

How Does Conformity Psychology Affect Online Consumption Behaviours in China? - A Case Study of Singles' Day Shopping Festival

Zixuan Zhang

Malvern College Qingdao, 77 Tiegishan Road, Chengyang District, Qingdao, Shandong, 266106, China

Corresponding Author: Zixuan Zhang, Email: 2016eva.zhang@malverncollege.cn

Abstract

Nowadays, with the development of science and technology and the popularization of the Internet, more and more people buy commodities online on Singles' Day. There must be some reasons why consumers pay so much attention to Singles' Day and it has such large sales. Therefore, this article aims to introduce the current phenomenon of Singles' Day, and then introduces three ways that Alibaba uses for Singles' Day which are celebrity endorsements, product comments and hungry marketing. It focuses on the comparison of these three ways by using the theories and data in order to show that conformity psychology is a major factor influencing people to buy goods. However, there is a research gap between the previous studies, there was no direct comparison between different marketing strategies which affect most people's behaviours of online shopping. Thus, the combination of figures and theories will be used to infer the conclusion. In addition, the suggestions would be given on both sides: the sellers and consumers. The conclusion

shows that conformity psychology accounts for a proportion of determining and dominating whether people would like to buy goods.

Keywords

Conformity psychology; Online shopping; Singles' Day; Consumption behaviour

Introduction

With the development of science and technology, people are more inclined to buy products online than they did offline ten years ago. Compared with physical stores, now people prefer to download some shopping platform APPs like Taobao to buy products. Especially on Chinese Singles' Day, now more and more people tend to buy large quantities of goods or stock up on some daily necessities.

The main reason that I choose this question is that I would like to know if conformity psychology plays a vital role in comparison to other psychological factors on Single's Day

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festival in Chinese modern society and if it is dominating the market. In March 1998, China's first successful online transaction marked the beginning of e-commerce. In recent years, the amount of online consumption has been increasing. Thus, market consumption is becoming more important for us to learn and explore. Research shows that nowadays people tend to buy a product that is endorsed by their idols or stars. For consumers and producers, even small actions by them may affect the direction of the market. On the other hand, it will be a very useful way to increase their profits and profile if the businesses by using people's conformity psychology to sell products. But some undesirable factories may reduce their overhead cost and produce poor-quality goods in order to attain maximum profits. Since the influence of consumer conformity and its spread scope is broad, we should study and avoid some adverse influences over time.

Therefore, this dissertation is written about how conformity affects people's shopping sprees on Singles' Day. To investigate this, I have divided a big question into several categories. Firstly, I would like to analyze the background of the Chinese modern online phenomenon. I would like to know more about conformity psychology including the basic theory that is relevant to my topic and introduce the definitions of three strategies that businesses rely on which are celebrity endorsements, product comments and hungry marketing. In the discussion part, I would like to explore how conformity contributes to the consumption of Singles' Day shopping festival by analyzing its role in marketing strategies and the proportion of customer decision-making. And then they would be compared to see which strategy businesses take the most advantage of the conformity psychology in the largest proportion and are chosen by more people. Finally, I am going to give suggestions for both consumers' and businesses' aspects based on the

analyzed result of this project. To conclude, I want to use theories and data available and combine them with my ideas to figure out whether conformity psychology is the biggest part that is involved in online consumption decision making.

Literature Review

Online Shopping in China

The report of CNNIC shows that by March 2020, the number of Internet users in China has reached 904 million, with an Internet penetration rate of 64.5%. Because of the enhancement of living standards and income, almost everyone has a mobile phone to use the internet.

By March 2020, the number of online shopping users in China reached 710 million, up 16.4% from the end of 2018, accounting for 78.6% of the total number of Internet users. The research of Donthu shows that the reason why online consumers are more impulsive is that they face a stimulating environment with more convenient transactions and richer information.

More and more people are using the internet platform to shop, which provides fast delivery and is a convenient way to make people pay more attention to the online market.

Singles' Day Shopping Festival

Online shopping festival has become a major festival for consumers to participate in shopping activities, and it is gradually accepted by consumers at home and abroad, while the shopping behaviour of consumers in online shopping festivals has also become a research hot spot. Among them, Singles' Day is one of the most popular shopping carnivals, which is originated in the 1990s as an anti-Valentine's Day by a group of Chinese college students, but in 2009, Alibaba began using it to promote discounts at retailers on Taobao mall (Tmall) e-

commerce platforms. At that time, the number of merchants and promotion efforts involved were limited, but the turnover far exceeded the expected effect. Therefore, November 11 became the fixed date for Tmall to hold large-scale promotion activities. Singles' Day has become an annual event in China's e-commerce industry and is gradually influencing the international e-commerce industry. In 2015, Alibaba CEO Zhang Yong said in the live link of the gala that Tmall's Singles' Day gala brought millions of interactive volumes to Tmall. During the gala, the number of newly registered users of Tmall clients was more than 20 times that of normal ones. This directly helped the number of visitors to mobile Taobao on the "Single's Day" exceed the peak last year, reaching 130 million. Moreover, just after the end of the evening, Tmall made 19 billion transactions in the first half-hour after the start of the last-minute shopping campaign, which reached the annual sales volume of three years ago. As of March 2018, mobile Taobao ranked first in the category with a market penetration rate of 55.8%. Moreover, the e-commerce matrix of Alibaba app is wide, and among the top ten market penetration rates, four apps belong to Alibaba. The sales volume on the day of "Singles' Day" in 2018 reached \$30.8 billion, more than 4,000 times the sales volume of "Singles' Day" in 2009, and more than the sales volume of Alibaba in the whole quarter of 2018. On November 11, 2019, Alibaba's Tmall Singles' Day started, and the turnover exceeded 1 billion in 14 seconds. Then turnover exceeded 10 billion yuan in one minute and 36 seconds and the total sales on Singles' Day reached 268 billion. And China's online retail sales totaled 10.6 trillion yuan in 2019 with an average of 28.4 billion every day, which Singles' Day occupied exceeded 2% of the turnover of a whole year. Thus, it can be seen that the annual sales volume of the Singles' Day shopping festival is breaking records every year,

and the trend of online shopping increase is becoming more and more obvious.

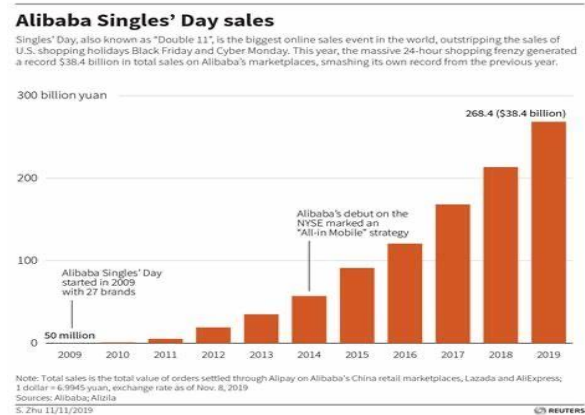


Figure 1 2009-2019 the Singles' Day GMV

Conformity Psychology

A scholar named Wilkie defined conformity in 1994: 'In order to get the recognition of group members and meet the expectations of the group, consumers show a similar purchase intention to most members and adopt similar behaviours.'

Conformity refers to the phenomenon that individual ideas and behaviours change to a direction consistent with the majority due to the direct or implied guidance or pressure of the group. The existence of conformity is proved in the experiment by judging the length of lines, which indicates the influence of group norms or adoption of majority opinions on individuals. So according to these definitions, we can see most people value the opinions of those around them and try to look consistent with the actions of those around them. It makes people seem irrational. For those people, they want to keep up with the trend and when a lot of people buy the same thing, they will feel a sense of crisis. For instance, people like to buy products that there are high sales on online platforms such as Taobao, which is the conformity psychology on shopping. Psychologically, this behaviour is known as the "Bandwagon Effect".

According to the research of social psychology, there are two main reasons for conformity: one is informational conformity, and the other is normative conformity. Informational conformity motivation refers to an individual's willingness to listen to others in order to form a correct interpretation of reality. Some social media influencers like bloggers or Internet celebrities will introduce the useful features of the product. In this way, through the promotion of social networking platforms, more and more people will be attracted by the introduced functions, leading to the conformity buying mentality of viewers. Normative conformity motivation means that an individual listens to the opinions of others to meet the expectations of others or groups, with the purpose of obtaining rewards or avoiding punishment. Of course, there are also some factors that contribute to conformity psychology like relatives, environment, or friends. Gender, a demographic variable, may also have an impact on conformity behaviour. And if we break it down in detail, it is considered that the factors influencing conformity behaviour can be divided into four characteristics: personal characteristics, group characteristics, brand characteristics, and work or situation characteristics. Personal reason is a subjective factor, such as the different education received in the growth process or influenced by the family and friends around, will determine a certain extent that the persons are easy to be influenced by others and have their own opinions. Those who are not sure of themselves tend to be influenced by others, and their conformity behaviour increased to the level of self-doubt. Then the group characteristics are a form of culture that is generally sought after or enjoyed by the masses. When people don't know much about the situation, they usually observe the behaviour of others first, which also explains why people follow the current trend of shopping online. As for brand, it is a tool for consumers to identify product quality. For example, rich

people tend to buy luxury goods with a high price and low performance just because the brand is well-known and they want to gain attention from others. The last one is situation characteristics, as mentioned above, too much media exposure on social media or televisions can make a strong sense of impression on people, leading to a product boom and people flocking to buy it.

Theories for Conformity Behaviour

Oxford Language defines marketing as the action or business of promoting and selling products or services, including market research and advertising. Therefore, many scholars have developed variable theories based on conformity psychology.

Opinion Leadership

Opinion leaders have long been used in marketing to assist firms to introduce new products or raising awareness in a target market. Their influence on other consumers has been recognized by their inclusion in some models of the consumer decision-making process. Opinion leaders have also been defined as a type of interpersonal communication that has an influential position in the flow of information and influences personal networks. There have been several hundred studies that have attempted to define opinion leadership in terms of demographic, psychographic, and socio-economic variables, media exposure, social positions and personality traits. In marketing management, marketing by means of group publicity and advertising is actually to use people's conformity to induce consumption behaviour. Fiske argues that "fans are excessive readers whose input into the text is active, passionate, fanatical and participatory". Recent debate has focused on measuring the influence of opinion leaders on opinion seekers, or those people who are searching for information to either raise their awareness about a product or who are seeking an opinion on a product they

may wish to purchase. This is where opinion leadership is thought to have its greatest influence on consumers.

The Word of Mouth

The research from Amdt defines that the word of mouth as a kind of informal information exchange and communication behaviour. The communication behaviour can provide sensory information to communicators and recipients, organization, a brand of product and service of a kind of communication, communicator and here are for the benefit of the business. After that, more and more researchers began to pay attention to the impact of word of mouth on consumers' purchasing decisions, and gradually expanded the connotation of word of mouth. Academia no longer confines the concept of word of mouth to informal oral communication between consumers but believes that word of mouth is the feedback and recommendation after consumers make purchasing decisions, and such communication information can either positively express consumers' satisfaction or negatively express consumers' complaints. The uncertainty, complexity, and diversity of network information, as well as the variability of the network environment, make users unable to judge the information about merchants through their feelings. Merchants and potential consumers can obtain the basic information and feedback related to the product or service experience through the word of mouth of a business which is a good way to help them judge and make decisions.

The Law of Scarcity

In western economics, the scarcity theory is a market law that describes the relationship between supply and demand. For those within the purchasing power of consumers, commodity scarcity will lead to consumers snapping up commodities. This law enables many famous enterprises to win in the fierce market

competition. From the perspective of social psychology, product scarcity information mainly influences customers' purchases from the following two aspects. Firstly, consumers often regard the opportunity and possibility of buying a product as a standard to evaluate the value of the product. Secondly, according to the psychological reactance theory proposed by Brehm, when the product is scarce and the consumer's purchase freedom is limited and threatened, once the consumer cannot bear the loss of purchase freedom, he will have a stronger desire and impulse to possess the product than before. Degraha introduced the 'buy' theory that for a product, the unknown consumers than a thorough understanding of products consumers expect the value of the product has more business, more hope to sell the products to the vendor for don't know much about the product of consumers, and vendors by controlling the production to make some consumers will not buy their products, prompting consumers to know about the product of the few cases to buy its products. So the ultimate purpose of it is to maintain the corporate brand image and improve the added value of commodities.

Discussion

Undoubtedly, the former 'Singles' Day' has been transformed into today's shopping carnival. It even has become the leading trend of new consumption under the new economic normality. Behind this grand shopping carnival, is it the rational choice of consumers or is it the conformity behaviour of consumers at work? How do the online retailer Alibaba's marketing advertisements increase social attribute identity and product information judgment of consumers, thereby inspiring them to buy commodities? As the world's biggest shopping event, Chinese 'Singles' Day' in recent years has surpassed Black Friday as the world's biggest shopping event, so whether psychological factors play a

role here or not? Which factor affects online consumption most?

Therefore, in the discussion part, the basic theories about the application of conformity in Singles' Day marketing will be first analyzed. Then the data on consumers are used to evaluate which application takes the largest account for online shopping to show that conformity psychology is the main factor that determines people's consumption behaviours. Finally, some practical suggestions based on the above analysis of conformity will be given to consumers and online retailers.

Chinese Online Giant Alibaba: Conformity in Singles' Day Marketing

The Tmall Singles' Day reached a peak of 544,000 transactions per second in 2019, a new record and 1,360 times more than the first Single's Day in 2009. The peak of Single's Day 2018 was 480,000 pens per second. Official figures show Tmall hit a peak of 544,000 transactions per second in 2019, a new record and 1,360 times more than the first Single's Day 2009. According to these figures, the reasons for the continuous success of that day can be attributed to the application of conformity psychology in advertising strategies. The study shows that once individuals integrate into the group, their thoughts and emotions will gradually tend to one direction, which is manifested as the individual's obvious conformity behaviour in the group. Therefore, Le Pen calls it "the unity law of group spirit".

From the theories introduced in Literature Review, three major ways are often used in online product marketing. Applications that Alibaba uses to promote their sales on Single's Day by using the conformity psychology of consumers are analyzed as follows.

Use celebrities to endorse their products. Web celebrity live broadcast with goods promotes a new economic growth point, the "web celebrity economy". The emergence of web celebrities has promoted the development of the entertainment market to a large extent. All kinds of web celebrities have become the objects sought after by users. From the first generation web celebrity "Papi Jiang" to the current Li Jiaqi, their fan groups are comparable to stars, and a good fan base has become a favourable condition for web celebrities to bring goods, and also an important foundation for building public praise. Additionally, Alibaba will hold a party on Singles' Day and invite a variety of celebrities to participate in the celebration. The aggregation of stars leads to the aggregation of fans, and the differences between fan groups disappear, while the common characteristics can be magnified. All people accept the encouragement of the consumption concept in the entertainment atmosphere and participate in the carnival of consumption under the guidance of the stars. Taobao Tmall promotes its brand values through online and offline advertising, media publicity and other activities. Single's Day will be integrated into the consumer's life, and imperceptibly affect consumers, so that Singles' Day is an integral part of our lives.



Figure 2 Tmall celebration

Display and increase the praise comments. In order to make people more vulnerable to the influence of conformity psychology in Alibaba, this approach is used to increase commodity

information judgment. Both mobile Taobao and Tmall have product reviews, which enable consumers to understand the advantages and disadvantages of products more comprehensively. It enhances the interaction between users and businesses, which is more conducive to consumers' purchase of goods and increases user stickiness. Apart from the introduction of the goods by the owners and other customers, the quantity sold in a specific period can influence the decision-making process. At that time, consumers will show the tendency of conformity in many purchase decisions, and this kind of conformity is the catalyst for the huge turnover of Singles' Day every year. In the early stage of Singles' Day, many businesses have to brush their bills to improve their credit evaluation and trading volume. Besides the comments from normal customers. Experts who recommended the products are also useful for selling them. Compared with the user reviews under the goods, the recommendation of shopping experts is more authoritative and representative. These experts are usually served by the officially certified matchmaker and public opinion leaders with many mall fans. They share the product information about the "Singles' Day" news in a dynamic way. These recommendations are highly targeted, and usually recommend consumers to be positive. Finally with the huge promotion impetus of Tmall, after several years of continuous efforts and attempts, today's "Singles' Day" has changed from a simple promotion activity of Tmall mall to a shopping carnival for all e-commerce and consumers.



Figure 3 Display praise comment

Adopt the hungry marketing strategy. During Singles' Day, e-commerce websites are creating a tense atmosphere, using marketing methods such as "if you miss today, you will never get a better price than today" and "flash sale". At the same time, it also sets the critical price of goods, which causes visual errors for customers. And tiered prices that make customers anxious. During Singles' Day, merchants limit the time, the so-called special preferential policies, and even the sales quantity of products, to create the illusion of panic buying and prompt consumers to pay at midnight, hit the settlement network, and grab orders. Every producer and seller has their financial status, so Alibaba organized a promotion called Singles' Day. All the producers and sellers did the same thing within two months, that is, the price was increased by 50%, the price was reduced by 30%, but the price was actually increased.



Figure 4 Hungry marketing' slogan

Conformity Significantly Affects Chinese Purchases in Online Decision-making

Considering the cultural background of China, conformity psychology should be deeply rooted in modern Chinese society, because China is a society that attaches great importance to the social background and the reaction against others in communication or contact. Chinese people's lives depend on the lives of others and the lives of the social groups to which they belong. Often people tend to behave the same way as others to reduce the likelihood of becoming different. The formation of the conformity effect is closely related to the traditional feudal thought of "the mean" for thousands of years in China. In ancient China, the doctrine of the mean has always been respected, which still has great influence in modern society. Due to the words and deeds of the elders, the hearts of young children have been branded with the mark of conformity, and over time, the psychology of conformity has been formed. Therefore, this is the historical condition of conformity.

With such a huge online consumer group, the trend of people's purchases is bound to affect the market and cause people's conformity psychology which also establishes the solid and bigger foundation of the Chinese online consumer market. The research Xu shows that the social influence in Alibaba's "Singles' Day" shopping activity is the main factor affecting consumers' conformity psychology. Similarly, in the online shopping festival, when consumers are faced with a large amount of product information, they will think that their information is insufficient, and the social influence will significantly influence consumers to imitate others to make shopping decisions. Studies have shown that 51.3% of Chinese teenagers' willingness to consume is easily influenced by the opinions of the majority of the group.

According to the in-depth Research and Investment Prospect Forecast Report of China's

Network Broadcast Industry from 2016 to 2020 released by China Investment Information Network, in 2015, there were nearly 200 network broadcast platforms, and the number of netizens watching live broadcasts was as high as 200 million, and the economic scale of network broadcast hours was about 9 billion yuan. It can be seen that the promotion scope and influence of live streaming platforms are wide. Besides, Alibaba uses a vital way to increase the information of products and be more influenced by conformity psychology which is attracting consumers' attention by adding public comments under the wide range of products. Schlosser's study analyzed the content of reviews using an experiment on online reviews, and the results showed that consumers' willingness to use online reviews to truly reflect their personal needs and experiences could be more helpful to potential consumers' purchasing decisions. Kumar and Benbasat's study of Amazon.com found that online reviews significantly increased consumers' perception of the site's sociability and usefulness. According to the survey conducted by CNNIC, 85.3% of consumers said they would check the product evaluation before the purchase in most cases. Among them, people aged 25-35 with higher education and great potential consumption power pay more attention to commodity evaluation. According to the survey data of CNNIC, only 3.29% of the respondents insisted on their original purchase decision without being influenced by their existing opinions, and more than 90% of the respondents were influenced by different shopping evaluations. The hungry marketing strategy does work well for online businesses to make quick money by taking advantage of people's conformity psychology. hungry marketing mainly appears in the pre-warm-up stage of the new product release. The concept stunt of a limited edition can create hot topics with high attention and improve the degree of discussion. For instance, before Singles' Day,

Xiaomi's official website and Tmall flagship store warmed up after more than a month of Singles' Day activities, constantly expanding consumers' desire. Then, for the first time, it was open for purchase but still limited. It has always been necessary to make an appointment to buy the new product of Xiaomi in advance, and the desire to buy it has been aroused again, thus forming strong conformity psychology. Finally, after the interlocking steps of the previous several steps, all 100,000 of the limited number of mobile phones sold out just one minute and 30 seconds later on Singles' Day, and 148,000 users clicked to buy them in the first second of release. However, hungry marketing has limitations. Zhang Yan pointed out that brand and quality are the two major prerequisites for enterprises to carry out hungry marketing to publicize products, and commodities or services with certain brand influence and good quality can obtain stable market profits through the use of this marketing method.

Celebrity Endorsement Promotes Conformity in Online Shopping Most

Among the three main marketing strategies analyzed above, I would argue that celebrity endorsement is the most efficient way to promote conformity for online consumption behaviour. In May 2020, the China Employment Training and Technical Guidance Center (CTRTC) issued a notice on the Publication of new Occupational Information, proposing to add 10 new occupations. A new profession of "live streaming salesman" has also been added. It can be seen that the emerging consumption model of live broadcast shopping has been welcomed by people and taken seriously by the country. A study shows that among the 236 Weibo samples during Singles' Day, "Tmall" appeared 150 times, "red envelope" appeared 96 times, "star" appeared 21 times, "50% off" appeared 12 times, "discount" appeared 4 times, "flash sales" appeared 3 times, "super value" appeared 2 times,

and "promotion" appeared 0 times. This shows that apart from the abstract words inherent in Tmall itself, one of the focuses of Tmall marketing is to attract the attention and participation of consumers by mentioning "stars", which tends to show the biggest demand of consumers. Among them, the terms like "flash sales" show the strategy of hunger marketing. So it proves that businesses pay less attention to hungry marketing. For hungry marketing, it is a short-term strategy, while branding is a long-term strategy. Delay sales is a way of hunger marketing, but there is a study showing that delay strategy has no significant effect on customer behaviour intention. Also, there are many disadvantages of hungry marketing. First, it will damage the credibility image of enterprises. Hungry marketing is essentially a deliberate manipulation of market supplies and demand by enterprises, which is contrary to modern marketing concepts. Secondly, it will consume consumers' brand loyalty. The reason why hungry marketing can continue to work is that consumers have recognition and loyalty to the brand, but more are helpless and endure, which will slowly consume their loyalty to the brand. When consumers have more choices, they will leave, and the side effects of this strategy will be concentrated. Thus celebrity endorsement is the way which is the main embodiment of following the conformity psychology to buy goods.

Also, favourable comments did not become a more attractive incentive for netizens to choose a product, with only 18.35% of respondents preferring to buy a product because of favourable comments. In the face of diversified e-commerce platforms and online commodities, netizens still maintain a rational shopping attitude and do not follow the trend to pursue well-received commodities. Alipay company released the Internet trust environment survey report showing that: 75% of Internet users to online trade think

the most value is the seller's qualification and integrity, 73% of Internet users must consider before online trading business credit, the merchants of Internet users are more willing to work with high integrity do the deal. For consumers, making fake praises reviews by merchants will seriously affect their shopping experience, and false praise will ultimately cause them to suffer losses.

Suggestions for Consumers and Online Retailers Based on Conformity Psychology

Surely, with conformity psychology customers could have the access to know and choose products efficiently, some of which are of high quality and indeed suitable for their needs. However, if consumers are too irrational to follow blindly, those products will then have no real practical effect on them, and will only be thrown in the corner as ornaments. If some businessmen use their acquaintances to carry friends, even though the partners pretend to buy, this would create the illusion that the goods are convenient and the buyers are numerous. Consumers only feel cheated after buying, but they have no way to return the goods. So that it may cause waste and the order for the market will be damaged. Therefore, consumers need to be independent and have good judgment. It is difficult for consumers to make a reasonable judgment due to the flood of relevant information on the market, so we must strengthen the education and training of consumers. The main purpose of consumer education and training is to cultivate rational and independent consumers. Rationality requires consumers to distinguish various kinds of information under different conditions, and to choose consumer goods that they really need and can bring satisfaction to themselves; self-reliance requires consumers to think independently and make their own judgment on relevant information, which is not easy to be influenced by others.

On the other hand, conformity in online consumption can promote the number of sales and economic development, such as the Singles' Day mentioned above, which makes a great contribution to the circulation of goods and money. This provides society with more job opportunities such as online celebrities and online shop owners. Meanwhile, it would create more profits for businesses, which also helps them develop newer products and drives the development of social trends.

However, there are still some ways that businesses should do under the circumstances of conformity psychology. They need to pay attention to the content itself and create the brand effect the strong development of the brand can bring lasting influence over the enterprise. For example, Armani, Estee Lauder, Chanel, and other Big European and American brands have a strong influence in China and even in the world. Because of their good brand effect, most users will take advantage of their social circle to spread. And the most important thing is that put an end to the false propaganda and guide rational consumption of the live webcast with cargo. In order to get a lot of economic benefits, many web celebrities and businesses often use false slogans for a wide range of publicity. For example, the vast majority of web celebrities will exaggerate the utility of a product, but the product itself is not so powerful. Many businesses and web celebrities won a windfall in false advertising, and this kind of false advertising was more likely to lead to impulse spending, which is not a good thing for consumers.

In addition, a consumption environment with positive consumption culture and rich and colourful consumption items is needed. The cultivation of rational and independent consumers is inseparable from a consumption environment with positive consumption culture and rich and colourful consumption items.

Consumption culture is a very important part of social culture. It is the crystallization of the outstanding achievements of human beings in the field of consumption, the intrinsic essence of consumption, and the important content of social civilization. Of course, online businesses must create such a consumption environment with a positive consumption culture, at the same time, create more consumer goods and services that are conducive to people's physical and mental health, so that consumers can have more choices of personalized consumption. Also, relevant departments should strengthen supervision over the online consumer market, crackdown on the sale of counterfeit and shoddy products, and promote the healthy and orderly development of the online consumer market.

Finally, protect the rights and interests of consumers and stabilize their expectations. A person's choice is related to his expectation and only when he has stable and long-term expectations can his behaviour tend to be rational. The government should formulate detailed consumer protection laws and regulations to protect consumer sovereignty from infringement and it is more important to facilitate consumer complaints and prosecutions, give consumers completely relevant information, and reduce the cost of consumer complaints and prosecution, especially the cost of information and time. Only in this way can the consumers have stable and long-term expectations and make their behaviour more rational.

Conclusion

Humans are genetically insecure animals, and we reduce our risk by following the crowd and keeping ourselves safe. Conformity psychology occupies the main area of the exchange market and it leads more people to buy goods and enjoy services. Singles' Day is a typical example of conformity psychology and this is not just a facet of modern living. China has a larger population

density and more traditional cultural backgrounds or social behaviours, so conformity is more obvious than in other countries. Instead, it came from deep and old psychological drives where conformity plays an essential role and is simply switched on by modern life.

During Singles' Day, conformity psychology has been used wisely by Alibaba. To be specific, celebrity endorsement, product reviews and hungry marketing all are classic manifestations of conformity. From the analysis, celebrity endorsements can be the most readily accepted way and arouse consumers' desire to buy, compared with hunger marketing and browsing product reviews, proving that conformity psychology is one of the main factors influencing the consumption on Singles' Day shopping festival. Thus, both consumers and online retailers need to take the advantage of conformity knowledge to guide them to make proper decisions in the online context. Therefore, improving the way we make decisions and reducing the number of irrational decisions we may make in the future is the most vital thing that is beneficial to us through the learning of conformity psychology.

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