

The Joint Effect of Marketing and Extended Self-psychology on Consumer Behavior—The Example of the "Soft" Addiction Market

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Abstract: The history of addictive consumer goods (tobacco, alcohol, sugar) has witnessed global developments in the modern era. As Siminji puts it: "Commodities like tea, sugar, liqueurs, and tobacco, whose consumption by laborers fit into the rhythm of laborers' lives. The centuries were centuries of rapid change in consumption when England was transforming a rural, agrarian, and pre-capitalist society in a way that was neither methodical nor smooth. People enjoyed sugar while work schedules were sped up, the pace of rural urbanization accelerated, and the factory system took shape and became widespread. These changes increasingly influenced patterns of eating habits." And in China, with the advent of the new century and the catalyst of the Internet, more new addictive consumer products are either moving from a regional product to a national one, as in the case of betel nut or completing the transition from cigarettes to e-cigarettes. Therefore some perceptions of traditional addictive substances or the traditional use of addictive substances have changed, and while the dangers of traditional addictive substances such as cigarettes, high alcohol, and sugar have been well known, addictive consumer products such as e-cigarettes, low alcohol such as beer, and betel nut have been widely promoted and disseminated when people do not yet have sufficient knowledge of them.

Keywords: extended self-psychology, "soft" addiction, betel nut, nicotine, alcohol

1. Introduction

1.1. Research background

As a new generation of nicotine consumer products, e-cigarettes were restricted by the State Tobacco Monopoly Administration and the State Administration of Market Supervision and Administration in 2019, which banned online sales of e-cigarettes [1]; immediately a year later, the policy interpretation

of "Notice on Further Protection of Minors from E-Cigarettes" continued to be issued to further regulate the e-cigarette market. Another addictive consumer product with a rapidly growing share in the new generation is betel nut, and unlike nicotine-based consumer products that are subject to comprehensive restrictions, the restrictions on betel nut only stay at the level of a single city in Xiamen, and in the same year as online e-cigarettes, a notice issued by the Hunan Province Betel Nut Food Industry Association banned betel nut advertising only from the perspective of advertising law, and eight months later it appeared on the top two live platforms in China again related ads. Unlike the relatively solid tobacco industry, the betel-nut industry generated over \$20 billion in output value for China's largest betel nut province, Hunan Province, in 2017 alone, and the industry as a whole is expected to total over \$100 billion in output value by 2027[2], with the ever-increasing number of betel nut users supporting such a sizeable industry. Although the betel-nut industry received exposure for industrial safety at the 2019 315 Gala, the betel-nut industry also served as a node to change its marketing strategy in this regard. According to "The influence of parental and peer factors on adolescent betel nut chewing behavior" [3], a total of 6 ordinary schools and key schools were selected in primary, middle, and high schools in Xiangtan, and 1150 valid questionnaires were collected, which showed that out of a total of 431 questionnaires received in elementary school, the proportion of students who now use betel nut increased from 31.8% to 40.8% in middle and high schools with 49.1%. This shows that firstly, the betel-nut industry word 2019 its transformation to promote betel nut as a younger, harmless snack to a younger group; secondly, the marketing to some specific groups before (in Xiang special occupational group) has made some consumers take the lead and lead more people to use betel nut. Long-term use of betel nut can induce the development of oral cancer and may lead to sperm malformations and reduced fetal quality. Therefore there is a need to reduce the size of the consumer base of addictive substances, whether it is nicotine or betel nut, and reduce the intensity of use by the consumer base to have a positive impact on society. Although there are now a large number of science videos about the dangers of addictive substances from the official and self-published media in society. However, for consumers of addictive substances, it is difficult to withdraw from the single perspective of harm because of their dependence.

1.2. Basic concepts involved in the study

1.2.1. Addictive substances.

Addictive substances refer to a certain class of goods with hidden effects, some of which are highly harmful, such as heroin, cocaine, nicotine, etc.; others are less harmful, such as tea, coffee, cocoa (the addictive component of these three is mainly caffeine, which has an LD50 of 355 mg/kg in rats); and some essential nutrients such as sugar, oil, salt, etc. Just as tea, coffee, and hot chocolate are the world's top three soft drinks, and fast food full of sugar, oil, and salt are all over society, the latter two have become indispensable necessities in modern society. Therefore, when studying the effects of addictive substances on people's self-extension, the differences between addictive substances should not be ignored.

1.2.2. Self-extension psychology.

Ego extension theory, developed in 1988 by marketing professor Russell W. Belk, refers to the idea that certain items are seen as part of us, and that they extend our identity beyond our mind and body alone. When we lose them, we feel their loss as a disservice to the self. In a consumer society, our ideas of ourselves are often tied to or represented by what we want, what we have, and how we use those things. A deeper and more pragmatic connotation is gained by understanding what it means to

consumers to buy a certain object, how different cultures in the past and present view consumption, and how social connections are formed through that object.

This study aims to dissect the profound reasons behind consumers' dependence on addictive substances from self-expansion theory and to provide innovative thinking perspectives for human beings to reduce their psychological dependence on harmful substances.

1.2.3. Consumers of addictive substances

Addiction consumers are those who have a continuous, conscious, and physical or psychological dependence on the above-mentioned addictive substance, i.e., they need to use a certain amount of the addictive substance for a certain period or regularly. Also, when the rhythm or dosage of use is broken, a physical or psychological withdrawal reaction occurs.

1.2.4. Withdrawal reaction

Negative physiological or psychological reactions due to the cessation of use or reduction in dose.

1.3. Research Content

To explore the life circumstances of addiction consumers; to investigate the relationship between self-expansion and addiction use; to explore addiction consumers' perceptions of addiction; to explore addiction consumers' psychological dependence on addiction, and to try to provide different withdrawal programs for different addictions.

The study has three main parts as follows

1.3.1. Self-expansion of addiction consumers

To find out the meaning of addictive substances for the corresponding addictive substance consumers and to see if there is a significant difference between different addictive substances.

1.3.2. Addictive substance consumers' perceptions of addictive substances

Use addiction consumer perspectives, including positive and negative perceptions, to provide targeted strategies for providing withdrawal programs.

1.3.3. Impact of addictive substances on consumers of addictive substances

Using the addiction perspective, examine the positive and negative effects of addiction on consumers.

1.4. Innovation points

Previous studies have mainly focused on the physiological domain and social cognition as the observation perspective. This study analyzes the reflection of consumers' empowerment of addictive substances on addiction and withdrawal from the perspective of individual consumers of addictive substances.

1.5. About this essay

In the work, we hope to investigate and discuss the self-extension of addicts with addictive substances and investigate the mechanism of the effect of the perception of self-identity and consumption of addictive substances on the continued use of addictive substances by people who use addictive

substances, and theoretically prove that consumers who use addictive substances have relatively concentrated one or several expectations and expectations of addictive substances. In this way, we can analyze the reasons for these expectations and the sources of initial exposure according to the characteristics of different addictive substances, and try to propose different withdrawal programs and strategies for different addictive substances. In practice, it is possible to update the knowledge of the population about the new forms of addictive substances in the new era, and thus to raise the awareness of the population about the harmful effects of addictive substances.

2. Materials and Methods

In this study, a certain number of populations of different age groups in different classes of China were investigated by questionnaire, and a total of 331 valid answers were collected and analyzed using IBM spss statistics data analysis software and related statistical methods.

2.1. Experimental Subject

Adults of all ages who volunteered for the survey were recruited. To meet the credibility of this experiment, the team seeking the professional worker who completed the survey was responsible for launching the questionnaire, so that the gender, age, and economic status of the sample were not significantly biased, as shown in the Table 1 below.

Table 1 Sample demographic information

Age	Attribute		26-40	41-55	56-65	66+	Total
	Quantity	119	64	60	69	19	331
	Proportion	35.95%	19.34%	18.13%	20.85%	5.74%	100%
Sex	Attribute	Male	Female	\			Total
	Quantity	194	137				331
	Proportion	58.61%	41.39%				100%
Region	Attribute	First-tier city	Second-tier city	Township	\		Total
	Quantity	203	100	28			331
	Proportion	61.33%	30.21%	8.46%			100%
Status	Attribute	Student	Enterprise employees	National staff	Freelance	\	Total
	Quantity	58	163	53	57		331
	Proportion	17.52%	49.24%	16.01%	17.22%		100%

2.2. Research Process and Statistical Methods

This study was conducted mainly online with a random sampling survey in the form of a questionnaire. The questions set in the subjective questions are multiple-choice, and the objective questions are single choice. Since the addiction involved sensitive topics, the questionnaire was revised four times, and finally followed the principle of exhaustiveness, classification of questions, eliminating user doubts, concise data, and analysis using descriptive statistics (table and graphic methods) and inference statistics. The comparison of the survey data and historical related studies yielded similar confidence intervals, indicating the high credibility of the data.

3. Results

3.1. Related Analysis of the Major Variables

In the sample population, 92 had smoking habits, 131 had drinking habits, and 108 had betel nut chewing habits. Partial correlation analysis was used to control the correlation of sex, age, region, occupation, n, and type of addictive variables. The results found that perceived social norms of smoking and product identity, social drinking and social norms, identity and relationship, and social betel nut consumption and the economic level of the area.

3.2. Statistical Analysis of the Main Results

3.2.1. Contact source

Table 2 Data of the source of addiction

Variable			y		
			Smoking	Drinking	Chewing betel nut
x	First contact age		16	66	99
		26-40	30	48	2
			46	17	7
	source	Relatives and friends	66	70	82
		Advertising promotion	47	85	75
		Idol or worship	79	91	84
	Addicts in the social circle	Friend	89	128	68
		Relatives	64	111	35
		Else	18	28	17

3.2.2. Cause analysis

Table 3 Data of the causes

Variable			y		
			Smoking	Drinking	Chewing betel nut
x	Initial contact cause	Social needs	36	64	46
		Emotional sustenance	42	55	65
		Think it was cool and curious	66	111	83
		Good Taste	46	81	54
	Cause of addiction	Social needs	46	61	46
		Emotional sustenance	56	70	54
		In line with their temperament	41	74	79
		Good Taste	24	54	50
		Generate dependencies	39	71	56
	The withdrawal reaction hypothesis	Can't fit into the dating circle again	44	124	55
		No longer have personality	79	106	96
		Generate dependencies	54	79	73

3.2.3. Psychological analysis

Table 4 Data of the psychological reason

Variable			y		
			Smoking	Drinking	Chewing betel nut
x	Objective negative impact	Danced away from others	35	26	39
		malaise	49	98	52
		Needy	56	78	64
	The characteristics of such groups of people	Clustering	46	73	52
		Method of personality presentation	91	131	106
	Subjective self-evaluation	Make the right friend	71	83	99
		Vent their emotions	41	59	78

4. Discussion

4.1. Relationship between smoking and extended self-psychology

As shown in Table 2, 79 (85.9%) of the smokers is due to the idol or worshipers first contact cigarettes, this is because the early film and television works did not prohibit smoking situation, and many film and television works will smoking and high cold, melancholy personality, make consumers in pursuit of common with idol and show self-personality and began to smoking. Secondly, 89 (96.7%) of the smokers said their friends also smoked, in line with the social behavior of delivering cigarettes to others, and also indicating the clustering of smoking groups. As shown in Table 4, 91 (98.9%) of smokers said they show their personality, this with the last century opium spread, cigarette popularity and now the popularity of e-cigarette—consumers cannot get real physical pleasure from cigarettes, but can get spiritual satisfaction and the expression of personality, and these come from the trend values of wrong guidance. When smokers feel that people around them favor smoking and commit to smoking for a long time, their "smoker" identity is easily stimulated, which and then triggers their social smoking behavior.

In short, for the country and society, it is necessary to continue to vigorously promote the policy of expanding the smoking ban in public places to reduce smokers' perception of smoking social norms; it is necessary to vigorously publicize through the media the sharing of cigarettes is harmful to others rather than conducive to the relationship established. For smokers, accompany more non-smokers to reduce perceived smoking social norms; change their perception of smokers; change the unreasonable perception of building relationships by sharing cigarettes, and find more positive ways to build positive relationships.

4.2. Relationship between drinking and extended self-psychology

Data showed that first-time alcohol exposure was generally the earliest than the two other addictions and had the largest proportion of the total population. Drinking is a social interaction where alcohol stimulates the brain. 128 of the sample (97.7%) said their first drinking was with friends in Table 2. This process will often be involved by many people, more transmissible, but also more can reflect the label of personality characteristics, show personality, in line with the theory in previous research—We are more likely to be attached to things that are significant to our individual or group identity [4]. 111 of the sample (84.7%) the initial cause of drinking is they think it was cool. This echoes the young people's pursuit of independent personality labels, and in line with the extended self-theory,

consumers will prefer items with special meaning that are related to themselves. If respondents need to quit alcohol and stay away from the item, 124 (94.7%) of addicts show that they cannot fit into the dating circle again and 106 (80.9%) of them no longer find appropriate ways to show their personality in Table 3.

In conclusion, the social role of drinking, the personalized labeling of drinking culture, and wine as a long-term commodity reflect consumer self-satisfaction from drinking behavior.

4.3. Relationship between betel nut and extended self-psychology

The results of the survey data show that, compared with the other two addictive substances, betel nut is the earliest exposure, with 99 (91%) of the sample being exposed to betel nut before the age of 25 in Table 4, which is related to the fact that betel nut is extremely territorial and has a much higher circulation in the region than tobacco and alcohol, and has a large exposure to betel nut before the age of 25. Meanwhile, 76%, 70%, and 78% of the people were exposed to betel nut through relatives and friends, advertising and promotion, and idols and worship respectively, indicating that betel nut is an addictive substance that is more likely to be seen in daily life than tobacco and alcohol in areas with betel nut consumption habits. Secondly, 78 (72%) of the samples believe that betel nut can relieve emotions, and the proportion is much higher than the second one which fits their own image (51 samples) indicating that people who use betel nut have a clear and relatively focused purpose. In addition, the highest percentage of people using betel nut with their relatives was 68% (74 samples), followed by using it with friends. This, along with the above data, indicates the high prevalence of betel nut in the areas where it is popularly used. In terms of feelings and perceptions regarding the use of betel nut, 56% of the sample believes that betel nut use is expensive and 77% believe that people who use betel nut are rich. And when it comes to socializing, 40% of the sample thought they could socialize with others without relying on betel nuts, indicating that chewing betel nut together is not very ritualistic but a daily activity.

In conclusion, betel nut is not exactly regarded as an addiction in regions with a tradition of betel nut consumption due to its strong regional attributes [5], and the fact that betel nut is not as intense and obvious as tobacco and alcohol, people are not aware of the harmful effects of betel nut. Based on the data in the questionnaire, it is important to promote the harm of betel nut in the family, especially in the context of family dinners.

5. Conclusion

From the results of the questionnaire, it can be obtained. First, people generate their initial intake of tobacco mainly from channels such as movies and dramas rather than from people around them or advertisements; in contrast, a significant portion of the initial intake of alcohol and betel nut is influenced by people around them and by advertisements. Comparing the two types of addictive substances, people's exposure to tobacco advertising has decreased dramatically since the new advertising law banned tobacco advertising in mass media and public or outdoor places in China in 2015 [6]. While alcohol and betel nut were not strictly controlled by advertising law or other relevant laws and regulations before that, the premise of controlling these two types of addictive substances is to restrict them in the communication channels and reduce the length and number of appearances in channels such as movies and TV dramas. In the process of using addictive substances, nicotine consumption to meet the social needs of addictive substances, nicotine smoking grows with the use of time, and social dependence on nicotine, which is consistent with the dispersal of cigarettes, smoking, and other behaviors. Also compared to the other two addictive substances, the proportion of samples who thought that their temperament was consistent with the behavior of smoking and that cigarettes tasted good was lower, while the proportion of social needs and emotional catharsis was

higher. Therefore, for consumers who already use nicotine, providing healthier ways of venting and enhancing the possible secondary harm of nicotine in social situations would be more effective in getting people to reduce nicotine consumption; in alcohol consumption, more people need to use alcohol for emotional catharsis compared to first-time exposure, and it is hypothesized that when consumers feel the feeling of intoxication, they use this. It is assumed that when consumers feel drunk, they use this state to relieve their mood and that a higher percentage of them believe they have developed a physical dependence on alcohol than the other two addictive substances, which contradicts the claim that "moderate drinking is good for health. Therefore, the main recommendation for alcohol is a healthier way to let off steam, and to correct misconceptions about alcohol, with an emphasis on the dangers of alcohol; betel nut consumers believe that betel nut matches their temperament, and a large number of consumers believe that betel nut chewing is cool. and guardians' health awareness. In general, regardless of the addiction, most consumers believe that they will lose their individuality when they are not using it and consider it an addiction as a form of self-expression and want to rely on the addiction to make friends. When reducing the use of these addictive substances, attention should also be paid to the mental state of the consumer and outside influences.

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