

Research on the Impact of Graphic and Video Advertisements on Chinese Netizens in Chinese New Media

Guo Yu^{1,a,*}

¹The High School Affiliated to Beijing Normal University, Beijing, 100050, China

a. eadams82641@student.napavalley.edu

**corresponding author*

Abstract: This study is about the research on the impact of graphic and video advertisements on Chinese netizens in Chinese new media. The method used in this study is survey, a questionnaire has been designed based on the study. The data of this survey shows the different forms of advertisement and the different responds of the participate. It's mainly about their motivations of consume and their preference of the type of the advertisements. Those lead to two conclusions: graphic ads and video ads has their own advantages and characteristics, while there are some influence and challenges on them. Advertising plays an important role in daily life and consumer-making, but action needs to be paid to the content and form of advertisements in order to improve their acceptance and influence. This paper analyzes the reasons and both good influence and bad influence according to these two conclusions, including the improvement approaches and the things need to maintain.

Keywords: advertisement, Chinese netizen, influence

1. Introduction

With the rapid development of the economy and the continuous advancement of Internet technology, the advertising industry has seen unprecedented growth in China. According to the China Advertising Association, the turnover of China's advertising market has continued to grow in recent years and has become one of the largest advertising markets in the world. This growth has been driven mainly by the rapid development of China's economy and the continuous advancement of Internet technology. In terms of the diversity of advertising formats, graphic advertising and video advertising are the two most popular formats in the Chinese advertising market.

Graphic ads mainly convey information through pictures, text, colors and other elements, and are intuitive and easy to understand. The report shows that China's Internet advertising revenue will be RMB 508.8 billion in 2022. In terms of advertising format, video advertising market accounts for 22.19%, which is the third largest category. Short video is the only category that shows growth in both media platforms and ad formats [1]. Video advertising, on the other hand, conveys information through the medium of video, which is characterized by visual impact and dynamism. For example, Tencent's social application advertising revenue continue growth, surpassing Baidu to become No. 1 in the graphic category in 2020 and reaching 75.3 billion yuan in 2021 [2].

In the current advertising market, graphic and video advertisements are constantly evolving and innovating with the continuous advancement of Internet technology and the transformation of

consumer behavior. Among them, the most significant changes are mobilization and socialization. With the popularization of mobile devices and the development of mobile Internet technology, mobile advertising has become the mainstream form in the advertising market. At the same time, the rise of social media has also made socialized advertising an important form of advertising market. According to Avery Consulting, by 2021, the size of China's mobile advertising market has exceeded RMB 400 billion, while the market size of socialized advertising has also exceeded RMB 100 billion.

Previous research results have shown that graphic ads and video ads have a significant impact on consumer behavior and attitudes. Graphic advertisements can attract consumers' attention through beautiful pictures and infectious text, and stimulate their desire to buy. Video ads, on the other hand, can create a more realistic scene and emotional experience through vivid images and music, further deepening consumers' knowledge and favorability of the product. In addition, the development of mobile and socialized advertising has made advertising more accurate and convenient, and can better meet the needs and expectations of consumers.

However, despite the fact that graphic ads and video ads play an important role in the advertising market and have a significant impact on consumer behavior and attitudes, relatively little research has been conducted on the impact of graphic ads and video ads on Chinese consumers. Therefore, this study will provide an in-depth examination of the impact of graphic ads and video ads on Chinese consumers' behavior and attitudes, as well as the differences and connections between the different forms of advertising. This will help other better understand consumers' needs and expectations, improve the communication effect and marketing value of advertisements, and provide more scientific theoretical support and practical guidance for the development of the advertising industry.

2. Literature Review

Shen says that the era of short video ads becoming the mainstream advertising communication vehicle in the mobile Internet era may come. Advertising budget will follow the shift of users' attention, and it is expected that video ads will occupy the share of graphic ads, and short video ads will occupy the share of long graphic and TV ads. Driven by the head APP, short video ads are expected to become the mainstream advertising form and will usher in an explosive growth period [3]. Fu's study aims to assess the usage of video services among the Chinese audience. Due to the post-pandemic impact of COVID-19, more and more service begin to serve online. The distinct aim was to explore the changing habits of watching films among China's netizen audience. The study reveals that the penetration of video services is significantly increasing among Chinese netizens but the significance of cinema and home-based entertainment will continue in the near future [4]. Cui's paper shows that nowadays, WeChat plays an essential role in people's daily life. This article reviews the literature on the wide use of WeChat, the role of advertisements. In order to help companies earn more revenue, this study takes the advertisement of Fendi's ski series product launched on WeChat as an example to explore the effectiveness of the WeChat advertisement. The result of the study shows that the attractiveness of the advertisement will increase the possibility of purchase behavior. At the same time, some factors influence the appeal to potential customers [5]. Gao and Zeng found that consumers are prone to exhibit impulsive buying behavior in short-video scenarios, which is immediate, emotional, and irresponsible. The study examines the psychological mechanisms of impulse buying in short videos and demonstrates a strong sense of presence in short video marketing. In addition, social and co-presence had a stronger effect on impulse purchase intention than physical presence, suggesting that social factors have a stronger effect on impulse purchase intention than physical factors in short video environments [6]. Li found that short video social media is becoming a major advertising tool in the digital age. Covert advertising is

increasingly being used as a major strategy to effectively promote products. This study aims to explore the genre of covert short video social media is becoming a major advertising tool in the digital age. Covert advertising is increasingly being used as a major strategy to effectively promote products [7,8]. Li and Xia found that social interaction attributes and media richness have a positive impact on ad effectiveness, including the number of likes, comments, caption length, music category, plot-based implantation methods, multi-character interactions, and male interactions. Based on these findings, suggestions are provided for short video social media platforms, advertisers, and ad users to improve the effectiveness of short video advertise [9]. Lu and Rice studied a large number of Chinese magazine advertisements and found that Chinese magazine advertisements often contain a lot of information compared to Western advertising. The study also examines the impact of the market, consumer buying patterns, and Chinese government policies on advertising content [10].

3. Methodology

This study utilized the research method of survey and the data are collected and analyzed through online questionnaires. This method was adopted because it can collect the true attitude of the people towards advertisements and the related phenomena data. A questionnaire was made based on the research question and distributed to the Chinese netizen. This questionnaire is open to Chinese netizen, no specific group of people and was created through the “Questionnaire Star” platform then disseminated on major social media platforms. The questionnaire was distributed over a period of three days and 71 valid data were collected.

4. Result

This questionnaire contains 19 questions and has been validly completed by 74 people. Among these 74 people, 25.68% were male and 74.32% were female. 40.54% were 31-40 years old and 29.73% were over 41 years old. In terms of occupation, office workers are the most numerous, accounting for 66.22%. They are followed by students, accounting for 18.92%. Freelancers and other occupations accounted for less. Among them, 41.89% have a monthly income of 8,001RMB and above, while 22.97% have a monthly income between 4,001-6,000RMB.

When asked how many graphic ads and video ads they see every day, the majority of them see relatively many (29.73%) or average (27.03%) graphic ads and video ads every day. Also, a relatively small number (22.97%) see more ads per day.

When asked about the level of acceptance for graphic and video ads, the majority of people were average with 47.3%. This was followed by fairly acceptable at 21.62%. Very unacceptable was the lowest at 4.05%. This indicates that more attention should be paid to the content and form of advertisements in order to improve the acceptance level of advertisements. Most people chose “general” for the degree of preference of graphic ads, accounting for 60.81%. Those who preferred graphic ads accounted for 16.22%, those who did not like them too much accounted for 12.16%, and those who liked them very much and those who disliked them very much both accounted for 5.41%. For the preference of video ads, the proportion of those who like it more and average is higher, which is 21.62% and 43.24% respectively. The percentage of very like and not very like is relatively low, and the percentage of very dislike is the lowest at 8.11%.

Asked which occasions graphic ads and video ads attract the most attention designed for multiple-choice questions; it was found that social media accounted for 59.46%. Outdoor advertising accounted for 62.16%. Web ads and TV ads were relatively less attractive at 17.57% and 28.38% respectively.

When asked which products they have purchased in the past year because of advertisements, this question was multiple choice, 44.59% purchased clothing as well as cosmetics and skin care products, 27.03% purchased electronic products, 60.81% purchased food and beverages, 17.57% purchased travel products, and 13.51% said that they have not purchased or never watched advertisements. When asked what were the reasons for purchasing the above products, this was a multiple-choice question. Among them, their own need is the most important reason for purchase, accounting for 75.68%. It was followed by multiple pushes from the platform, with a percentage of 36.49%. Friends' recommendation accounted for 27.03%, and advertising influence accounted for 31.08%.

In terms of advertising influence, most respondents had gone to buy a product or service after seeing an advertisement, accounting for 74.32%, and only 25.68% were not influenced by advertisements. Regarding the feeling of the influence of graphic ads and video ads in purchasing decision, most respondents think that the influence is average, and the number of people who think that the influence is not too big accounts for 10.81%. Most of the respondents are neutral about the influence of advertisements.

For graphic ads and video ads, most people think graphic ads are more intuitive and targeted than video ads 67.57% and 52.7% respectively. Relatively few thought it was more attention-grabbing and a few thought graphic ads were more credible. Regarding the advantages of video ads over graphic ads, 74.32% think they are more vivid, 52.7% think they are more creative, 48.65% think they have emotional resonance and 43.24% think they are more informative.

In regards to the attractiveness of graphic ads, statistics show that picture ads accounted for 74.32%. Comic ads accounted for 48.65%. The attractiveness of text ads is relatively weak. Picture ads and comic ads should be the main forms in the promotion campaign. When asked about the attractiveness of video ads, it indicates that the share of funny ads reaches 62.16%. Emotional ads and celebrity endorsement ads accounted for 43.24% and 41.89% respectively.

When asked what factors affect the acceptance of graphic ads and video ads, 81.08% of people think that the creativity of the advertisement is the most important factor. 60.81% of people think that the presentation of the advertisement is the second most important factor, such as the image, audio and animation of the advertisement. 50% of people think that the content of the advertisement is the third most important factor, such as the quality of the message, relevance, etc. The way of placing the advertisement is the most important factor. The way the ads are delivered is a lesser factor of influence, such as frequency and time period.

When asked if they had ever purchased something that was of no use because they had seen an advertisement, the majority (71.62%) said they had experienced this and a relative minority (28.38%) said they had not. This shows that some people are influenced by advertisements and some are not.

5. Discussion

Based on the results of the survey, it can be concluded that graphic ads and video ads have different advantages and characteristics in terms of attractiveness and acceptance, as well as some influencing factors and challenges. This is because graphic ads and video ads have different characteristics and advantages. Graphic advertisements are considered more visual and relevant, while video advertisements are more vivid, creative and emotionally resonant. The creativity, presentation and content of the advertisements are important factors influencing the acceptance of graphic and video advertisements, while the way the advertisements are delivered is relatively less important. Some respondents said that they had once purchased something that was not useful because they had seen an advertisement, indicating that some people are influenced by advertisements. Good influence for graphic ads and video ads can attract consumers' attention and

promote product sales and brand promotion. Good creativity and presentation of advertisements can improve brand image and consumer awareness of the product. Advertising can improve brand awareness and reputation through emotional resonance and celebrity endorsement.

But at the same time, it can also bring bad effects. If the advertisement lacks creativity and expressiveness, it may not be able to arouse the interest of consumers, resulting in poor advertising effects. If the content of the advertisement is of poor quality and not related to the product or brand, it may mislead consumers and negatively affect the brand image. If the advertisement is placed in an unreasonable way, such as placing it too frequently or in an inappropriate time period, it may cause consumer resentment and lower the brand image.

In order to improve, companies should continue to enhance the creativity and expressiveness of their advertisements, and improve the quality and attractiveness of their advertisements. Adopt more precise delivery methods and appropriate frequency for consumers' needs and psychology to improve advertising effectiveness. Focus on the content of the advertisement and the fit of the product or brand to improve the relevance and effectiveness of the advertisement. For advertisements that lack creativity and expressiveness, companies should re-examine the design and placement strategy of advertisements, and make adjustments and improvements. If the content of the advertisement is misleading or does not match with the brand image, the company should correct and apologize in time to eliminate consumer dissatisfaction and negative impact.

Second, advertising plays an important role in daily life and consumer decision-making, but attention needs to be paid to the content and form of advertisements in order to improve their acceptance and influence.

There are various forms of advertisements, whether they are graphic advertisements or video advertisements, they are presented to consumers in different forms and appear more frequently every day, which shows that the form of advertisements is an important factor in attracting consumers' attention. But the degree of acceptance of the advertisements is average. For the acceptance of graphic ads and video ads, most people's acceptance is average, which may be due to the fact that the content, form or timing of the ads do not resonate or interest the consumers. At the same time, it also shows that advertisement production needs to consider more about how to increase consumers' interest and engagement. Moreover, advertisements have an influence on consumer decision-making, and most of the respondents had once gone to buy a certain product or service after seeing an advertisement, which shows that advertisements have some influence on consumer decision-making. At the same time, advertisements also promote consumers' knowledge and understanding of products or services, thus speeding up the process of consumer decision-making. These characteristics can promote consumption, advertising can stimulate the consumer's desire to buy and promote consumption behavior. Especially for those consumers with potential needs, advertising can remind them to pay attention to and purchase the desired products or services. At the same time increase brand awareness. Through advertising, companies can let more people know about their brands and products, thus expanding brand awareness and market share. Carrying out the delivery of information, advertising can also deliver information about the product or service, helping consumers to better understand and compare different brands and models of products.

However, there are still some potential hazards. Such as lowering consumer trust, if the content of the advertisement is exaggerated or untrue, it will easily cause consumer dissatisfaction and resentment, which will in turn lower the trust and loyalty to the brand. Waste of resources, if the advertisement production is not fine and placement is not precise, it may lead to the waste of advertisement expenses and unnecessary consumption of resources.

In order to improve these disadvantages while maintaining the advantages, advertisers can choose to perform precise targeting. When producing advertisements, companies should pinpoint

the target audience to better capture their attention and interest. At the same time, it is important to pay attention to the authenticity and credibility of the advertisements in order to maintain consumers' trust and loyalty to the brand. Some innovations can also be made to the form. Good advertisements need to be creative and innovative to attract consumers' attention and leave a deep impression. Therefore, enterprises need to constantly innovate the form of advertising, combined with the current hot spots and consumer demand, to produce creative and attractive advertisements. However, it is important to pay attention to reasonable placement. When placing advertisements, enterprises need to choose appropriate media and channels according to the characteristics of the target audience in order to improve the coverage and accuracy of the advertisements. At the same time, it is also necessary to adjust the content and form of advertisements according to the characteristics of different media, in order to better adapt to the needs of different audiences. Not only that, enterprises should enhance the sense of integrity, comply with relevant laws and regulations and business ethics, and not exaggerate or mislead consumers in order to establish a good brand image and reputation. Improve the quality of advertisements, focus on the production quality of advertisements, improve creativity and relevance, and avoid shoddy advertising. In addition, enterprises can also invite professional advertising companies or creative teams to assist in the production of advertisements to improve the quality and effectiveness of advertising. The ultimate is to adjust the strategy in time. If the ads are found to be ineffective or cause consumer disgust, enterprises should promptly adjust their strategies and improve the content of the ads.

6. Conclusion

This study is to find the impact of the graphic and video advertisements on Chinese Netizens. Based on the survey, respondents see a moderate or high number of graphic ads and video ads every day, but most are generally receptive to the ads and should pay more attention to the content and form of the ads to improve their acceptance. Most people believe that graphic ads are more intuitive and targeted than video ads, while video ads are more vivid, creative, emotionally resonant and informative than graphic ads. In the purchase decision, their own needs are the most important reason for purchase, followed by multiple pushes from platforms, recommendations from friends and the influence of advertisements. A portion of respondents had purchased something that was not useful because they had seen an advertisement. Therefore, advertisements should be created with a focus on creativity, presentation and content to attract consumers' attention and increase their desire to buy. Two conclusions were obtained, firstly, graphic ads and video ads have their own advantages and characteristics, while there are influencing factors and challenges. Good advertisements should be creative and targeted to improve brand image and product recognition, while advertisements that lack creativity and poor presentation will lead to consumer disgust and negative impact. Therefore, companies should focus on the creativity and expressiveness of advertisements, and adopt precise placement methods and appropriate frequency to improve the effectiveness of advertisements. Secondly, advertisements play an important role in daily life and consumer decision-making. Graphic ads and video ads are presented to consumers in different forms with diversity. However, the acceptance of advertisements is average, and advertisements have a certain influence on consumption decisions, but attention needs to be paid to the content and form of advertisements in order to improve their acceptance and influence. Advertisements can promote consumption, increase brand awareness and convey information, but exaggerated or misleading advertisements can reduce consumer trust and waste resources. Therefore, companies should enhance their sense of integrity, comply with relevant laws and regulations and business ethics, focus on the quality and creativity of their advertisements, and adjust their strategies in a timely manner to improve the effectiveness of their advertisements.

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