

# ***Changes of Consumer Behavior in the Internet Era and Its Impact on Advertising and Marketing***

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**Abstract:** In recent years, the emergence of the digital economy era has prompted significant transformations in people's purchase patterns, hence presenting novel obstacles for online merchants engaged in advertising and marketing activities. The present study examines the shifts in consumer behavior and its ramifications for advertising and marketing practices within the context of the internet era. This study offers a thorough analysis of the distinctive characteristics of the internet era and explores theories and concepts related to consumer behavior and advertising marketing. This study aims to investigate the influence of the internet on consumer behavior and the emergence of individualized needs through a thorough analysis of relevant literature. The research findings suggest that the internet has had a substantial impact on consumer behavior, resulting in alterations in consumer preferences, buying patterns, and decision-making procedures. This statement underscores the critical need of implementing personalized marketing strategies that address the unique requirements of individuals within the context of the digital age. Additionally, the research highlights privacy problems and deceptive advertising as notable obstacles encountered by advertisers in the digital age. In summary, this study contributes to our understanding of the impact of the internet on consumer behavior and its subsequent consequences for advertising and marketing.

**Keywords:** consumer behavior, internet era, advertising marketing, personalized demands

## **1. Introduction**

During the advent of the internet, there have been substantial changes in consumer behavior and advertising marketing strategies. The advent of the internet has brought about a significant transformation in the manner in which individuals communicate, obtain information, and participate in commercial activities. The aforementioned phenomenon has undeniably exerted a significant influence on consumer behavior and the process of making purchasing choices, as well as on the strategies employed by businesses in promoting their offerings. In order to comprehend these alterations, it is imperative to delve into the theoretical underpinnings and pertinent concepts pertaining to both the era of the internet and consumer behavior. The transformative features of the internet era, including connectivity, accessibility, and interaction, have profoundly restructured the consumer environment. In the realm of consumer behavior, various theories and concepts have been developed to establish a theoretical framework for comprehending the underlying factors that shape consumer decisions, encompassing motives, preferences, and decision-making processes.

Concurrently, the domain of advertising marketing has undergone a transformation in light of the novel prospects and complexities introduced by the internet era. Conventional modes of advertising, such as print media and television ads, have been augmented by novel digital platforms, encompassing social media advertising, influencer marketing, and tailored messaging [1]. In light of the internet's capacity to facilitate businesses in effectively and efficiently reaching a worldwide audience, the identification of target demographics and the formulation of impactful marketing approaches have emerged as crucial factors to be taken into account.

Nevertheless, the advent of the internet era presents a myriad of obstacles for advertising professionals. The prevalence of privacy concerns and deceptive advertising has escalated due to the collection and utilization of personal data for the purpose of customizing adverts. Moreover, the presence of fierce rivalry within the digital marketplace necessitates advertisers to consistently adjust their strategies and discover novel approaches to captivate consumers and establish distinct brand identities.

This study analyzes the transformations in consumer behavior and their implications for advertising and marketing in the era of the internet. It provides a comprehensive examination of the defining features of the internet age and delves into theories and concepts pertaining to consumer behavior and advertising marketing. By conducting an extensive literature review, this study explores the impact of the internet on consumer behavior and the rise of personalized demands.

## **2. Relevant Theories and Concepts**

### **2.1. Definition and Characteristics of the Internet Era**

The Internet era is characterized by the emergence of an information society in which the Internet plays a central role. In the contemporary digital age, individuals have come to acknowledge the rapid transmission, dissemination, and exchange of information facilitated by the Internet. This transformative phenomenon has had a profound impact on various dimensions of human society. The Internet era is characterized by several key features:

First Global connectivity: The Internet breaks geographical limits and connects people all over the world. Through the Internet, people can communicate with others anytime, anywhere, share information, work remotely, and so on. This global connection accelerates the speed of information dissemination and facilitates cross-border exchanges and cooperation.

Second, Big data and intelligence: The Internet era has produced a large amount of data, and people generate, collect and process massive data through the network. Using data analytics and artificial intelligence technologies, people can mine valuable information, make more accurate decisions and predictions, and promote scientific research, business innovation and social development.

Third, Openness and sharing: The Internet era emphasizes the concept of openness and sharing. The open Internet makes it easier to access and share knowledge, culture, resources and services. People can access all kinds of information and learning resources on the web for free and share their experiences and insights with each other. The sharing economy model has also developed rapidly in the Internet era, where people rent and exchange resources, goods and services with each other through sharing platforms.

Fourth, Channel diversification: The Internet provides a variety of channels and media for the dissemination of information. In addition to traditional text, pictures, audio and video, more multimedia and interactive forms of content have emerged in the Internet era, such as online music, live video, virtual reality and so on. People can access and disseminate information through different terminal devices and applications, providing more choice and convenience [2].

## **2.2. Theories and Concepts Related to Consumer Behavior**

The field of consumer behavior encompasses a range of theories and concepts, which encompass various dimensions such as consumer decision-making processes, individual traits and psychological factors, social influences and group dynamics, behavior forecasting and market segmentation, consumer satisfaction and loyalty, and emerging media and digital trends. Collectively, these theories and concepts construct a complete theoretical structure for comprehending consumer behavior patterns and decision-making processes, as well as the interconnections between consumers and their surroundings, individuals, and society. By conducting thorough analysis and examination of these ideas and concepts, we may enhance our understanding of the intricacies and patterns of consumer behavior. This, in turn, enables us to offer precise strategic recommendations for businesses' marketing endeavors, thereby enhancing their market competitiveness.

## **3. Changes in Consumer Behavior in the Internet Era**

### **3.1. Changes and Trends in Consumer Behavior**

The advent of the Internet age has precipitated substantial transformations and patterns in consumer behavior. Historically, consumers were required to acquire information via brick-and-mortar establishments or traditional media marketing prior to making purchases of goods or services. Nevertheless, due to the widespread adoption of the Internet, individuals now have the ability to conveniently obtain diverse product information, consumer evaluations, and expert opinions via platforms such as search engines, e-commerce websites, and social media [3]. This facilitates consumers in acquiring a more extensive comprehension of product characteristics, cost-effectiveness, and other relevant factors, so empowering them to make more informed purchasing selections.

However, it may be argued that the advent of the Internet has expedited the process by which customers make purchase decisions. The conventional method of shopping necessitates a significant investment of time and exertion, as individuals must physically visit brick-and-mortar establishments in order to locate and evaluate merchandise. However, contemporary customers are now able to swiftly locate and purchase desired things online within a matter of minutes. The convenience factor significantly enhances consumer efficiency and happiness. Another notable transformation is the involvement and engagement of consumers. Consumers have the ability to utilize social media platforms as a means to share their purchasing experiences, provide ratings for items or services, and engage in communication and interaction with fellow consumers [4]. This engagement facilitates an increased exchange of feedback and suggestions for consumers, hence enhancing the bond between brands and consumers.

### **3.2. Influence of Internet on Consumer Behavior**

The advent of the Internet has significantly influenced consumer behavior. The Internet offers a diverse range of shopping avenues, including online shopping platforms and mobile shopping applications. This has expanded customers' options beyond traditional brick-and-mortar stores, enabling them to engage in buying activities at their convenience, irrespective of time and location. Consequently, the accessibility and convenience of shopping have been significantly enhanced. Additionally, the advent of the Internet has significantly altered the consumption patterns of consumers. The proliferation of online shopping platforms and the wide range of products available have resulted in an increased propensity among customers, particularly the younger demographic, to engage in online consuming. Simultaneously, the Internet also offers consumers increased chances

for contact and participation, including engagement in product design, purchasing activities, social sharing, and more, so further catering to consumers' participatory requirements.

Simultaneously, the advent of the Internet has facilitated the growth of the sharing economy, thereby altering consumers' purchasing concepts and behaviors. The sharing economy platform facilitates the sharing or rental of goods, services, and resources among consumers within shared communities, hence enhancing resource usage efficiency and meeting individual requirements. This model not only provides cost savings for consumers, but also aligns with the principles of sustainable consumerism and resource sharing. Furthermore, the Internet has significantly contributed to the dynamics of market rivalry. The advent of e-commerce platforms and the availability of online reviews have facilitated the process of comparing product costs and quality for consumers, hence enhancing market transparency. Consequently, merchants are compelled to engage in competition and improve their offerings in order to meet consumer demands. This facilitates an expanded range of options for customers, allowing them to assess and monitor merchants, so enhancing the safeguarding of consumer rights and interests [5].

### **3.3. Rise and Satisfaction of Individual Needs**

The advent of the Internet era has given rise to the phenomenon of individualized demand. The extensive utilization of Internet technology facilitates consumers in effectively expressing their individuality and requirements, as well as acquiring relevant products or services. The utilization of personalized recommendation algorithms enables consumers to discover information that aligns with their own interests and requirements across a vast array of products and services. This, in turn, enhances the overall happiness derived from the shopping experience. Furthermore, consumers manifest their distinctiveness and purchase preferences via various channels, such as social media, thereby fostering a cultural environment centered around the pursuit and exhibition of individuality. This phenomenon serves to amplify the fulfillment of personal demands and the dissemination of communal impacts.

## **4. Innovation of Advertising Marketing in the Internet Era**

### **4.1. New Forms and Methods of Advertising Marketing**

During the era of the Internet, the field of advertising marketing has extensively studied and embraced numerous novel forms and strategies in order to effectively respond to shifts in customer behavior. One of the primary forms of advertising is social media advertising. Social media sites, including Weibo, WeChat, and Facebook, have emerged as significant avenues for consumers to get information and engage in social interactions. Through the strategic placement of adverts on social media platforms, advertisers have the ability to effectively engage with their intended target audiences, thereby capturing their attention and promoting their products or services. Another aspect to consider is search engine advertising. Search engine advertising effectively targets potential buyers who have expressed interest in a certain product or service by presenting them with pertinent advertising content within the search results page. Furthermore, the contemporary landscape of advertising encompasses emerging formats such as video advertising, native advertising, as well as virtual reality and augmented reality advertising.

Furthermore, in light of the increasing prominence of content marketing, organizations are directing their attention towards the creation of valuable and pertinent content with the aim of captivating and involving consumers. This encompasses the creation of many types of content, such as articles, blogs, videos, podcasts, and other forms of media, with the purpose of offering valuable information, entertainment, or narrative that is relevant to the brand or industry. Through the

provision of relevant and engaging content, brands have the potential to cultivate trust and foster loyalty among consumers, while simultaneously enhancing brand recognition and prominence.

Moreover, programmatic advertising has emerged as a significant instrument for advertisers in the digital age. Programmatic advertising leverages algorithms and data to automate the procurement and positioning of advertisements, so empowering marketers to achieve more precision and efficacy in reaching their intended target demographic. This approach facilitates instantaneous bidding and optimization, guaranteeing the display of advertisements to the most pertinent consumers at the appropriate moment and on the suitable platform.

#### **4.2. Target Groups and Strategies of Advertising Marketing**

In the Internet era, the target group of advertising marketing has more clear positioning and personalized needs. With the support of Internet technology, advertisers can precisely target audiences according to consumers' interests, purchasing behavior and personal preferences to provide more targeted advertising content. The positioning of the target group can be based on the age, gender, geographical location, interests and other factors of the consumer [6]. In terms of advertising strategy, personalized advertising content and enhanced interactivity have become important strategies. The presentation of personalized advertising is no longer a single message push, but more attention to interaction and engagement with the target audience to improve the acceptance and conversion rate of advertising.

In the contemporary digital landscape, advertisers have embraced several tactics, like remarketing and retargeting, to effectively engage with their intended demographic. The practice of remarketing entails the strategic targeting of individuals who have previously demonstrated interest in a certain brand or product. This is achieved by presenting them with advertisements on other websites they frequent, so serving as a reminder of their initial interest and maybe motivating them to engage in a desired action. In contrast, retargeting is a marketing strategy that aims to target those who have previously interacted with a brand's website or content, however have not completed a purchase or fulfilled a desired objective. Advertisers endeavor to re-engage potential customers and stimulate conversions by strategically displaying targeted advertisements across diverse internet channels.

Furthermore, advertisers leverage data-driven insights to create customized advertising strategies. With the abundant data available in the digital ecosystem, marketers can analyze consumer behavior, preferences, and purchasing patterns to develop personalized messaging and offers that resonate with their target audience. This includes utilizing AI and machine learning algorithms to better understand consumer preferences and deliver tailored advertising experiences.

#### **4.3. Evaluation and Effect of Advertising Marketing**

In the Internet era, the evaluation and effect analysis of advertising marketing have become more detailed and accurate. Traditional advertising measurement indicators (such as exposure, click rate, etc.) can not fully reflect the effect of advertising. Internet technology makes it possible to track in more detail the behavior of consumers after the advertisement is placed, such as visiting websites, clicking on links, purchasing products, etc., which makes it possible to assess the conversion rate and return on investment of advertisements more accurately [7]. At the same time, the impact of advertising and brand awareness can also be evaluated through user feedback, comments and word-of-mouth marketing effects of social media.

Furthermore, the progress made in data analytics and attribution modeling has provided advertisers with the opportunity to acquire valuable insights into the efficacy of their advertising efforts. Key performance indicators (KPIs) like as ad impressions, click-through rates, conversion



rates, and return on ad spend (ROAS), among other metrics, can be quantified and assessed by individuals or organizations. Through the examination of these indicators, advertisers are able to gain insight into the advertising channels, messaging, and creative components that yield the greatest impact in achieving desired objectives.

In addition, the measurement of consumer engagement and interaction with advertisements can be accomplished by utilizing many indicators, including but not limited to likes, comments, shares, and post-click behaviors. This aids in assessing the degree of audience involvement and the influence of the advertising campaign on brand perception.

In the contemporary digital landscape, individuals possess more agency in managing their media intake, hence exhibiting heightened proficiency in discerning and disregarding extraneous or intrusive promotional content. Hence, it is imperative for advertisers to prioritize the delivery of pertinent and customized content in order to effectively grab and sustain customer attention. By utilizing data-driven insights, advertisers have the ability to customize their messaging and offers to specific categories, hence leading to increased engagement and improved campaign effectiveness [8].

Continuous monitoring and evaluation of advertising effectiveness is a fundamental requirement for advertisers. This enables individuals to implement essential modifications and enhancements in order to optimize the effectiveness and return on investment (ROI) of their marketing initiatives. Advertisers are now able to utilize real-time reporting and analytics tools to monitor and evaluate the effectiveness of their campaigns in a nearly instantaneous manner. This capability empowers advertisers to promptly react and make informed decisions based on data, fostering a cycle of ongoing enhancement.

## **5. Problems and Challenges of Advertising Marketing in the Internet Era**

### **5.1. Privacy Issues and False Publicity in Advertising Marketing**

In the contemporary digital landscape, the field of advertising marketing encounters a multitude of concerns pertaining to privacy and the dissemination of misleading information. The safeguarding of personal privacy is a significant matter that warrants attention. Advertisers have the ability to amass substantial quantities of personal data pertaining to consumers, including but not limited to their browsing history, search history, and geographic location, through the utilization of the Internet and digital technologies. This data is then employed for the purpose of targeting and delivering advertising content. Nevertheless, the improper utilization of personal data might potentially result in the peril of privacy exposure and exploitation, so compromising the rights and confidence of individuals.

Furthermore, the issue of deceptive advertising is also a prevalent challenge encountered within the realm of online marketing. The Internet offers a cost-effective and convenient platform for advertising, but it also presents the potential for malicious entities to intentionally disseminate deceptive adverts. The dissemination of inaccurate assertions has the potential to misguide consumers, leading them to make ill-informed purchasing choices and eroding trust in businesses. Given the prevailing issue, advertisers must enhance their self-discipline, adhere to the values of honesty, candor, and accuracy, and collaborate with pertinent regulatory bodies to bolster the efforts against deceptive advertising and its subsequent penalties.

### **5.2. Competition and Challenges of Advertising Marketing**

The advertising and marketing industry in the Internet era is currently encountering intense competition and a wide range of consumer behaviors. The advertising industry is experiencing increased levels of competition. The advent of internet technology has resulted in the proliferation

and ease of advertising, while simultaneously intensifying competition. In order to catch the attention of customers, advertisers must employ new formats, content, and techniques to differentiate themselves.

Additionally, the field of advertising marketing encounters the obstacle of modifying consumer behavior. The advent of the Internet has significantly transformed the manner in which individuals obtain information and engage in consumer behavior. Consequently, consumers have become increasingly less receptive to traditional forms of advertising, instead prioritizing personalized, practical, and valuable advertising material. The efficacy of traditional advertising models and tactics has diminished, necessitating advertisers to comprehend customer demands and preferences. Advertisers must employ accurate targeting and customised push strategies based on behavioral data to create engaging and compelling advertising experiences.

Furthermore, the implementation of ad blocking and counter-advertising strategies presents significant obstacles to advertising marketing efforts. The proliferation of the Internet has led to an increasing number of consumers utilizing ad-blocking software or opting to bypass advertisements, thereby diminishing the visibility and influence of these promotional materials. In order to enhance consumer attention and amplify the visibility and efficacy of advertisements, it is imperative for advertisers to provide advertising material that is both captivating and compelling.

## **6. Countermeasures**

### **6.1. Personalized Positioning and Accurate Delivery**

Given the proliferation of consumer behavior data and the advancements in Internet technology, advertisers have the opportunity to employ various techniques, including data analytics and artificial intelligence, to get insights into consumers' interests, purchasing habits, and behavioral traits. By employing accurate targeting methods and implementing tailored advertising strategies, advertisers may effectively attract the attention of customers and deliver an advertising experience that aligns with their specific requirements. When considering individualized positioning and accurate delivery, there exist multiple successful approaches.

One potential advantage is that advertisers have the ability to utilize data analytics techniques in order to acquire valuable insights into customer preferences and requirements. Through the examination of customers' search history, browsing patterns, social media engagements, and other relevant factors, advertisers can acquire valuable data pertaining to consumer preferences and tendencies. These insights have the potential to enhance advertisers' comprehension of their target demographic and enable them to customize their advertising content and promotional activities [9].

Furthermore, advertisers have the capability to employ artificial intelligence technologies in order to tailor recommendations and advertising to individual users. Through the development of intelligent algorithmic models, advertisers have the ability to align advertising content and products with the individual tastes and purchase history of consumers. The implementation of tailored recommendations has the potential to enhance the pertinence and appeal of adverts, thereby bolstering consumers' engagement with those advertisements and their inclination to make purchases.

Additionally, advertisers have the ability to employ geo-targeting technologies in order to achieve more exact targeting. Through the integration of a consumer's geographical location and mobile device data, advertisers has the capability to effectively disseminate advertisements tailored to certain geographies or contextual circumstances. For instance, advertisements that pertain to a certain business sector are strategically positioned in close proximity to such sector, while advertisements that are pertinent to a specific occasion or festive period are also strategically placed. The use of such precision has the potential to enhance the efficacy of advertising, as advertisements

that align with consumers' immediate context are more inclined to elicit their attention and engagement.

## **6.2. Creating Valuable Content**

Consumers in the Internet age have become tired of traditional advertising models and are paying more attention to useful and valuable content. Advertisers can engage consumers by creating content that is fun, educational, and engaging, with brand messages woven into it naturally. By providing valuable content, advertisers can build a good brand image and consumer relations, thereby increasing the effectiveness and influence of advertising.

One is that advertisers can focus on the interests and needs of consumers and provide information and entertainment content relevant to them. By understanding the preferences and concerns of their target audience, advertisers can create engaging articles, videos or images, as well as stories that are relevant to consumers' lives. Such content can attract consumers' attention and increase the interaction and identification between brands and consumers. The second is that advertisers can create valuable content through collaboration and cross-border promotion. By joining forces with partners in other fields or specialties, advertisers are able to combine different perspectives and domain knowledge to create content with greater depth and breadth. To provide consumers with a richer and more diverse experience, and enhance the credibility and impact of advertising. Third, advertisers can also use user-generated content to create valuable content. By inviting consumers to participate in marketing campaigns such as user reviews, taking and sharing photos, videos, etc., advertisers are able to create authentic and interesting content based on consumers' personal experiences and experiences. This user-generated content not only increases consumer engagement and empathy with ads, but also enhances trust and connection between brands and consumers.

## **6.3. Introducing Innovative Ways of Interacting**

The advent of the Internet has presented advertisers with a plethora of novel avenues for engagement, including but not limited to voting mechanisms, contests, social sharing functionalities, and various other interactive features. By enhancing consumer engagement and interaction, advertisers have the potential to effectively captivate consumers and establish stronger connections with them. The utilization of this interactive methodology has the potential to enhance the exposure and dissemination rate of commercials, while concurrently fostering emotional resonance and brand loyalty among consumers [10].

Furthermore, the utilization of augmented reality (AR) and virtual reality (VR) technology can be employed to offer consumers immersive and engaging experiences. Advertisers has the capability to develop augmented reality (AR) or virtual reality (VR) applications, or alternatively, leverage pre-existing platforms, in order to provide customers with the opportunity to engage in virtual product trials, delve into brand narratives, or connect with virtual personas. This phenomenon not only elicits the curiosity and interest of consumers but also facilitates a distinctive and enduring encounter that enhances the relationship between the brand and the consumer.

## **6.4. Advocating the Principle of Transparency and Integrity**

Given the apprehensions of consumers over privacy safeguarding and deceptive advertising, it is imperative for advertisers to promote openness and integrity. This can be achieved by adhering to national laws, regulations, and industry rules, while also ensuring the veracity and precision of advertising materials. Simultaneously, it is imperative for marketers to engage in proactive collaboration with regulatory bodies, enhance the self-regulatory measures within the advertising



sector, and combat the dissemination of deceptive advertisements. These efforts are crucial for upholding the positive reputation of the business and fostering consumer confidence.

In order to maintain openness and integrity in the realm of advertising, it is imperative for marketers to place a high level of importance on safeguarding consumer privacy and adhering to ethical principles. This entails practicing transparency in regards to the gathering and utilization of data, acquiring appropriate consent from consumers, and guaranteeing the secure handling of personal information. Advertisers must to abstain from engaging in deceptive or misleading advertising tactics that have the potential to misrepresent products or deceive consumers.

By espousing the tenets of openness and integrity, advertisers have the ability to not only exhibit their dedication to ethical advertising methodologies but also protect the standing of the business in its entirety. The implementation of this proactive strategy facilitates the development of consumer confidence, enhances customer connections, and advances a more open and morally sound advertising environment.

## 7. Conclusion

The Internet has changed customer behavior, affecting advertising and marketing. The Internet and mobile gadgets have changed customers' information and communication habits. Consumers often seek, investigate, and evaluate products and services independently, using internet reviews and opinions to make their final purchases. Consumers are less responsive to advertising and more sensitive to false promises and excessive promotions.

In conclusion, the Internet has changed advertising and marketing by forcing advertisers to prioritize personalized and meaningful content and customer engagement. Advertising marketing in a competitive market depends on The Times' growth and ability to react to consumer needs.

This study's restrictions should be addressed in future research. Primary data was collected without a survey or data collection strategy in this study. A poll would have helped understand customer behavior and preferences in the Internet age. The study's coverage of advertising and marketing consumer behavior may have been inadequate. Thus, there may be other factors that affect digital consumer behavior that were not examined in this study. Qualitative interviews or focus group discussions may help researchers understand these unknown factors. This study also examined how consumer behavior changes affect advertising and marketing. These strategies' efficacy and efficiency were not examined. In response to changing consumer behavior, future studies may use quantitative indicators like brand recognition, customer involvement, and sales outcomes to evaluate various advertising and marketing techniques.

This research advances our understanding of digital consumer behavior and its effects on advertising and marketing. However, data collection, comprehensiveness, and marketing approach efficacy evaluation can be improved. A mixed-methods strategy is needed to recognise and overcome limitations in future research to increase understanding. This would help understand the topic better.

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