Research on the Influence of Consumption Behavior Based on Employees' Negative Emotions

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Abstract: Negative emotions can lead employees to express themselves irrationally in their consumption behavior, which may destabilize the consumer market and pose serious challenges to creating a healthy and orderly consumption environment. This paper takes employees' negative emotions and irrational expressions in consumer behavior as the research object thoroughly examines employees' performance and characteristics and provides an in-depth analysis of employees' emotional expressions and the causes of negative emotions that affect consumer behavior. In addition, we propose four strategies to reduce the impact of employees' negative emotions, including strengthening psychological counseling, optimizing the consumption environment, improving the quality of services, and strengthening market supervision to promote the rational and healthy development of the consumer market.

1. Introduction

We currently live in an environment of economic globalization and increasingly competitive markets. The professional and personal pressures employees face are becoming more common and are one of the risks for people in the workplace. Work stress is associated with employees' negative emotions [1]. The occurrence of work stress is likely to lead to complex and changing consumer behavior, accompanied by many irrational consumer decisions, which affect the rationality of consumer behavior, the process, and the speed of market consumption. They also hinder the stable development of the economy. Moreover, when a significant amount of illogical comments on social platforms come together as a collective trend, it can heighten concerns about consumer rights and interests, possibly even serving as a focus or trigger for market instability. Especially in contemporary times when information technology developed rapidly, consumers have the network as an essential platform to obtain information and express their views. At the beginning of the consumption behavior, they concentrated on publishing many irrational remarks on the network platform, which posed a severe challenge to the rationality of consumption behavior and market supervision [2]. As a result, it affected the standard operation of the online shopping platform, disrupted the market order, and brought great obstacles to economic development. At the same time, the company's credibility has been damaged. Therefore, guiding and regulating employees' irrational consumption behavior has emerged as a critical practical issue that requires immediate attention [3].

2. The Basic Performance and Characteristics of Employees' Negative Emotions in Consumption Behavior

2.1 Impulse Consumption

Employees' negative emotions are often closely related to impulse consumption. When work pressure increases or life events are related to the vital interests of employees, these events will become the focus of employees ' attention. In the potential crisis awareness of employees, anxiety, and dissatisfaction are infinitely aggravated, and the attention to certain goods or services heats up. Once there is negative information about the product, they will quickly participate in discussing

related topics, leading to some consumer behavior, such as impulse buying and returned purchases [4]. Therefore, in the consumption process, collective emotions are mobilized, and decisions in consumption are irrational. In addition, for different types of goods or services, consumers tend to mobilize emotions between groups and resonate to enhance the participation and antagonism of consumer behavior. With the evolution of consumer behavior and the amplification of employees' negative emotions, misinformation continues to proliferate in the market, escalating tension [5].

2.2 Negative Reviews

In the face of various problems in the consumer market, consumer evaluation on the network platform usually presents a negative discourse tendency. In particular, the problems in the consumption process involving product quality, after-sales service, price injustice, etc., these evaluations appear on the network platform, which will quickly attract consumers' attention [6]. The spread of negative comments continued to accelerate. Due to the herd effect, negative comments and public opinion became hot topics online quickly. The phenomenon of "following the crowd" is particularly evident in consumer evaluations. As described by psychologists, "After consumers gather in groups, their emotions and thoughts will turn to the same direction, and their independent personality and autonomy disappear, leaving only a collective psychology". Consumers tend to disregard the truth and emotional volatility and even lose their original reason and rational judgment. Under the influence of emotions, public opinions on online platforms usually appear blind. For example, by reversing individual consumption events, the expression of public opinion on network platforms shifts from one extreme to the other.

2.3 Group Polarization

The polarization of consumer groups is becoming much more extensive, and the increase of social pressure has become a social reality. People are increasingly pursuing sensory stimulation and desire satisfaction, especially reflected in the gradual diversification of consumer behavior. Network platforms have changed people's way of life and thinking. Among consumer groups, misunderstandings and feelings of alienation from society have led them to seek satisfaction and short-term pleasure in the space of online platforms. This occurrence has led to the division of consumer groups based on ideology, viewing consumption as a lifestyle or attitude influenced by various factors like social pressure, work pressure, and life pressure. It reflects a value judgment that regards consumption behavior as the primary or even the only criterion. For the polarization of consumer groups, public opinions are mainly manifested in using humorous, ridiculous, spoof, sarcastic, and nonsense ways to comment on hot spots about consumption [7]. In particular, many network languages are not only the catharsis of consumers' emotions but also the confrontation with mainstream values. Figure 1 shows its specific expression.
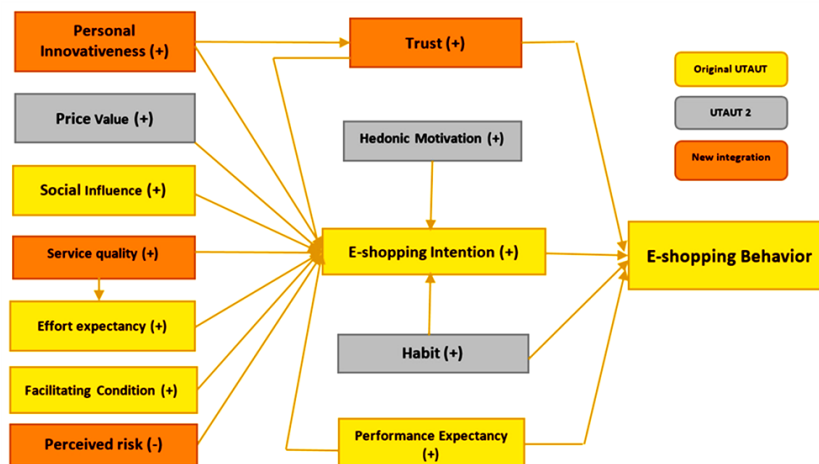

Figure 1 Basic performance and characteristics of employees' negative emotions in consumer behavior

3. The Emotional Manifestation of Employees' Negative Emotions in Consumer Behavior

3.1 Anxiety and Dissatisfaction: Strong Hostile Emotions

Psychological theory notes that job stress can cause employee anxiety and dissatisfaction. All the factors that threaten the vital interests of employees can be attributed to work pressure, such as career development, salary, and working environment. Employees believe that if they unite to form a powerful driving force, they can change the status quo, and this powerful force can be pushed by anxiety. Conversely, if employees feel powerless to the reality, it will produce dissatisfaction. Once the public opinions on the network platform involve workers, the public's anxiety will rapidly escalate, resulting in many irrational consumption behaviors. Therefore, from a psychological point of view, among all human emotions, stress and dissatisfaction are the fastest and most contagious emotions and have the greatest influence on the public opinion of the network platform. Nearly all employees are unable to stay uninvolved and remain composed. In contrast, they are sparked by the group's feelings, which helps to fuel anxiety and dissatisfaction.

3.2 Satire and Sarcasm: Expressive Strategies Based on Implicit Resistance

Satire and sarcasm are other expressions on a network platform that express negative emotion. It is also an irrational expression strategy of consumers. When the objective reality conflicts with the employee's ideal and produces great disharmony, satirical and sarcastic words will appear in the network platform, mainly through this way to convey the sense of powerlessness to reality. Therefore, satire and sarcasm are compared to "consumers' weapons," which is a hidden resistance. When the public feels that open collective action carries a greater cost, they will avoid the risks posed by online platforms in this way. People use satire and sarcasm with a lot of humor. They express their frustration in a humorous way that many consumers appreciate. Additionally, the comments can spread faster on online platforms.

3.3 Schadenfreude: Deep Human Emotions

Schadenfreude is often along with anxiety and dissatisfaction. People who make buyers angry are unfortunate, and the deeper emotion of their humanity is stimulated, which will show schadenfreude. Of course, this is extremely harmful consumption behavior, just as a kind of psychology can be realized, making people feel balanced and happy in their hearts. In this process, the emotions between different consumer groups gradually move towards opposition, and the schadenfreude psychology is constantly expanding. When we revel in the downfall of seemingly negative businesses, we spread a toxic psychology of schadenfreude, ignoring the truth of the situation. This emotion is particularly prominent in various phenomena caused by the polarization of consumer groups. Although schadenfreude is a secondary emotion, similarly, it will become a group feeling of consumers. Consumers use this to vent their dissatisfaction and anxiety.

4. Analysis of the Causes of Employees' Negative Emotions Affecting Consumer Behavior

4.1 Weak Control of Online Platforms

Sociologists say: "When people think that their actions will not be held accountable, they will become unconstrained by social customs and precepts". Internet public opinion has gradually weakened the "gatekeeper" of the online platform. Consumers hide their true identities, express and vent their personal feelings in an unconstrained way, and even trample on their due social responsibilities and morality. Additionally, the platform lacks control over biased or excessive speech or videos, resulting in irresponsible speech and videos repeatedly becoming hotspots. In conclusion, the network platform is a new position for consumers, and its managers should review its published content. However, the scale of consumers is massive, the quality of consumers is uneven, and the supervision system of online platforms is not perfect. Online platforms gain economic benefits by increasing the number and activity of users, which leads to "weak control" of online platforms and ultimately promotes the proliferation of irrational expressions of consumer behavior.

4.2 The Profound Impact of Social Change

The deep-seated reason for the irrational expression of consumption behavior is the profound changes in people's lifestyles and values brought about by social changes. Social changes have influenced consumption concepts and altered people's perspectives and actions. Social changes have led to a deep integration of reality and online platforms. The comments on online platforms and consumers' dissatisfaction with life and shopping in real life are also the root causes of public negative emotions. This irrational expression gradually spread. According to psychological theory, it is almost impossible to evaluate people's consumption behavior in an objective, fair, and impersonal way. The negative perception of consumers is the primary source of irrational expression of public consumption and is also a concentrated reflection of social changes.

4.3 Group Polarization Exacerbates Extreme Consumer Behavior

The polarization of consumer groups is mainly due to audiovisual consolidation caused by social changes. When opposing opinions emerge within a consumer group, there is a tendency for one side to take a position within the consumer group. Social identity means that public opinion tends to be homogenous within consumer groups, and audiences with different opinions either unify their voices or remain silent to avoid exclusion and isolation. Most people will reinforce the dominant opinion, which is gradually strengthened, fully confirming the group polarization theory in social psychology.

4.4 Stereotypes Reinforce Prejudice

At present, the stereotype of network platforms has spread widely. Stereotypes refer to the value of everything measured by certain fixed standards, making it supreme and having a comprehensive impact. The network's characteristics and algorithms lead consumers to receive incomplete information. Consumers recognize the nature of goods or services by themselves and quickly gather in consumer groups with the same values. A social psychologist has stated: "When people evaluate things, they don't look for like-minded people, and they even consider those who evaluate the same thing as competitors. But when we identify with something, we always look for like-minded people." Membership within the consumer group has gradually solidified individual concepts and cognitions. After the discussion, individual opinions become group attitudes, which are usually more extreme than those within the consumer group. As a result, consumption behavior will become more extreme after being discussed, and any words or actions that don't align with perceived norms will face harsh criticism for promoting stereotypes. Stereotypes allow consumption behavior and irrational expression to gain widespread public support and even provide a so-called realist justification for consumer behavior.

5. Prevent Employees' Negative Emotions from Affecting Consumption Behaviors

5.1 Strengthen Monitoring and Research to Prevent the Spread of Negative Information Channels

The market supervision department deploys special actions for the new problems and risks faced by the current network platform ecology. Managers focus on rectifying the chaos on the network platform, optimizing the consumption environment, rectifying the irrational consumption behavior, and combating the manipulation of market behavior due to false information. Since taking action, tens of thousands of illegal and harmful pieces of information have been removed, and the network platform has been cleansed. In addition, the administrators are focusing on addressing, cracking down on, and standardizing guidelines for unresolved issues in the network platform ecology. At the same time, several measures have been implemented to protect rights and interests and deal with chaos, continuously managing the hotbed of chaos on the network platform. Implementing these measures not only prevents the release of false information but also has a crucial impact on the development of public opinion.

The monitoring and research of network platform public opinion by big data technology is the premise and foundation of network platform governance. We use big data information filtering and

accurate algorithm technology to discover and control the release and dissemination of negative information in virtual space on time. Furthermore, we uphold the inherent characteristics of public opinions on network platforms, maintaining a moderate balance between rationality and standardization of public opinions. On the one hand, it is necessary to integrate the entire network and key network platforms. To provide basic protection, collect irrational information, and analyze consumer behavior, the focus is on network platforms that collect public opinion data, classify information, create a comprehensive database, and form "block data". On the other hand, on the continuously updated platform for research, data collection, intelligent management, and accurate algorithms are unified and integrated, and essential platforms and information are automatically captured, classified, screened, monitored, and analyzed for the first time. Furthermore, the market regulator continues to monitor important information and accurately manage basic information according to the rules and characteristics of irrational consumer behavior events, providing technical support for early warning and judgment about irrational consumer behavior.

5.2 Joint Participation in Agenda Setting: Agenda Setting Based on Network Platform, Media and Consumers

The central problems of regulating irrational communication about consumer behavior on online platforms lie in the new explanatory framework of the market governance model. The highly differentiated consumption behavior, the real-time integration of new communication platforms, and the Internet of Everything has changed the original one-dimensional communication mode. In particular, the current prosperity and development of social media give everyone the right to speak, so they have communication tools and can be the subject of discourse communication. As a result, the discourse power of market supervision departments and traditional media is constantly "lost", especially when hot events happen on the network platform, the agenda-setting and discourse system of market supervision departments, propaganda departments, and traditional media cannot form the same frequency resonance with consumers. Therefore, market regulators are constantly in a state of "losing their voice". Even if a positive discourse system is built, avoiding irrational advertising behavior in consumer behavior is not easy. In summary, the core of regulating and guiding consumers' irrational public opinions on network platforms is to restore public expression on network platforms and to return and manage the space for public expression and the rights of public expression on network platforms.

The specific operation is as follows. First, scientifically and effectively set the agenda, rationally manage the agendas of market supervision departments, traditional media, and consumers, and realize benign interaction. The issues raised by the market supervision department should actively respond to consumers' concerns and protect consumers' right to know and supervise. At the same time, the government should guide the content. In addition, the form and tone of the advice should be sound and not condescending or formal. Different frequencies of advice stimulate the desire of consumers to express their opinions irrationally. When hot events happen on the network platform, we should fully grasp the irrational discourse power of consumer behavior and use the "first-round effect" to guide consumers' irrational mentality and behavior. The second is to build a discourse platform online, enhance the influence and penetration of official new media, establish a good public opinion orientation, occupy the command of online platform communication, continuously enhance the credibility of traditional media, and actively create a public opinion field of the online platform to express the greatest common denominator of irrational consumer behavior. The third is to continuously purify the public opinion on the network platform. While maintaining the tension of the network platform, consumers are deeply aware that the network platform is not a place of extra-legality. Managers constantly strengthen the governance of network platform content, effectively reducing the probability of irrational expression of consumers.

5.3 Establish a Sound Supervision and Management System for Online Platforms

We objectively and rationally examine the irrational spread of consumer behavior on the network platform, indicating that the response of consumers' irrational expression is included in the whole process of developing the network platform system. For system formulation, managers establish an

official discourse communication system, improve the basic paradigm and framework of the irrational communication content of consumer behavior on the network platform, integrate the official discourse system into all aspects of irrational communication of consumer behavior, and regulate the irrational expression of consumers from the source. Specifically, first, channels of dialogue and communication should be established between the managers and consumers. For example, many government websites have set up news and comment functions to allow timely expression and collection of irrational information about consumer behavior, which is practical for guiding public opinion and a useful complement to the collection of irrational information about traditional consumer behavior. Second, the gradual establishment and improvement of the press conference system provides an institutional guarantee for the normalization of response to consumer irrational behavior and further improves the information disclosure system of the network platform and the information analysis and evaluation system of consumer behavior on a network platform. Timely and effective disclosure is the most effective measure to deal with hoaxes on network platforms. However, there are still many obstacles to information disclosure from individual grassroots network platforms. Some of them are hidden and to be "exposed" by the end of the year. Third, we need to improve the real-name registration and reporting system for online platforms, strengthen the supervision of information providers and rumor spreaders on online platforms who distort facts and mislead consumers, regulate the irrationality and arbitrariness of behavior on online platforms, and gradually ease consumer conflicts and polarization in the online platform.

In addition, the governance of public opinion on online platforms cannot be limited to rigid constraints but should also be flexible. We will carry out various activities to spread the positive energy of consumers in the network platform space, highlight the positive energy of consumers, and realize the benign interaction between real consumers and network platform consumers.

5.4 Playing the Leading Role on Both Sides of the Coin: Core Values and Excellent Culture

In the information age, there is a significant contrast between traditional media and emerging media, which is reflected in the overall rise of emerging media and the decline of traditional media. Traditional media is facing unprecedented challenges, and public opinion is obviously gradually changing. At the same time, there are macro factors that have not changed for 100 years, and mainstream ideology is also greatly shaken. When consumers are facing many uncertainties brought about by social changes, all discussions must be about values. Therefore, to induce consumers' rational expression, on the one hand, the public rational value of online platforms should be prioritized, and consumer behavior on online platforms should be within the framework of public interest and justice. They express their views on the premise of rational participation, understanding and trust, win-win cooperation, and limited intervention, thus establishing values and behavioral norms based on public rational values. Doing so can effectively regulate consumers' irrational behavior and avoid groups assembled due to improper online platform expression. On the other hand, we fully respect the multicultural and value differences of the online platform, publicize the core values in a form that the audience likes, and encourage consumers to examine the hot events of the online platform from a comprehensive and rational perspective. At the same time, we need to improve the consumer's quality with high-quality cultural works. We play a leading role in good culture, resist unreasonable spectatorship and blind obedience to the essence of culture, improve the ethical standards of consumers, and unite consumers in the pursuit of general consensus and values. In other words, regulating and guiding the unreasonable expression of consumer behavior must play a leading role in the "two-sided" core values and excellent culture.

6. Conclusion

With big data technology, we can systematically analyze the research hotspots and development trends in consumer behavior. The analysis not only makes the research more comprehensive but also provides guiding suggestions for the research, helping researchers to accurately recognize the direction of follow-up research and the possibility of innovation. Therefore, it is particularly important to explore how to effectively integrate big data technology into consumer behavior research,

which will reveal the potential value of this technology in new fields and promote its broader application and development.

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