.103261	.000	-.90504	-.49908
	more than 20,001 yuan	-.037838	.160560	.814	-.35345	.27778
5001-10,000 yuan	less than 5,000 yuan	.196749*	.094312	.038	.01136	.38214
	10,001-20,000 yuan	-.505313*	.080856	.000	-.66425	-.34637
	more than 20,001 yuan	.158911	.147154	.281	-.13035	.44817
10,001-20,000 yuan	less than 5,000 yuan	.702062*	.103261	.000	.49908	.90504

(I) 5. Monthly Income	(J) 5. Monthly Income	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval Lower Bound	Upper Bound
	5001-10,000 yuan	.505313*	.080856	.000	.34637	.66425
	more than 20,001 yuan	.664224*	.153044	.000	.36338	.96507
more than 20,001 yuan	less than 5,000 yuan	.037838	.160560	.814	-.27778	.35345
	5001-10,000 yuan	-.158911	.147154	.281	-.44817	.13035
	10,001-20,000 yuan	-.664224*	.153044	.000	-.96507	-.36338

The mean difference is significant at the 0.05 level.

Table 4.26 shows the mean and standard deviation of the online shopping behavior of people with different incomes. With respect to the income group of less than 5,000 yuan, it is different from all groups of income except the group of income of more than 20,001 yuan. For the income group of 5001-10,000 yuan, it is different from all groups of income except the group of income of more than 20,001 yuan. For the income group 10,001-20,000 yuan, it is different from all the other income groups. As far as the income group of more than 20,001 yuan is concerned, it is different from the group of income between 10,001 and 20,000 yuan.

This implies that:

Monthly income is influencing new media consumer perception.

4.2.2 Influence of the New Media on Consumer Perception

Table 4.27 Multiple Correlation Coefficient of New Media Factors Effect on Consumer Perception

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
	0.584[a]	0.341	0.337	0.779

a: Predictors: (Constant), Internet opinion leader, Self-media, Brand experience

From Table 4.27, the analysis results show that new media influences consumer perception with multiple correlations (R)=0.584. The ability to predict the analytical equation is 34% at the statistically significant level of 0.05.

H0: $\beta i = 0$

Ha: $\beta i \neq 0$ (i=1, 2, 3)

The multiple linear regression analysis is applied in this study.

$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3$

Where Y = Consumer Perception

X_1 = Internet opinion leader

X_2 = Self-media

X_3 = Brand experience

Table 4.28 Multiple Linear Regression Analysis of Internet Opinion Leaders, Self-Media and Brand Experience Influence on Consumer Perception

Model	Coefficients			P-value
	Unstandardized Coefficients		Standardized Coefficients	
		Std. Error	Beta	
(Constant)	.731	0.241		7.27	0
Internet opinion leaders	.346	0.044	0.29	7.36	0
Self-media	.473	0.049	0.36	9.96	0
Brand experience	.502	0.047	0.4	10.46	0

Dependent Variable: Consumer Perception

Equation:

$Y =$ 1.731 + 0.346X_1 + 0.473X_2 + 0.502X_3

　　(0*)　　(0*)　　(0*)　　　(0*)

FOR

Y = Consumer Perception

X_1=Internet opinion leader, X_2=Self-media, X_3=Brand experience

The results of the multiple linear regression analysis, as shown in Table 4.28, and the results of the equation indicate a significant positive relationship between Internet opinion leaders, self-media, and brand experience focused on consumer perception. The model, which predicts consumer perception (Y) as a function of Internet opinion leaders, self-media, and brand experience (Xi), reveals that the

coefficients for 'Internet opinion leaders, self-media, and brand experience ' are 0.346, 0.473, and 0.502, respectively. The p-values were 0, strongly suggesting that the null hypothesis (H0: $\mu1 = \mu2 = \ldots\ldots = \mu i$) can be rejected in favor of the alternative (Hi: $\mu i \neq \mu j$). This statistical evidence suggests that the emergence of Internet opinion leaders, self-media, and brand experience is an important indicator of the impact on consumer perceptions, and that the development of new media can effectively influence these perceptions.

In summary:

Internet opinion leaders influence consumer perception.

Self-media influences consumer perception.

Brand experience influences consumer perception.

CHAPTER V
CONCLUSION

5.1 Discussion

5.1.1 Summary

The objectives of this research were:

(1) To explore whether demographic variables, such as gender, age, monthly income, education, and work experience, influence consumer perceptions.

(2) To explore whether the emergence of new media things, such as online opinion leaders, self-publishing, and brand experiences, affects consumer perceptions.

According to the results in Chapter 4, most demographic factors, including gender, age, and educational experience, influence consumer perceptions. In particular, women have more positive perceptions of the products; with age decreasing, the more positive the perceptions of the new media products; company employees, business owners, and students have more positive perceptions of the new media products; the higher the income, the more positive the perceptions of the new media products; and those who have worked in an Internet business have more positive perceptions of the new media products.

The hypothesized conclusions are as follows:

H1: Demographic factors for new media consumers influence consumer perceptions.

The analysis of the results in Chapter 4 reveals that internet opinion leaders, self-media, and brand experience have a positive influence on consumer perception, suggesting that new media also have a positive impact on consumer perception. Thus, Hypothesis 2 is valid:

H2: New media influences consumer perception.

5.1.2 Analysis of the Results of the Questionnaire

5.1.2.1 The Influence of Demographic Factors on Consumer Perceptions of New Media

In terms of gender, women tend to have a more positive attitude towards new media than men, which may be related to the fact that females spend more time on

the Internet and have greater access to new media. In terms of age, there is a clear pattern in the perception of new media: the younger the person, the more positive the perception of new media. This is because the audience of new media consists primarily of middle-aged and young people, and the influence of new media among young people is increasing significantly. In terms of educational background, those with bachelor's degrees and high school graduates have a more positive attitude towards new media, while those with master's and doctoral degrees have a lower perception of new media. In terms of occupation, business owners and employees have the most positive perception of new media, which may be related to the fact that businesses are more deeply connected to the new media industry, and those without a profession have the lowest perception, which is related to the fact that those without a profession are mostly older people. In terms of the income element, the higher the respondents' monthly income, the more positive their attitude towards new media. This is because the emergence of new media enables the provision of value-added services that can effectively enhance consumer perception; the higher the income, the stronger the perception. In terms of work experience, individuals who have worked in Internet companies tend to have stronger perceptions than those without Internet work experience, although the difference is not statistically significant. In terms of monthly consumption of new media-related products, it is clear that the more consumers consume these products each month, the more positive their perception of new media becomes, which aligns with the logic of consumption.

5.1.2.2 The Impact of the Emergence of New Media on Consumer Perception

By analyzing the seven dimensions of product, price, etc., the following conclusions can be mainly drawn:

Currently, the sales modes and channels of the new media industry are characterized by diversification, self-media, Internet opinion leaders, and other methods that effectively enhance consumer perception. In this context, enterprises now have a wider range of channels available to sell their products. Sales methods are also becoming increasingly diversified to self-media; for example, with the rise of self-media platforms, the emergence of a large number of super-popular "netroots", netroots in their lives to fans to launch all kinds of products, due to their own unique advantages

and the trust of the fans, netroots who live with the goods can often be highly efficient product sales. The clothing companies are also saving a significant amount of publicity costs while achieving higher economic benefits and increased brand awareness. In addition, interactive network marketing appears more prominently on the network marketing platform, allowing consumers to have a more vivid and intuitive understanding of the product before making a purchase. Compared with the previous simple advertising, live sales have more interaction and a sense of participation. With the advancement of Internet technology and the development of new media, it is also easier for Internet companies to understand consumer preferences through big data. Through media analysis and consumer behavior research, it is possible to gain a deeper understanding of consumers' preferred products, enabling more accurate product marketing.

Despite the advancements in new media, several shortcomings remain, including uneven product quality. The Internet marketing marketplace has attracted numerous participants with a diverse range of brands and products. One of the shortcomings of network marketing is that it is challenging to evaluate the value of brands in the market, and product quality is inconsistent, which is also a common dilemma faced by the Internet industry at present. The problem of poorer-quality but inflated-price products has always existed. If these issues are not addressed promptly, the ensuing consumer resistance to new media and market confusion may follow. Secondly, the new media background of the serious proliferation of homogenized products, due to the rapid circulation of products, a product of the fire will quickly attract the attention of enterprises in the same industry, and with the generation of products positioned similarly, similarly priced homogenized products, so that the advantages of the initial product development enterprises will quickly be reduced.

5.1.2.3 Summary of Questionnaire Results

By analyzing the demographics of the survey respondents and their perception of new media, the following conclusions can be drawn:

(1) Customers of new media-related products are mostly young adults, most of whom are middle-income earners with bachelor's degrees or less.

(2) Most respondents are consumers of Internet products in the context of new media, but the overall consumption is small. This also suggests that the new media

industry still has considerable room for growth.

(3) In terms of products, at present, with the continuous development of new media technology, the new media industry has been able to provide lucrative and higher-quality products, and consumers have increased their motivation to consume in recent years. However, consumers are eager for more complete additional product services.

(4) In terms of price, the consumer perception score is the lowest among the seven elements. Although the new media industry can currently provide multi-level consumer products, the overall price is high, which restricts the respondents' consumption level.

(5) In the element of channel, consumer perception scores the highest, which indicates that new media products and services can smoothly enter the lives of consumers and provide them with various product and service channels.

(6) In terms of promotion, in the context of new media, companies are able to provide a wealth of product promotions, and salespeople are able to provide more accurate product recommendations. However, consumers are not highly sensitive to product promotions on the Internet, and the media are unable to enhance consumer motivation effectively.

(7) Respondents gave better feedback on the personnel factor. Most of them stated that the people around them positively influenced their choice of products, and the smooth communication with others was related to the new media companies, which also had a positive impact on their consumption.

(8) Most of the Internet companies can effectively publicize their products through the media so that customers can quickly understand the features of the products. However, consumers are unable to effectively distinguish between them due to the excessive number of homogeneous products and similar functions of each company.

(9) Respondents' perception of the whole-process service of new media products is not very satisfactory, which means that Internet companies have more room for improvement in the whole-process service, as well.

5.2 Research Comparison

A comparative analysis of the findings in this paper with those of previous studies led to the following conclusions.

1. In terms of demographic factors, the findings of this paper generally align with those of existing studies, although some differences are noted.

In terms of gender, women tend to prioritize social and lifestyle content, exhibit higher engagement on social media platforms, and therefore have more positive perceptions of new media compared to men, consistent with the findings of this paper. In terms of age, young people are generally more willing to explore new digital technologies and applications, and are more receptive to social media, video platforms, and similar content. Consequently, the emergence of new media has led to more positive perceptions of young people, which is consistent with the findings of this paper. Regarding educational background, this study reveals a clear gap between its conclusions and those of existing studies, which indicate that higher education levels correlate with greater digital literacy, more effective mastery of new media technologies and tools, and a more extensive and in-depth understanding and use of new media. However, since the educational background factor did not pass the test in this study, it cannot be demonstrated to have any impact on cognition. At the income level, this study concludes that the higher the income, the more positive the consumer perception will be, which is basically consistent with the results of existing studies. In terms of relevant experience, those who work in new media-related industries tend to perceive it more positively compared to others, which is consistent with existing research.

2. In terms of new media and consumer perception, this paper supplements related research by analyzing the impact of the emergence of new media on consumer perception from three aspects: Internet opinion leaders, self-media, and brand experience.

In terms of Internet opinion leaders and self-media, numerous studies have been conducted, and scholars generally believe that the emergence of both will have a significant impact on consumer perception. The forms and types of Internet opinion leaders are becoming increasingly diversified and specialized, which can promote consumers' cognition to a certain extent, thus facilitating consumers' decision-making. In the context of the rapid development of Internet marketing and the self-media

industry, self-media with distinctive personal styles provide a platform for enterprises to effectively advertise to potential consumers within the circle group, which also affects consumers' perceptions. In addition to demonstrating that both are influenced by consumer perception, this paper also clarifies the positive relationship between the two factors and consumer perception, specifically highlighting how the emergence of Internet opinion leaders and self-media can positively impact consumer perception. In terms of brand experience, there are fewer existing studies. This paper defines the concept of brand experience and argues that, as one of the components of new media, the emergence of brand experience can have a positive influence on consumers.

5.3 Recommendation

In the above discussion, it can be concluded that the emergence of new media has indeed affected consumer perception, and most of the hypotheses have been validated. In the context of new media, consumer behavior is expected to undergo significant changes. The focus of future development is on how relevant enterprises can capitalize on the opportunities presented by new media. This section analyzes the opportunities and prospects that enterprises will face in the future.

5.3.1 Business Development Opportunities

(1) The Internet user base is vast and still growing. As consumer spending continues to rise, new media-related products will attract an increasingly large audience.

(2) The new model of online marketing and information technology breakthroughs. The rapid development of Internet technology aims to compensate for the lack of consumer experience in the online purchasing process. With the continuous development and maturity of the big data industry, an increasing number of companies are focusing on the applications of the Internet and big data technology, such as customer profiling, popularity analysis, and intelligent clothing matching recommendations. Furthermore, the integration and analysis of enterprise operational data and market economic data help discover internal laws, enabling enterprises to make informed decisions, improve marketing efficiency, reduce costs and expenses, and enhance their competitiveness.

(3) Compared with other traditional industries, the marketing content of the

new media industry can be more sustainable and innovative for consumers and, in this way, obtain more profits.

5.3.2 Business Development Recommendations

Under the backdrop of new media, enterprises can improve their marketing levels in the following ways:

(1) Combining product types and innovating product marketing strategies.

With the development and progress of Internet technology and new media platforms, consumer product demand is also characterized by diversification. Therefore, when enterprises undertake product design work, they should focus on considering the personalized needs of specific consumer groups. Accompanied by the vigorous development of domestic information technology, it entirely changed the product production cycle. Thus, enterprises not only need to keep pace with the development of the Internet era but also continually innovate their products and designs. In the face of such a situation, during the enterprise's product design, you can invite all customers to participate in product design so that not only can they have more expectations of the product, but the production of product satisfaction and demand will also be improved through this marketing approach, and also help to increase customer loyalty. Customers directly involved in product design can have their personalities and actual needs thoroughly reflected in the final product. In addition, enterprises also need to conduct thorough market research, combining the final results with the optimization and adjustment of product design concepts. This enables the overall customer demand to be integrated into the product design process, ultimately creating unique, irreplaceable products. To achieve this goal, enterprises should strengthen the confidentiality of the entire product development process.

Additionally, during the production process, the steps should be broken up, and the choice of several processing plants for product production can effectively enhance confidentiality and uniqueness. Note that the product combination plays a crucial role in ensuring the success of all Internet marketing activities. In inviting customers into the product design process, the marketing team should seize this opportunity to publicize. We must recognize that this approach can not only enhance the effectiveness of product power but also present an excellent marketing opportunity.

(2) Enhance marketing services, broaden product marketing channels.

Products and services are two important influencing factors of marketing, and the reason why past Internet marketing could not be carried out thoroughly or traced back to the root is due to the lack of face-to-face consolidation and exchange in the Internet marketing process; the customer, in the purchase of the product, could not feel the service attitude of the marketing staff or the lack of service concepts of the marketing staff and could not be in the marketing process to make the customer's satisfaction improve. With the popularization of the mobile Internet, enterprises should focus on more efficient Internet sales and, at the same time, enhance the service consciousness of both offline and online sales, as well as the organic combination of offline and online sales, to jointly complete the product marketing task. The popularization of the mobile Internet has driven the development of social media technology and enterprises. In the process of marketing work, you can use the new media platform as a sales channel; the user volume of the new media platform is mainly based on microblogging. In addition to many users of the new media platform, the independent marketing website serves as an important link for carrying out Internet marketing. The publicity speed of the new media platform is rapid, and has wide range of dissemination, but with certain spatial limitations, unable to complete the product transaction, also unable to enhance the customer's trust in the product; independent product sales website, although it does not have a large number of users, it can be used as a platform for the online transaction of the intention of their customers, so the enterprise can be attracted by new media platforms to the intention of the customer into the independent website to complete the transaction to enhance the credibility of the online transaction and satisfaction, and to enhance the customer's trust in the online transaction. The credibility and satisfaction of online transactions lay a solid foundation for enterprise development.

(3) Highlight product characteristics and establish a positive brand image.

In the era of the Internet, consumers have a wider range of products to choose from in the Online market, encompassing not only the domestic market but also the international market. Therefore, when domestic enterprises carry out marketing activities, they should focus on a more long-term approach, highlighting their product characteristics, and enriching the product type to meet the needs of both domestic and foreign users. In order to achieve this goal, consumers in Internet technology support

may need the characteristics of the goods for a simple description, focusing on describing the main functions of the goods, product quality and other aspects of the enterprise combined with the description of consumer goods upon consumer demand for clarity and an understanding of how to find the existing products and services to carry out personalized optimization and upgrading to better adapt to and meet the consumer's various consumer needs. In order to maintain an advantage in international competition, in addition to improving the product service force to carry out the work, setting up a good brand image is an essential key link. A good brand image with high-quality products also contributes to the enterprise as well as increasing the enterprise's product visibility significantly to help enterprises grasp explicitly the culture of marketing as well as the characteristics of product marketing through the product marketing strategy optimization and upgrade, so that consumers of the enterprise products, the product marketing strategy. Through the optimization and upgrading of product marketing strategies, the consumer's dependence on the enterprise's products has increased, with the corresponding enterprise's products becoming the consumer's first choice.

Meanwhile, the product's brand has become a lasting memory for the consumer. In short, effective marketing tools should be built on the foundation of high-quality products. The product that best meets consumer demand is the most valuable, so companies must continuously improve their product service and strive to make their products as close as possible to consumer demand. Setting up a brand image is a necessary means of marketing; only with the smooth establishment of a corporate brand can you establish long-term, stable development links. It can also be said that establishing a brand image is a once-and-for-all means of marketing that can, for the future of product marketing, provide a constant flow of power for all consumers to deliver more quality products and services. Extreme trust in the enterprise's products and services paves the way for pre-purchases, online shopping, and other related activities.

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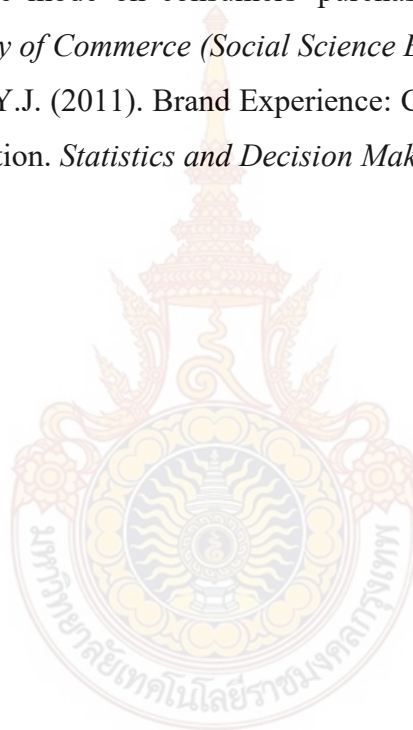
APPENDICES

Questionnaire

THE INFLUENCE OF NEW MEDIA ON CONSUMER PERCEPTIONS IN CHINA

Explanation.

      1. This questionnaire consists of two parts, focusing on consumer perceptions of new media.
      Part 1: Respondents' basic personal information
      Part 2: New Media Factor
      Part 3: Respondents' perception

      2. Please complete this questionnaire, as your answers are important for the analysis of the data in the study. Please answer all questions truthfully to ensure the study's accuracy and usefulness.

      3. The information you provide in the questionnaire is confidential, and the presentation of the study results will be presented in summary form only. To all those who took the time to answer this questionnaire, our deepest gratitude is extended.

Part 1: Respondents' basic personal information

Please tick ✔ in the box that matches your criteria.

1. Gender:
(1) Male (2) Female

2. Age:
(1) less than 25 years old   (2) 25 - 35 years old
(3) 36 - 46 years old   (4) 47-60 years old
(5) $\geq$ 61 years old

3. Educational background
(1) High school and lower   (2) Bachelor's degree
(3) Master's degree   (4) Doctorate degree

4. Occupation

(1) Student   (2) Corporate employee
(3) Business owner   (4) Public employee
(5) Others, please specify. _____

5. Monthly income.

(1) less than 5,000 yuan   (2) 5001-10,000 yuan
(3) 10,001-20,000 yuan   (4) more than 20,001 yuan

6. Do you have any relevant experience in working or researching in Internet companies?
(1) Yes （2） No

Part 2: New Media Factor

Please tick ✓ for the one option you think is most true, referring to the opinion rating given below.

      5 = Strongly Agree

      4 = Agree

        3 = Neutral

        2 = Disagree

        1 = Strongly Disagree

New Media Factor	Opinion Rating				
	5	4	3	2	1
Internet Opinion Leader					
1. The Internet opinion leader knows the domain of the product he or she is recommending.					
2. The Internet opinion leader is to be an authority in the product area.					
3. This Internet opinion leader has some influence.					
4. The Internet opinion leader has a reputation on the site.					
5. I think the Internet opinion leader always responds to questions or issues raised by the public on time.					
Self-media					
13. Self-media provides more sources of information.					
14. Many people share their advice through social media.					
15. Self-media makes you less vulnerable to false or misleading information.					
16. Self-media provides more information about product or service reviews, which helps with informed decision-making.					

New Media Factor	Opinion Rating				
	5	4	3	2	1
Brand Experience					
17. Today, consumers have more opportunities to interact with their favourite brands, which can effectively boost motivation.					
18. Brand publicity and promotion in new media have a significant impact on purchasing decisions.					
19. It is easier for a brand to garner much publicity and gain notice quickly than it used to be.					
13. When choosing a product, you often tend to go with the brands you trust rather than comparing all of them.					

Part 3: Respondents' perception

Please tick ✔ for the one option you think is most true, referring to the opinion rating given below.

5 = Strongly Agree

4 = Agree

3 = Neutral

2 = Disagree

1 = Strongly Disagree

Respondents' Perception	Opinion Rating				
	5	4	3	2	1
Product					
1. The products offered by the new media are becoming more and more abundant.					
2. The quality of products offered by new media is getting higher and higher.					
3. When faced with the same type of product, there are multiple companies' products to choose from.					
4. When you consume new media products, you can get additional product services.					
5. In recent years, there has been an increase in motivation to consume new media products.					
Price					
6. The pricing of new media is becoming more and more reasonable.					
7. The price of after-sales support services for new media is reasonable.					

Respondents' Perception	Opinion Rating				
	5	4	3	2	1
8. New media companies can provide a diverse range of consumption to meet consumer needs.					
Place					
9. Very easy to find the channels of the products and services of the new media companies.					
10. There are many channels of services and products provided by new media companies, which can meet consumer demand at any time.					
11. New media channels make it easier for consumers to identify the content of advertisements and promotions.					
Promotion					
12. In recent years, new media companies have offered a variety of special offers.					
13. Various media promotions can effectively increase consumption intention.					
14. Salespeople provide clear product purchase suggestions.					
People					
15. Family or friends positively influence the willingness to choose new media or services.					
16. The people involved in new media companies have a friendly attitude and smooth communication.					
17. In the context of new media, you are more likely to recommend products to others.					
Physical evidence					
18. New media companies are mostly able to promote their products effectively through the media.					
19. Companies can let customers quickly understand the characteristics of their products through various product displays.					
20. Homogeneous products are also able to understand their differences quickly.					
Process					
21. The service of using the new media product process is good.					
22. The quality of service clearly improves the motivation to consume.					
23. The level of service of the whole process of the new media enterprise is high.					