

Decoding the Modern Consumer: New Discussion of Transformative Approaches to Advertising Strategy

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Abstract: Over the past decade, the field of advertising has undergone substantial evolution, transitioning from the early application of HTML web page technologies to the rapid advancement of contemporary major platforms. This evolution has encompassed significant shifts, from the conceptualization of “thousands of faces” in advertising to the burgeoning prominence of programmatic advertising, which has become a key format in the industry. The efficacy of advertising delivery is influenced by the push mechanisms and audience demographics associated with various platforms. In the current era, characterized by a substantial increase in the volume of new media audiences, it is imperative for companies and products to carefully consider the selection of delivery platforms, the choice of advertising formats, and the issues related to delivery security. Additionally, due to recent shifts in consumer attitudes towards advertising, the design of advertising content has become crucial for achieving desired outcomes under specific conditions. This paper aims to address the challenges associated with consumer “avoidance” in the context of contemporary advertising development, and to review the relevant literature concerning advertising content, consumer engagement, and related research. Key areas of focus include the design of effective commercial campaigns and the characteristics of compelling advertising content. The paper also draws on research regarding consumer advertising preferences and literature on creative media advertising to offer a comprehensive reference. Through this synthesis, the paper seeks to provide general recommendations and tailored advertising strategies for various types of companies based on their specific needs, thereby offering valuable insights into optimizing advertising strategies in different contexts.

Keywords: Advertising, consumer engagement, marketing, advertising strategies

1. Introduction

With the advancement of Internet technology, the era of traditional PC-based networks as the predominant mode of connectivity has given way to the era of mobile Internet. This shift has resulted in the proliferation of social media platforms, which represent a significant evolution in the dissemination of human information and exhibit a pronounced social trend. The current communication environment is characterized by the "decentralized" nature of information production. The expansion of user bases and the substantial volume of traffic have led to the formation of virtual communities centered around specific interests [1]. In light of the increased disconnectedness of interpersonal relationships, the influence of peer opinions on consumer decision-making has grown significantly, becoming a pivotal factor in the purchase of products or services. As a result, it is

imperative for brands to diligently observe and actively participate in public discourse, ensuring a strong and positive presence in the evolving landscape of consumer behavior.

The aggregation of large user populations indicates that the trends in content and placement of advertising are likely to become more varied and complex in the future. Therefore, it is essential to consider how to tailor commercial communication strategies for new products in a specific and nuanced manner. In contemporary society, advertising serves as a multifaceted market tool. While it has the capacity to influence consumer decision-making and behavior, its effectiveness can be subject to variability, and improper use may lead to adverse outcomes.

Although previous research has underscored the significance of online advertising and explored its potential effects, there remains some ambiguity and uncertainty regarding the precise impact of these effects on consumer behavior during the actual purchasing process. This suggests that while we have a foundational understanding of advertising's role, further investigation is required to elucidate its specific effects on consumer tendencies across different contexts. Such research is necessary to enhance our comprehension and application of this marketing tool [2].

2. Current problems of advertising

The 4P theory of marketing delineates four essential components: product, price, place, and promotion. Within this theoretical framework, advertising is categorized as a crucial element of promotion, while place refers to the comprehensive distribution chain through which products or services traverse from producers to consumers. Traditionally, promotion and place have been considered distinct domains; advertising primarily focuses on enhancing the visibility of products or brands, whereas place concerns the development of distribution channels and sales networks. The integration of these two aspects has often been overlooked. However, the advent of online information flow advertising is challenging these traditional boundaries.

In recent years, the rapid advancements in advertising technology and industry practices have introduced several new challenges. The traditional advertising operation process has created competing interests among stakeholders. Advertisers seek precise traffic metrics and are increasingly inclined to pay based on performance outcomes, which complicates decision-making. Conversely, media entities aim to maximize traffic sales and enhance the efficiency of traffic monetization. This divergence in interests exacerbates the difficulties faced by advertisers. Additionally, many advertisements, including their content, placement, design, and format, have become less engaging to consumers compared to previous standards. These issues result in advertisements failing to fulfill their promotional and informational roles effectively and, in some cases, negatively impacting consumer perceptions. According to AdWeek's 2015 survey, 53 percent of consumers reported using ad-blocking software to avoid advertisements. Over time, as media companies have developed new revenue models and as online content competition has intensified, consumer skepticism towards advertising has grown. Discussions about the potential "death" of advertising are prevalent, with predictions such as those by The New York Times suggesting that advertising may become obsolete due to consumer disinterest [3,4].

3. Discussion and recommendations on advertising design in the contemporary environment

In recent years, the advertising industry has faced numerous challenges, and extensive literature has offered various perspectives and recommendations to address these issues. A review of recent research highlights a predominant focus on enhancing the effectiveness of advertising, particularly in terms of increasing consumer engagement with promotional offers and driving purchasing behavior [5,6]. Historically, the primary goal of advertising has been clearly defined as persuading consumers

to purchase products or take specific actions. However, this traditional focus has contributed to an increase in consumer avoidance of advertising, as individuals are increasingly resistant to constant promotional messages.

4. Emphasizing interactivity and customer engagement

One of the critical areas of improvement in advertising content design is enhancing interactivity. The concept of customer engagement has gained significant attention in the marketing field, with researchers and practitioners increasingly emphasizing its importance. The Marketing Science Institute has underscored the need for more research on customer engagement, identifying it as a major research priority in their 2010-2012 agenda [7]. According to MSI, "addressable, interconnected, and empowered customers are no longer passive audiences but active observers, initiators, participants, and co-creators who engage not only with brands but also with other consumers and media participants." This perspective highlights the need for a multidimensional approach to measuring advertising effectiveness. Traditional metrics such as exposure are no longer sufficient; instead, there is a growing emphasis on fostering meaningful, ongoing communication and interaction to enhance consumer involvement.

The model proposed by Maslowska, which includes the dimensions of observing, participating, and co-creating, offers a valuable framework for understanding customer engagement [8]. This model can be applied across two primary dimensions—brand and media [9]. Implementing this framework involves creating a comprehensive tracking model that measures engagement from basic activities, such as topic discussions, to more profound consumer perceptions of brands. Additionally, developing dedicated platforms, websites, or virtual communities tailored to specific brands and products can facilitate multi-channel interaction and enhance the design of more interactive advertising campaigns. It is also crucial to address privacy concerns and implement robust security measures to balance the benefits of increased engagement with the need for consumer protection.

5. Innovative and rational application of advertising strategies

In addition to enhancing interactivity, there are opportunities for innovation in advertising strategies. To effectively address consumer perspectives and align with the tangible and immediate aspects of their environment, adopting high-quality creative media advertising and synchronized advertising strategies may be beneficial. Research has demonstrated the effectiveness of these approaches, particularly in the face of new challenges. Creative advertising, which utilizes physical objects as media—such as egg shells, fire extinguishers, and park benches—has been shown to enhance brand association and persuasion [10]. These innovative advertising methods capitalize on the novelty and uniqueness of physical objects to capture consumer attention and strengthen brand connections.

Furthermore, advertisements that evoke surprise are likely to generate more positive consumer responses. Surprise can help advertisers cut through the clutter of information overload and effectively capture consumer attention, presenting a significant advantage in addressing the issue of consumer "advertising avoidance" [11]. In an era characterized by information saturation, advertisements that appear in the real world with distinctive and memorable features are particularly effective in attracting attention. Research indicates that metaphorical creative media ads—those that use metaphorical elements—are more persuasive than their non-metaphorical counterparts [12,13]. Metaphorical ads leverage symbolic representations to convey messages more compellingly, thus enhancing their persuasive power.

Ultimately, the design and innovation of advertising strategies should be aligned with the brand's positioning and desired outcomes. This involves tailoring advertising efforts to reflect the unique attributes of the brand or product and developing strategies that resonate with the target audience. By

incorporating these insights and recommendations, advertisers can create more effective and engaging advertising campaigns that address contemporary challenges and meet the evolving needs of consumers.

6. A new direction in advertising content design

An industry study involving 1,800 millennial consumers from various countries found that while most individuals expect some form of return, they remain willing to engage with marketers and share personal information via social media [14]. Literature and survey research reveal that perceptions and expectations of advertising differ across regions and age groups. For instance, there is a notable divergence in the understanding of "advertising" between British and American millennials. For UK respondents, advertising is seen as a business activity that promotes or informs consumers about products or services through media. In contrast, American respondents view it as efforts by companies to promote products or persuade people through media channels. American millennials are more likely to mention concepts, though further analysis suggests this could refer to both the creation and content of the message. References to brands and branding are more common among UK respondents compared to their US counterparts [15].

Currently, the expectation of advertising is increasingly self-centered, with individuals seeking ads that evoke specific feelings or moods. This shift implies that advertising must genuinely offer diverse forms of value to meet consumer demands. While advertisers and brands have traditionally focused on whether ads can attract and engage consumers, and just to consider whether these efforts translate into brand equity for the advertiser's benefits are not always enough [16]. "18-to-30-year-olds were the only age group polled that preferred Super Bowl commercials (26 percent) to the game itself (24 percent)," A study found that individuals aged 18 to 30 were the only demographic group that preferred Super Bowl commercials (26 percent) over the game itself (24 percent). As one interviewee stated, "Pro football is boring. I feel nothing for any of the teams. Super Bowl commercials, though, are essentially batshit, insanely expensive mini-movies with ultra-heavy-handed product placement, and watching them is the one time per year that I willingly subject myself to television commercials. I don't say this lightly: Super Bowl ads are not bad." Experimental research also indicates that when consumers perceive that advertisers have invested significant effort into crafting the content of their advertisements, they are more inclined to pay attention to these ads [17,18]. Furthermore, consumers must have the autonomy to choose whether to share or not share their engagement with advertising. These findings suggest that future advertising strategies should focus not only on enhancing engagement but also on ensuring that consumers feel they have the freedom to decide whether to accept marketing messages.

7. Results

The research findings reveal a substantial transformation in the advertising landscape, with digital platforms and social media emerging as central channels for the dissemination of advertising content. This shift has fundamentally altered consumer interactions and purchasing behaviors on social media, leading to significant changes in consumer expectations and attitudes towards advertising. Consequently, the focus of marketing and advertising strategies has increasingly pivoted from the brand-centric model to a consumer-centric approach. Different demographic segments now exhibit diverse expectations and perceptions regarding advertising content.

The study highlights the pivotal role of consumer engagement in determining the efficacy of advertising campaigns. It underscores the necessity for advertisers to reassess and innovate beyond traditional push strategies. Specifically, advertisers must develop multi-dimensional and varied advertising approaches, leveraging advanced data analytics to foster more interactive and

personalized relationships with consumers. In this context, understanding and incorporating regional cultural and demographic variations into advertising strategies become imperative. Such considerations emphasize the importance of customizing advertising content to align with the distinct attributes and expectations of diverse consumer groups.

Moreover, the research advocates for increased interdisciplinary efforts to address these evolving dynamics. The review also draws attention to the strategic deployment of creative media advertising and metaphorical elements to enhance the persuasive power of ads. The findings suggest that leveraging novel advertising techniques and evoking emotional responses can significantly attract consumer attention and reinforce brand associations.

In conclusion, the study suggests that brands and advertisers must prioritize consumer autonomy and engagement. It is essential to ensure that consumers feel empowered with the freedom to make their own choices. Additionally, there is a pressing need to develop innovative advertising strategies that emphasize interactivity, cultural relevance, and emotional appeal. This approach will better align with the evolving consumer landscape and improve the overall effectiveness of advertising campaigns.

8. Discussion

The study in question provides a critical examination of the evolving paradigms within the advertising industry, advocating for a transformative approach that prioritizes consumer engagement and interactive strategies. The research findings accentuate the pressing need for a paradigmatic shift that transcends the conventional models, which have historically centered on unilateral messaging, towards an integrated model that fosters a more dynamic and participatory consumer experience.

The academic discourse surrounding advertising has been rich with studies that dissect consumer behavior and the efficacy of various advertising techniques. However, there is a recognized gap in the literature that pertains to the amalgamation of these studies into a cohesive framework that addresses the multifaceted nature of modern advertising. This paper attempts to bridge that gap by consolidating a broad spectrum of research findings and academic perspectives, thereby offering a more holistic understanding of the current challenges and potential avenues for strategic innovation in advertising.

The research findings suggest that while there is a wealth of information available, the complexity and fragmentation of the advertising landscape necessitate a more nuanced and adaptive approach to strategy formulation. The study calls for a 'liberalization' of advertising strategies, advocating for greater freedom in the creative process and the implementation of interactive elements that resonate with the consumer's desire for meaningful engagement.

Moreover, the study underscores the importance of precision in consumer data analysis, recognizing that the ability to accurately measure and interpret consumer responses is paramount in crafting effective advertising campaigns. The integration of data-driven insights with creative strategy is identified as a key component in the development of advertising that is both compelling and contextually relevant.

However, the study acknowledges its limitations in scope and application. The recommendations proffered, while grounded in a comprehensive review of the literature, may not be directly applicable to specific brands or market segments. The findings are intended to serve as a general guide rather than a prescriptive formula for success in the advertising domain.

The research also concedes that the literature review process, though thorough, does not encompass all possible sources. The exclusion of certain sources, whether due to accessibility constraints or the sheer volume of existing literature, means that the study's conclusions are representative but not exhaustive. The issues identified are therefore a reflection of a subset of the broader advertising discourse and should be considered as contributing to the ongoing conversation rather than as a definitive statement on the subject.

In conclusion, the study contributes to the academic and practical understanding of advertising by advocating for a strategic reorientation that is more responsive to the changing media landscape and consumer expectations. It calls for a more open and interactive approach to advertising, underpinned by robust data analysis and a deep understanding of consumer psychology. While the findings provide valuable insights, they also acknowledge the need for further research and the development of more context-specific strategies that can be tailored to the unique challenges faced by different brands and markets.

The research adeptly distills and succinctly expounds upon a curated array of contemporary inquiries within the discipline of advertising. Through a comprehensive synthesis of the extant literature, coupled with an analytical dissection, the paper posits that the strategic direction of advertising should embrace a more 'liberate' approach. This entails nurturing a heightened degree of interactive consumer engagement and the meticulous aggregation and quantification of consumer data.

Nevertheless, the purview of the study's applicability is circumscribed, as the referenced matters do not specifically address the unique concerns of individual merchants or advertisers, nor do they encompass the variegated dynamics of different geographical regions and their respective demographic profiles. The findings, therefore, proffer advisory guidance of a general nature rather than being instrumental in the resolution of particularized issues.

Furthermore, the study acknowledges the limitations inherent in its scope, given the incomplete inclusion of academic citations within the advertising domain and the associated disciplines. The omission of certain elusive literature sources suggests that the research's coverage is not exhaustive but rather a representative sample of the subject matter at hand. As such, the issues identified within this study are not wholly representative but are indicative of select aspects of the overarching advertising milieu.

9. Conclusion

In conclusion, the paper presents a meticulous examination of the rapidly evolving advertising landscape, emphasizing the profound transformations that have occurred in the realm of advertising strategy in recent years. The advent of digital platforms and social media has fundamentally altered the dissemination and reception of advertising content, thereby impacting consumer behavior and interaction patterns. Consequently, the paper argues for a transition from a brand-centric to a more consumer-centric approach in advertising strategies.

The research findings underscore the pivotal role of consumer engagement in determining the efficacy of advertising campaigns. It is imperative for advertisers to develop multi-faceted and diverse advertising approaches that leverage advanced data analytics to foster interactive and personalized relationships with consumers. Additionally, the study emphasizes the significance of incorporating regional cultural and demographic variations into advertising strategies, recognizing the distinct attributes and expectations of diverse consumer segments.

Furthermore, the paper advocates for a paradigm shift in advertising strategy formulation, urging a move away from conventional models and towards a more liberated and adaptive approach. This involves granting greater creative freedom in the advertising process and implementing innovative strategies that emphasize interactivity, cultural relevance, and emotional appeal. By prioritizing consumer autonomy and empowering consumers to make informed choices, brands and advertisers can more effectively navigate the dynamic consumer landscape and enhance the overall effectiveness of their advertising efforts.

In essence, this study provides valuable insights into the transformative approaches required to address the challenges of the modern advertising environment, contributing to both the academic discourse and practical applications in the field of advertising.

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