

Exploring the Impact of Chinese Digital Media Marketing on Consumer Behavioral Decisions

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Abstract: Consumer nowadays dwell in the digital information age and the ever-developing digital technology hence digital media has eventually become an integral part of their lives. Through the information provided by all media, consumer transaction behavior, big data technology analysis pushes more precise information to consumers and helps publicity achieve its goals. Thus, this paper adopts digital media and consumer analysis and discusses the impact with specific cases of digital media marketing on consumer behavioral decision-making process and the relationship between the two in China. Therefore, it makes some suggestions to safeguard the consumer's rights and interests. Results of this study reveal that Chinese Digital Media Marketing reaches a broader scope compared to Chinese Traditional Marketing. Consumers may opt for their favorite products and information more freely and actively. Various marketing strategies under this Emerging Media Marketing approach are more targeted. They seem to align with the preference of different consumer classes, which enhances the stickiness of product users and, to some extent, pushes economy development.

Keywords: Marketing Strategy, Digital Media, Consumer Psychology, Consumer Behavior

1. Introduction

The ongoing advancement of the Internet and digital technologies has established various digital media as essential platforms for shopping and information retrieval. *The 2024 Social Media Global Usage Trends Report* indicates that by April 2023, there were 5.18 billion Internet users globally, representing 64.6% of the population, with 4.8 billion social media users, or 59.9% of the global populace [1]. The importance of digital media platforms to consumers can be seen in the fact that, according to GroupM's latest forecast, digital platforms will account for 72.9% of the \$1.1 trillion in global advertising revenue by 2025 [2]. Consumers who use digital media will use these platforms to gather the information they want and the items they need to shop, and the platforms will record the consumer's shopping preferences and push targeted advertisements or utilize more kinds of marketing to influence the consumer's shopping decision, to achieve the ultimate purpose of the promotional strategy. The impact of digital media on consumer behavior in such a process is the subject of this paper.

The increasing number of individuals utilising digital media has made its associated content a focal point of scholarly inquiry. Certain scholars have examined the historical evolution of digital media [3], others have investigated the influence of social media on consumers during the COVID-19 pandemic [4], while further researchers have analysed the effects of digital media and marketing on

brand loyalty [5]. This study will examine the influence of digital media marketing on consumer behaviour in China, building upon prior research conducted by experts in this field.

Prior to the promotion of digital media, most of the early influences on consumer behavior came from traditional media, such as television and radio [6]. These traditional media are more unilateral publicity output to consumers, such as advertisements interspersed in the middle of TV programs or transition advertisements in radio programs, as well as newspaper advertisements, etc., consumers are the passive recipients of information [7]. The emergence of digital media allows consumers to have active access to information and online shopping channels but also allows merchants to have more channels to display and sell their goods, and at the same time to be able to collect consumer shopping preferences, analyze the product audience age ratio and other data bases. Therefore, this paper will study the influence of consumer behavior from the aspects of marketing strategy, consumer psychology, etc., combined with specific case studies and give the optimization suggestions to reasonably safeguard the rights and interests of consumers. This research theme serves as a valuable reference for practitioners in self-media, aiming to mitigate the adverse effects of self-media marketing on consumers in practical applications. Theoretically, it contributes to the advancement of marketing theory and fosters the evolution of frameworks concerning the influence of digital media on consumer behavioral decision-making.

2. Impact of Various Strategies of Digital Media on Consumer Behavior

With the promotion of digital media, it has become more common for consumers to obtain information or make purchase through this channel. For consumers who are more inclined to online shopping, the marketing strategies launched by merchants through digital media platforms are the key to influencing their shopping behavior decisions.

The first is implantable advertising, implantable advertising refers to the different forms of merchants need to publicize the content of the goods targeted embedded in different types of media, to achieve the audience to deepen the impression of products or services for a form of advertising [8]. Using the self-media blogger cohort on Bilibili as a case study, the enterprise engages in collaborations with numerous self-media influencers, integrating promotional products into their video content. The followers of these influencers, along with consumers intrigued by the featured products, constitute the target audience for this marketing approach. This form of advertising is more acceptable to consumers than traditional advertising. These bloggers often use the products themselves and list their own experiences, which effectively increases consumers' trust in the products. The influence of the bloggers on their fans increases the likelihood that they will purchase the products.

The second aspect pertains to proprietary promotional events organized by certain platforms, exemplified by Alibaba's "Double 11" and "Double 12" festivals, which bear resemblance to the Black Friday observed in Western contexts. These activities to some special numbers as a gimmick, in the month to consumers to issue coupons or launch some of the activities such as full 300 minus 50 to promote consumption, many brands will also be on this kind of holiday on the goods discount and some live activities to attract consumers. These activities allow consumers to buy more goods at a lower price, and at the same time such a large volume of product sales is also a win-win situation between consumers and businesses.

The third is "limited" marketing that utilizes consumer psychology. Nowadays, many e-commerce platforms and gaming platforms will launch some limited quantities or limited time to sell goods, such a strategy is to take advantage of the attraction of the word "limited" to consumers. As long as the word "limited" is added to any commodity, it highlights the special nature of the commodity and greatly increases the consumers' desire to buy. For example, some live broadcasts of the anchor selling products, will be limited to the number of goods and constantly remind consumers of the remaining

number of goods to attract consumers to buy. These marketing strategies effectively leverage consumer psychology by fostering a sense of resonance with the target audience, instilling the perception that missing out equates to a loss. This psychological manipulation not only influences consumer behavioral decisions but also enhances their identification with the platform, as well as their trust in the business and brand.

3. Pros and Cons of the Impact of Digital Media on Consumer Behavior

The impact of promotional marketing of digital media on consumer behavior is two-fold. Therefore this section will discuss both positive and negative aspects.

3.1. Positive Impact

The different marketing strategies introduced by digital media platforms and merchants are designed to be more targeted to cater to the preferences of different consumer groups to achieve a wider range of publicity and higher efficiency. Due to the many featured groups, this section selects young people, middle-aged people and the elderly, three age groups with special needs, as examples for discussion. For young consumer groups, more fancy and attractive publicity will be easier for them to accept. For example, beauty products are marketed in terms of outer packaging and product styling, and delicate and beautiful beauty products will be more attractive to consumers. Another effective way is celebrity endorsement. Contemporary youth exhibit a profound interest in popular culture, with brands leveraging celebrity endorsements to captivate this demographic. The impact of celebrities on their followers serves as a significant determinant of consumer purchasing power [9]. For middle-aged people, they pay more attention to the cost-effectiveness and quality of goods, so the brand's integrity and reputation are the focus of influencing their consumption behavior. More posts in social media with usage feelings and positive reviews, as well as favorable store ratings are the most effective marketing strategies for this consumer group. For seniors, more direct promotional methods and the performance of goods are more appealing to them. For example, open-screen ads or pop-up ads on various digital media platforms, or implanted ads in short videos on social media, which can explain the practicality of the goods in a straightforward manner, tend to have a higher probability of getting older people interested in the goods. These targeted marketing strategies and the platform's push on user preferences allow consumers to shop more efficiently and have a better experience, while allowing for wider promotion of goods and increased brand awareness.

3.2. Negative Impacts

3.2.1. Excessive Marketing, Affecting Consumers' Judgment of Good and Bad Products

The promotion and marketing of digital media have many disadvantages while bringing convenience to consumers. A large number of marketing advertisements on different platforms, such as almost all media platforms will have open screen ads, and it will be very easy to jump to other platforms of this phenomenon, from the point of view of consumer psychology will make consumers bored with the brand or platform. Much marketing information will also affect the consumer's selection of preferred goods, which to a certain extent affects the brand's reputation. Many merchants will automatically brush positive feedback through the background or cooperate with the media to carry out marketing of goods, so that the untrue evaluation and promotion will affect the consumer's judgment of product quality, thus affecting the brand image shaping.

3.2.2. Brand Loyalty

The discount marketing strategy of the digital media platform is very attractive to consumers, but some merchants will choose to increase the price of the product before the start of the discount activity in order to make money before the discount, this behavior will seriously damage the brand loyalty and consumer adhesion once discovered by consumers. There are also some merchants that will be excessive marketing and exaggerated product performance to attract consumers, belonging to the false propaganda and deception of consumers, such dishonest behavior will only reduce the brand's reputation and the rate of repeat business, almost no positive impact.

In addition, many shopping platforms have a way to promote the sale of goods through live broadcasting. This marketing strategy allows consumers to see the effect of the use of the product in a more intuitive way before purchasing the product. However, many merchants will use the beauty function to exaggerate the benefits of the product, which is also deceptive to consumers. Secondly, the live talk, many people will pretend to buy a large number of people, and even background operations to empty the inventory to create the illusion of product fire, to attract customers to buy, such a way is very easy to affect the consumer's trust in the brand.

4. Case Studies

4.1. Li Jiaqi (Austin)

Li Jiaqi, a prominent e-commerce live streaming host in China, effectively engages consumers by demonstrating beauty products in real-time and employing an enthusiastic recommendation style. His extensive broadcasts, featuring personal application of products for immediate consumer feedback, have driven substantial sales. His initial success exemplifies the influence of digital media on consumer decision-making, bolstered by his background as a sales champion. By prioritizing consumer psychology, particularly among young audiences who value product aesthetics, efficacy, and emotional resonance, he has adeptly leveraged live streaming to amplify his marketing strategy. The emergence of online shopping has allowed many young consumers to gradually choose this more convenient and time-saving way of shopping over offline shopping, allowing many brands to develop more potential customers who do not have the time to shop offline. The highlight of such a form of live broadcast is that the anchor and consumers can interact with each other in real time through pop-ups, as a way to meet the emotional needs of consumers, which is also the key to e-commerce anchors can influence consumer behavior [10].

However, in a live broadcast in 2023, when Li Jiaqi was recommending a 79RMB eyebrow pencil, a consumer raised the issue of the unreasonable price. However, he chose to respond by mocking the consumer for not working hard and blaming the product for being expensive when his salary had not increased, a move that made many consumers and netizens very angry. Despite his subsequent apology, the consumers of his live broadcast inevitably decreased a lot. The e-commerce anchor's heat and product turnover are thanks to consumers, so this very disrespectful behavior is very much affecting his audience, and it can be said that consumers are the source of his salary. He is in turn mocking them for their salary, which is in a way deceptive behavior to consumers. The blogger in this case used digital media to bring himself revenue and influence many consumers, but at the same time it also amplified and spread his inappropriate behavior and made him lose the trust of many consumers.

4.2. Wang Zhixing

Seven Orangutans (Wang Zhixing) is a prominent TikTok self-media influencer known for her engaging short videos. Initially gaining traction with content focused on English exam results, she

adeptly capitalizes on trending internet topics to maintain her popularity. This strategy has led to numerous business collaborations and live sales. Subsequently, she produced a series of short dramas that resonate with office workers, further expanding her fan base. Recognizing the potential of her account's traffic, she and her team effectively engage multidisciplinary audiences, fostering emotional connections to convert attention into a consumer base for collaborative products. This astute marketing approach proves highly effective among both students and professionals, resulting in significant revenue through live streaming and advertising partnerships.

But not long after her short drama series appeared, it was revealed that her company had been squeezing employees, paying low wages, not taking full double weekends, and even plagiarizing the creative topics that her interviewees had prepared for their interviews. Such a reputation collapse of the incident made many fans very angry, slamming her for thinking that the workers voice of the subject matter to make money, but in turn oppress the reality of the workers, this is a complete deception of the consumer behavior. The laborers who had developed a following and acquired her products due to this subject became complicit in the exploitation. Following this incident, the sales volume of brands that hired her for promotion dropped, and consumers' loyalty was greatly eroded. The existence of digital media gives the blogger in this case the channel and inspiration to post short videos on topics that are relevant to consumers to attract them, but in real life she did the opposite of what the video was intended to do and lost her original audience.

5. Conclusion

Digital media occupies an important position in the era of increasing digitalization, which is the channel of two-way communication between consumers and information and is also an important factor influencing the decision-making behavior of consumers. Digital media marketing in China has a wider scope of promotion compared to traditional media marketing, giving consumers more initiative in terms of information and making shopping more convenient. Through diversified digital media platforms and marketing strategies such as celebrity endorsement, exquisite packaging, and cost-effective pricing for different age groups, merchants can effectively broaden the scope of their product audience, enhance product appeal, and increase user loyalty and brand trust. This article will provide some suggestions for digital media marketing in China. Firstly, reduce the phenomenon of over-exaggerating the performance and advantages of products, as such marketing will influence consumers' judgment of products. Second, reduce the amount of hard insertion ads (e.g., open screen ads, interstitial ads, etc.) on social media platforms, which affects consumers' impression of the product and thus brand trust. Third, the development of marketing strategy to stand more on the consumer's point of view, do not play for the heat of the ball (such as beauty brands, milk tea brands and other female consumers accounted for most of the products there are abusive female situation). In addition, businessmen should listen to more effective feedback from consumers and make continuous improvements to their products to make them more relevant to consumers' needs. Lastly, during special festivals, merchants should stop the practice of secretly raising prices and then offering discounts in the name of product discounts, which can seriously affect the product's reputation.

Digital media marketing is a topic of great interest in China today, especially with regard to all types of targeted marketing strategies. Future research may mainly focus on more marketing methods of digital media and other impact analysis on consumer psychology. Meanwhile, this paper still lacks precise data as a more rigorous support for some conclusions in terms of research, and more complete quantitative research will be done in the future to solve this problem.

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