



The Influence of New Media Marketing Strategy on Purchasing Decision of University Students in Liaoning China

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ABSTRACT: This study aims to explore the influence of new media marketing strategies on purchasing decisions among Chinese university students. With the exponential growth of digital platforms, traditional marketing methods are evolving, utilizing social media, influencer endorsements, content marketing, and interactive promotions to attract consumers. This study synthesizes various research findings to understand how these strategies impact the decision-making process of Chinese university students. The results indicate that social media marketing significantly affects university students' purchasing decisions through new media marketing channels, product promotion, and interactive engagement. Marketing influenced by peer perception enhances trust and credibility, leading to higher conversion rates. Peer influence provides valuable and attractive information to attract and maintain students' interest. The conclusion highlights the profound impact of new media marketing strategies on every stage of the purchasing decision process, from problem recognition to post-purchase behavior, necessitating the development of more effective marketing strategies to influence university students' rational consumption.

KEYWORDS: new media marketing channels, product promotion, interactive engagement, peer influence, purchasing decisions

I. Introduction

Social media plays an increasingly crucial role in daily life, especially among young consumers in China, who are primary users of Chinese social media. Therefore, social media marketing has the potential to significantly influence their purchasing decisions. Companies engage with consumers on social media to increase brand awareness, influence consumer behavior, and build relationships. This

interaction can significantly impact marketing activities. The use of social media affects various stages of the purchasing process, from awareness to consideration and final purchase decisions. Both active and passive use of social media can influence these stages. The impact of social media marketing on consumer behavior has been a focus of marketing research, emphasizing its role in stimulating purchase intent and maintaining consumer loyalty. The rise of new media marketing strategies in the advertising field has also been observed, with strategies being developed to leverage the reach and influence of social media platforms (Quesenberry, 2020)^[1]. The impact of social media marketing extends beyond physical products to services such as education, where it can influence factors like brand assets. The specific details of how new media marketing strategies affect Chinese university students' purchasing decisions may vary depending on specific environments, products, or services.

II. New Consumption Views of College Students in the New Media Economy

2.1 Anticipatory Consumption in the Background of New Media Marketing

With the rapid development of socio-economics and the internet, anticipatory consumption has gradually become an important way for contemporary college students to satisfy their consumption desires. This behavior may lead to economic pressures on students prematurely, affecting their studies and lives. It also leads to alienation from the true meaning of consumption, causing distress among college students. This consumption view issue may originate from social media misinformation, lack of educational guidance on consumption views in schools, lack of cultivation of family consumption views, and some college students' failure to establish correct consumption concepts. According to data from iMedia



Consulting, 54.9% of college students approve of anticipatory consumption, with 11.9% having a habit of anticipatory consumption. Among college students engaged in anticipatory consumption, nearly forty percent engage in anticipatory consumption for the pursuit of novelty. Due to a lack of understanding of financial knowledge and lack of financial management skills, college students may fall into debt when engaging in anticipatory consumption. 53% of college students choose loans to purchase cosmetics, clothing, electronics, etc., which are beyond their capabilities for anticipatory consumption.

Overall, anticipatory consumption among college students in the background of new media marketing is a complex social issue involving consumption concepts, consumption behavior, financial knowledge, and financial management capabilities. Therefore, solving this problem requires joint efforts from all sectors of society, including schools, families, governments, and businesses.

2.2 Consumption Behavior Influenced by Internet Celebrity Economy

In the background of new media marketing, the internet celebrity economy has significantly influenced the consumption behavior of college students. College students may be influenced by internet celebrities recommending products or lifestyles, thereby affecting their consumption decisions. This has also led to the college student group exhibiting active participation in consumption media platforms, the proliferation of liberalism, and the burden of information overload of the "consumer socialization" results. Due to the impact of the internet celebrity economy, the consumption behavior of college students has undergone significant changes. They are more inclined to purchase products recommended by internet celebrities, especially in live streaming environments, where this influence is more pronounced. The internet celebrity economy has altered the consumption views of college students. They are more susceptible to emotional influences, leading to impulsive consumption behavior. When they are happy or interested, they are more likely to engage in celebrity consumption. However, due to a lack of understanding of financial knowledge and financial management skills, college students may fall into debt when engaging in celebrity consumption. They may over-pursue the lifestyle of internet celebrities, causing consumption beyond their economic capabilities. As a group, college students are influenced by their peers' consumption

behavior. When they see others purchasing products recommended by internet celebrities, they may follow suit, which is a result of group effects. The internet celebrity economy also influences the consumption values of college students. They may consider purchasing products recommended by internet celebrities as a fashion statement, a manifestation of pursuing quality of life, and this concept may have a long-term impact on their consumption behavior(Chen, et al, 2021)^[2].

Overall, the internet celebrity economy has had a profound impact on the consumption behavior of contemporary college students. Therefore, we need to conduct in-depth research on this issue to find solutions.

2.3 The Shift in Consumer Mindset and the Rise of the Interest Economy

Behind the new consumer culture, an essential aspect that cannot be ignored is its impact on university students' values and behaviors. Consumers' interests have become a key focus for businesses to explore, cater to, and shape effective demand. This is particularly significant for contemporary university students, who are still in the process of forming their consumer mindset. Addressing this issue requires in-depth research and solutions from multiple perspectives, including society, family, and education, to help students establish healthy consumption habits and contribute to social harmony and stability.

In the context of new media marketing, university students' consumption concepts are undergoing profound changes, with the rise of the interest economy being a key driving force. Their consumer mindset has shifted from traditional pragmatism to an emphasis on personalization, experience, and emotional connection. They value the feelings and experiences that products or services bring, rather than just fulfilling material needs. Additionally, they focus more on the consumption process rather than just the outcome, requiring products and services to provide a satisfying consumer experience.

As the demand for personalized and differentiated consumption grows, the interest economy has emerged. In this economy, purchasing decisions are increasingly driven by personal interests and hobbies rather than solely by the functionality of products or services.

Under the influence of new media marketing and the interest economy, university students' consumption behaviors have also evolved. They are more inclined to shop online, try new products and services, and actively engage in the



consumption process. Moreover, they place greater importance on interacting with businesses and are more concerned with corporate social responsibility.

Overall, the rise of new media marketing and the interest economy is profoundly reshaping university students' consumer attitudes and behaviors. For businesses, this shift presents both challenges and opportunities.

III. Major Marketing Channels of New Media Among University Students

Due to China's specific internet regulations and consumer behavior, new media marketing in China presents a unique landscape. Below is an overview of the main communication channels used in Chinese new media marketing.

First of all, WeChat. WeChat is more than just an instant messaging app, it is an all-in-one platform that integrates social media, payment services, and more. Features such as Moments (similar to Facebook's News Feed), official business accounts, and mini-programs (apps within the app) play a crucial role in marketing. WeChat's relative social privacy and interactivity make its commercial functions highly powerful.

Apart from many micro-businesses using WeChat for sales, enterprises of all sizes conduct online marketing through official WeChat accounts, mini-programs, and business group chats. Researcher Guo Chen highlighted WeChat's unique community features, where group owners can implement network-based marketing strategies centered around users. With WeChat marketing, businesses can communicate with users in real-time without being constrained by time and location, making it far more convenient than traditional marketing methods, which are often limited by time, place, and infrastructure. Additionally, WeChat marketing benefits from seamless and fast payment options, allowing users to shop anytime, making the entire process more efficient. The convenience of marketing translates directly into improved marketing efficiency.

WeChat itself has evolved into a media format, with its expanding functionalities enabling it to integrate into various aspects of users' lives, fulfilling multiple needs. Zhang Xiaojian proposed the AIDA (Attention-Interest-Desire-Action) mechanism for content marketing on WeChat official accounts, emphasizing the importance of ensuring each stage of the process is executed effectively (Yang, 2024).^[3]

Second, Douyin which is also called TikTok in China. It's the original Chinese version of

TikTok, represents the short video platform market alongside apps like Kuaishou. Short videos, typically under five minutes long, are a popular form of content on new media platforms. Short video marketing allows businesses to conduct marketing activities through various approaches, primarily focusing on "content marketing + e-commerce marketing." This includes producing self-made short videos for marketing, collaborating with influencers for promotions, utilizing Douyin's commercial marketing services and creating viral marketing campaigns through Douyin challenges.

Unlike offline shopping, where people, goods, and stores are separate, mobile marketing integrates all three into a single digital environment. From learning about products to making purchases, the entire process can take place on a smartphone, making e-commerce marketing highly efficient.

From a psychological perspective, researcher Han Xiao argues that the short format of these videos aligns with modern consumers' reading habits, making it crucial to understand audience psychology for precise targeting. Lu Yan and colleagues suggest that forming dedicated marketing teams to create viral content ensures a continuous stream of high-quality material, sustaining high engagement. Meanwhile, Li Xifang and others propose e-commerce livestreaming strategies based on the 4P marketing mix, advocating for a multi-tiered online marketing system with reliable products and tiered pricing strategies.

Third is Weibo which is similar to Twitter but with more features, allows users to share short posts, images, videos, and articles. Brands often use Weibo for influencer collaborations, trend participation, and advertising campaigns. Since its launch, Weibo has become a key platform for businesses to analyze consumer interests and behaviors. Theoretically, Weibo marketing involves using the platform to continuously update and promote a company's products and activities to attract public attention. By posting service information and product updates, businesses can leverage fan engagement and community effects to boost visibility and foster in-depth interactions with target audiences, ultimately enhancing brand awareness and consumer interest. Researcher Tang Min believes that ensuring high-quality posts is essential for effective Weibo marketing. Companies should hire professionals with strong writing skills and communication abilities for their marketing efforts. Jin Yongsheng and colleagues, using the AISAS model, suggest that businesses should maintain an active presence on Weibo and incorporate it into their long-term branding



strategies. Meanwhile, Wang Jun and others, based on the 5T model, emphasize the importance of word-of-mouth marketing, recommending that businesses actively monitor user feedback, repeat purchase rates, and customer retention.

Other key marketing platforms includes Taobao Live whose livestreaming is massive in China, with e-commerce giant Taobao offering a platform where sellers can interact with consumers in real time, showcase products, and conduct direct sales via livestreams. Bilibili is originally a niche site for anime, comics, and gaming (ACG) enthusiasts which has expanded to include a wider range of content. It is particularly popular among young audiences and is known for user-generated content and bullet comments (real-time on-screen comments). Brands use influencer collaborations and branded content on Bilibili to drive purchasing decisions.

Fourth is Xiaohongshu. It's a hybrid of social media and e-commerce. Xiaohongshu allows users to share product reviews, lifestyle content, and shopping tips. Influencer partnerships and brand-sponsored content on this platform can significantly influence consumer purchasing decisions.

What's more, Youku, similar to YouTube, serves as a video hosting platform where companies can upload branded content, advertisements, and video marketing campaigns. Tmall & JD.com, as two of China's leading e-commerce platforms, brands utilize these sites for customized storefronts, interactive marketing campaigns, and social media integrations.

These channels form part of China's complex digital ecosystem, enabling targeted marketing, e-commerce integration, and online-to-offline (O2O) services. Given China's vast internet user base and their diverse preferences, brands typically use a combination of these platforms to achieve their marketing goals.

IV. The Impact of New Media Marketing on Contemporary University Students' Purchasing Behavior

The relationship between new media marketing channels and university students' purchasing decisions is a dynamic and complex interaction, significantly influenced by the rapid development of the digital age (Karim, et al, 2023).^[4] New media marketing, including social media platforms, influencer endorsements, content marketing, and digital advertising, greatly affects how students discover, evaluate, and decide on

purchases. This relationship can be understood through several key aspects.

One reason new media marketing has flourished is its ability to reach users almost anytime and anywhere, especially through smartphones and laptops. For tech-savvy university students who are constantly online, this means they are continuously exposed to marketing messages. Although new media has global reach, marketing efforts can be highly localized to align with specific interests, cultural differences, and even campus life, making it more relevant to students' backgrounds.

Unlike traditional media, new media platforms promote two-way communication, allowing students to interact with brands through comments, shares, and likes. This direct engagement helps build relationships between students (as consumers) and brands, influencing purchasing decisions through a sense of community and belonging. New media also supports and encourages user-generated content, such as product reviews and recommendations, creating an environment where students are more likely to trust and be influenced by peer endorsements.

Advanced algorithms and data analytics enable highly personalized marketing messages and product recommendations. University students are more likely to respond positively to ads that align with their interests, behaviors, and previous interactions with brands. New media marketing strategies involve creating customized content that resonates with the student demographic, addressing their specific needs, concerns, and aspirations. Influencers who share authentic experiences and engage genuinely with their followers can significantly influence purchasing decisions. University students, in particular, value authenticity and are more easily swayed by relatable content.

New media channels provide extensive information, from product details and reviews to comparison websites, making it easier for students to research and make informed decisions. Real-time comments, reviews, and ratings on social media platforms and e-commerce sites offer immediate social proof, greatly impacting students' purchasing choices.

Platforms such as Instagram, Facebook, Snapchat, and TikTok which are hotspots for student engagement. Marketing through these platforms can heavily influence students' purchasing decisions, especially when endorsed by influencers or peers they trust. Social media creates a space for sharing experiences and recommendations, shaping students' perceptions and desires for products and services. Influencers who resonate with university



students can profoundly impact their purchasing behavior. Authentic and transparent endorsements from influencers help build trust and credibility, making students more likely to follow their recommendations and purchase products (Steils, et al, 2022)^[5]. This influence extends beyond celebrity influencers to micro-influencers who dominate niche markets.

Email marketing, though not as dominant as other new media channels, still serves as an effective tool for influencing university students' purchasing decisions. Exclusive discounts, informational content, and targeted messages related to education or specific interests can effectively attract student buyers.

Search Engine Marketing (SEM) and Search Engine Optimization (SEO) strategies enhance a brand's visibility in search engine results, directly influencing university students' purchasing decisions. Since students frequently rely on search engines to discover and research products or services, appearing prominently in search results increases brand credibility and impacts their buying choices.

Mobile marketing strategies, such as SMS promotions and app-based notifications, are highly effective given the high smartphone usage among university students. These strategies can drive immediate purchasing decisions, especially for time-sensitive offers or location-based services.

V. Conclusion

Through a literature review, we found that new media marketing strategies significantly influence Chinese university students' purchasing decisions. Social media marketing, influencer marketing, content marketing, and interactive promotions effectively attract students and drive purchases. Understanding these aspects contributes to research on the long-term impact of new media marketing on student consumer behavior and helps in educating students to develop responsible consumption habits.

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