

# ***Exploring the Impact of Advertising on Consumer Purchasing Behavior***

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**Abstract:** With the globalization of the economy, many companies have developed products that are closely related to people's lives, such as intelligent cleaning technologies such as sweeping robots, dishwashers, high-tech phones such as the new Huawei Mate60 Pro, and the Apple 15 series, which is coming on the shelves. These various kinds of technology products are also essential for people, but through what marketing means are these products used to attract consumers' attention? This leads to the advertising strategies of different companies for products. Some of these advertisements can successfully attract consumers to buy, while some will make consumers more distant from the products. The different effects brought by these advertisements are still worth exploring. Exploring the impact of advertising on consumers' purchasing behavior helps companies to understand consumers' demands for different products better, to help companies sell products better, increase sales volume. In addition, exploring the impact of advertising on consumer behavior can also help consumers better understand the means of advertising influence of different companies, help consumers choose their favorite products, and improve users' life experiences.

**Keywords:** Advertising content, Social media, Consumption, Purchase, Consumer

## **1. Introduction**

Advertising, as a way of information dissemination, has increasingly penetrated every corner of modern society, permanently affecting the social, political, and economic activities and people's lifestyles, ideology, and cultural accomplishments, and has become an essential means of enterprise marketing, more and more attention by enterprise managers. The ultimate purpose of advertisers 'advertising is to promote consumers' goodwill towards the goods and the enterprise and to buy the products or services of the enterprise. Therefore, consumers are not only the recipients of advertising but also the buyers of the goods in advertising. Consumers' attitudes towards advertising and their final purchase behavior determine the size of the role of advertising [1]. Consumers are the object of advertising. If advertising wants to be successful, it must conform to the psychological and behavioral characteristics of consumers. Consumer demand motivation, consumption habits, and purchasing behavior are the most elemental basis for determining the advertising strategy. There is a famous saying in the advertising world that "scientific advertising terms follow psychological laws" [2]. Consumer purchasing behavior has a significant influence on the timing, frequency, theme, and

creativity of advertising and the expression form of advertising. Only an advertisement that conforms to consumer psychology can stimulate and move the consumers and promote the purchase.

## **2. Literature Review**

### **2.1. Overview of the Types of Advertisement**

Advertising is a phenomenon often encountered in People's Daily lives and work. Its species is vibrant and can mainly be divided into the following types: one is the form of product marketing rich media, the type is mainly different from traditional advertising mode, belongs to a kind of digital advertising mode, its interaction is robust, including the amount of information is more significant, generally refers to the new media network advertising based on broadband support. The second is the CPM patch-rich media advertising mode, mainly based on 2D or 3D JAVA, Video, Flash, and other component effects. Its expression forms are rich and colorful, often not confined to a particular form, to meet the needs of different advertisers [3]. Third is the CPC network pick advertising mode, mainly with the mode of text and text to show, so that Internet users can choose according to the need to click to obtain adequate information, web admin can get the corresponding commission [4]. Generally, the way of constant refresh and transformation, the popularity is relatively high [5].

### **2.2. The Influence Mechanism of Advertising on Consumer Purchasing Behavior**

Attracting consumer attention: Advertising attracts consumers' attention in various ways to make them focus on products or services [6]. Advertising can be done through media release, social media promotion, and word-of-mouth dissemination.

Change consumer perception: Advertising displays the characteristics and advantages of products or services, changes consumers' perception of products or services, and affects their purchase intention. Advertisements can be presented in various forms, such as pictures, videos, and text.

Strengthen purchase intention: Advertising strengthens consumers' willingness to buy products or services through repeated display and evaluation. Ads can be played regularly and shared on social media.

Promoting purchasing actions: Advertising encourages consumers to purchase by providing promotional information or promotions. Advertisements can be presented in various ways, such as discounts and gifts.

In general, advertising affects consumers' purchasing behavior by attracting mechanisms such as attracting attention, changing consumer perception, strengthening purchasing intention, and promoting purchasing actions.

### **2.3. Study on the Influence of Advertising on Consumer Purchasing Behavior**

Personal factors: including the consumer's age, gender, occupation, income level, and education level. For example, young adults and women may be more susceptible to advertising, whereas older adults and men may be more inclined to buy rationally. Psychological factors include consumers' motivation, attitude, and cognition. For example, when consumers have a positive attitude and a high perception of the product, advertising has a more significant impact on their purchasing behavior. Social factors include consumers' family, friends, and colleagues. For example, consumer purchasing behavior may be influenced by referrals and evaluations from family and friends [7].

Social factors: Family: The consumer's family has a significant influence on their purchasing behavior. Family members may share their shopping experiences, recommend products, or provide advice on the consumer's purchasing decisions. Friends and colleagues: Consumer friends and colleagues may impact their buying behavior [8]. For example, through verbal communication or

social media, friends and colleagues can share their product reviews and recommendations, thus influencing consumers' purchase decisions. Social culture: Social and cultural factors, such as traditions, customs, and values, may also affect consumers' purchasing behavior. For example, a specific holiday or celebration may prompt consumers to buy a product. Reference group: The reference group of consumers, such as the celebrities they worship or the Internet celebrities on social media, may also affect their buying behavior [9]. For example, if a consumer sees a celebrity or Internet celebrity recommend a product, they may tend to buy the product. Public opinion: Public opinion may also affect consumers' purchasing behavior. For example, if a product is widely discussed on social media, consumers may become interested and consider buying it.

Psychological factors: Motivation: Consumers' purchasing motivation may affect their purchasing behavior. For example, suppose consumers need to buy a product to meet specific needs, such as solving a problem or improving the quality of life. In that case, they may be more vulnerable to the influence of advertising. Attitude: Consumers' attitudes towards a product or service may affect their purchasing behavior. For example, if consumers have a positive attitude toward a brand, they may be more inclined to buy its products. Cognition: Consumers' perception of a product or service may also affect their purchasing behavior. For example, if consumers have a high awareness of the function, quality, price, and other information of a product, they may be more inclined to buy the product. Emotion: Consumers' emotions may also affect their purchasing behavior. For example, if ads emotionally resonate with consumers, they may be more likely to buy the product [10]. Memory: Consumers' memory of a product or service may also affect their purchasing behavior. For example, if ads can effectively make consumers remember a brand or product, they may choose one for future purchases.

In general, consumer purchasing behavior is influenced by multiple factors that interact to determine their purchasing decision jointly.

### **3. The Particularity of Huawei Mate Pro 60**

In terms of the China, Huawei's brand strength is at least on par with Apple, and in terms of the Mate60 Pro, its popularity can surpass the full range of iPhone 15 models, and it is far ahead of other domestic flagship models. Whether in the media or daily life, most people will hear many discussions about this phone. This should be the first time in the history of domestic phones.

Currently, the mainstream mobile phone systems are IOS, Android, and Hongmeng. Other domestic flagship systems all use Android, but their experiences are similar. However, the latest version of the Hongmeng system does have some unique features, such as its transition animation effect being better than other domestic flagship systems, which is very close to IOS, giving people a silky and smooth feeling.

As far as the Kirin 9000S processor is concerned, its absolute performance could be better than the Snapdragon 8Gen2 processor used on friend models. However, it has extraordinary significance and epoch-making significance. Thanks to this processor, the Huawei Mate60 Pro truly integrates software and hardware, allowing for in-depth optimization. In terms of actual smoothness, this phone is no longer inferior to most Snapdragon 8+ phones. Moreover, for users who do not play giant games, lag is almost imperceptible on this phone. If it is smooth enough, people will not care how high the peak performance of this processor is, so this pure Chinese chip is beautiful.

The previous Huawei P60 launched its first two-way satellite communication message, a compelling technology with a very high style that cannot be seen on other domestic flagship products. This time, the Huawei Mate60 Pro goes even further. It not only supports bidirectional Beidou satellite messages but also supports satellite calls, and the style is directly full.

## 4. Methods

This study uses the Huawei Mate60 Pro phone as a case to analyze the impact of advertising on consumer purchasing behavior by collecting relevant data on consumer purchasing behavior and advertising. The specific steps are described as follows:

Collect data: Collect consumer purchase behavior and advertising data for Huawei Mate60 Pro phones.

Analysis results: The analysis of the influence of advertising on consumer purchasing behavior through regression analysis method.

This study attempts to answer the following questions:

- (1) Will the authenticity of the advertising content affect the consumers' purchase intention?
- (2) How does the frequency and presentation of advertising affect consumers' willingness to buy?
- (3) Is there a two-way influence between consumers' purchase needs and their psychological state and advertising?

## 5. Research Results and Analysis

In this paper, by collecting data from questionnaire surveys and analyzing the Huawei Mate 60 pro advertising keywords, this paper found that consumers who can take pictures of their phones, Signal reception capability, and satellite call function are more interested. Huawei Targeted through advertising amplification products in these three functions of a large area of publicity. Highlights of the Huawei Mate 60 pro phone in taking pictures, Sigsignals, and satellite calls. Compared with the advertisements on other domestic mobile phones, Huawei Magoom in the camera function (the advertisement emphasizes that the phone can capture the lunar surface), Signal reception capability (emphasizing the mobile phone in the basement, Wild Mountains can also receive signals) and satellite calls (emphasizing the ability to make calls without a mobile phone card), Compared with other domestic mobile phones, To achieve the differentiation, Let consumers choose Huawei among many products. This article also extracts Taobao Huawei's official flagship store buyers' comments on the word frequency analysis. The keywords "photo effect is perfect" and " signal is powerful 'prove that the Huawei mate 60 pro in photo function and signal reception ability this piece is perfect, and the advertising content is very close, significantly improving the consumer desire to buy.

### 5.1. The Impact of Advertising on Consumer Perception

Brand recognition: Advertising can enhance brand awareness and reputation and help consumers remember the brand name, logo, and slogan to establish brand recognition. Through advertising, consumers can understand the positioning, characteristics, and advantages of the brand and provide a basis for purchase decisions.

Product cognition: Advertising helps consumers understand the characteristics and advantages of the product by displaying the function, performance, appearance, and price information of the product to establish product cognition. In the purchase process, consumers will refer to the information in the advertisement, compare the advantages and disadvantages of different products, and make purchase decisions.

Value cognition: Advertising affects the values and attitudes of consumers by delivering the values, ideas, and emotions of the brand or product. In exposure to advertising, consumers will be influenced by the values conveyed in the advertising, thus changing their views and preferences for a specific brand or product.

Cognition of consumption behavior: Advertising changes consumers' consumption behavior by persuading and guiding consumers. For example, advertising can stimulate consumers' desire to buy

and promote consumers' purchasing behavior by emphasizing limited-time discounts and gift activities.

In general, the influence of advertising on consumer cognition is multifaceted, including the transmission of brand and product information, as well as the guidance of values and consumer behavior. Advertising subtly influences consumers' cognition and purchase decisions in various ways.

## 5.2. The Impact of Advertising on Consumers' Purchase Intentions

Frequency and presentation method: Referring to Figure 1, the frequency and presentation method of advertisements impact consumers' purchase intention. Too much advertising may make consumers bored and reduce their purchasing intention, while appropriate advertising frequency and attractive presentation may increase their purchasing intention.

Content and creativity: The content, creativity, and interactivity of advertising impact consumers' willingness to buy. Exciting and creative advertising content makes it easier to attract consumers' attention and stimulate their purchase desire. In contrast, the interactivity of advertising can enable consumers to participate better and increase their purchase intention.

Consumer demand and psychological state: Referring to Figure 2, consumers' purchase demand and psychological state will also affect the impact of advertising on purchase intention. When consumers have precise needs, advertising is more accessible to influence them and stimulate their purchase intention. Consumers are more susceptible to the influence of advertising and purchasing behavior.

In short, the influence of advertising on consumers' purchase intention is multifaceted, including the frequency, presentation method, content, and creativity of advertising, as well as the purchase demand and psychological state of consumers. Advertising needs to consider these factors comprehensively to achieve the best publicity effect.

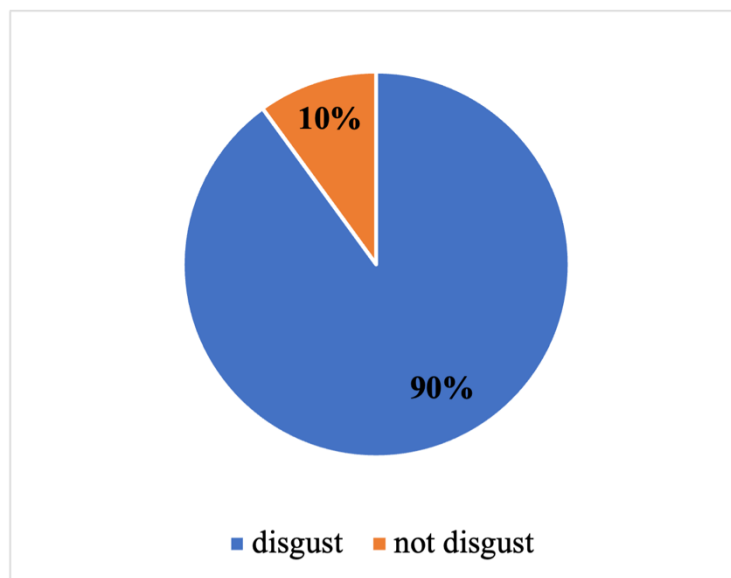


Figure 1: Frequency and presentation method.

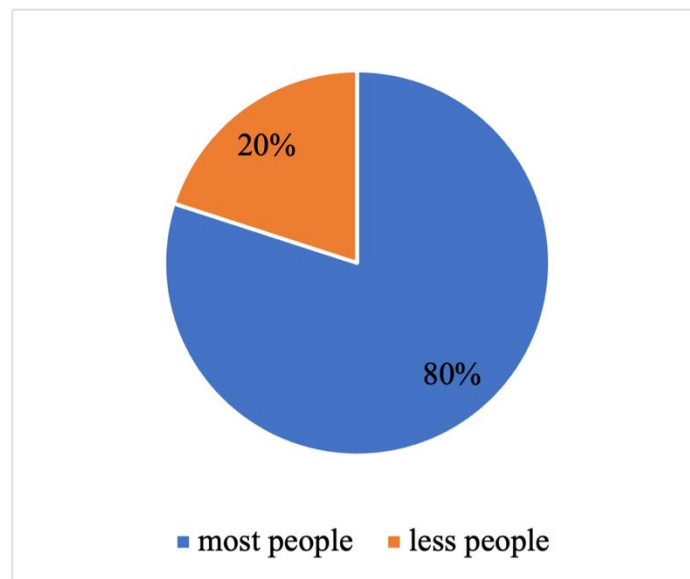


Figure 2: Consumer demand and psychological state.

## 6. Conclusion

Through the in-depth study of the impact of Huawei Mate60 Pro mobile advertising on consumer purchase behavior, the research of parts manufacturing of Huawei products, and the development of the chip industry in recent years, this study reveals the critical role of advertising in consumer purchase decisions. The research results show that advertising has a positive impact on consumers' cognition, brand attitude, and purchase intention and provides an essential reference for enterprises to formulate advertising strategies and marketing strategies. The sale of the Huawei Mate60 Pro has also caused a change in the world pattern and created a new round of economic growth for China. At the same time, the sale of the Huawei mate60 mobile phone has also caused a wave of development in the world. Advertising and the endorsement of Ramondo make the world pay more attention to the Huawei brand, enjoy the dividends of China's science and technology development, and use more affordable technology products, rather than Apple phones or chips produced in a country as the only choice. Despite the positive conclusions drawn in this study, there are some limitations. Future research can further explore the influence mechanism of advertising on consumer purchasing behavior and can combine other factors, such as price, product characteristics, and different publicity channels.

## Author's Contribution

All the authors contributed equally, and their names were listed in alphabetical order.

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