

A Brief Discussion on the Influence of Advertising on Consumers

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Keywords: Consumer; Advertisement; Influence

Abstract: With the progress of our society and the continuous enrichment of material, advertising plays an increasingly important role in people's lives. With the diversification of communication modes and the rapid development of advertising industry, advertising has a significant impact on people's consumption concept. Advertising is a mirror of the real society, which directly or indirectly reflects our cultural view. This paper mainly discusses the relationship between advertising and consumers, analyzes the positive and negative effects of advertisements on consumers through some examples so as to help consumers resist false advertisements and make the right choice in purchasing.

1. Introduction

With the development of modern science and technology, advertising plays a more and more important role in people's life. Advertisements, which can be seen everywhere in the streets, has a subtle impact on consumers' lives, invisibly affecting consumers' choice of consumer products. Advertising not only conveys product information to consumers, but also helps them choose products. In modern society, there are more and more ways to spread advertisements, such as newspapers, television, internet, leaflets, outdoors, windows and so on. The wide application of information means also makes the means of advertising communication more effective. Consumers learn about their products through advertisements, including price, quality, reputation and content of their activities. People may be interested in what it describes, attracted by the magnificent packaging of the product or the content of its advertisements. From this we can see that the impact of advertising on consumers is obvious. However, the proliferation of some false advertisements has seriously affected our lives, some of which deliberately exaggerate products in order to attract consumers.

Therefore, as a business advertisement, in addition to transmitting information regarding goods, services, concepts, etc. to a target market through a specific media, in order to stimulate consumers' desire to buy, advertising sometimes over-exaggerates the function of goods, thus enticing consumers to buy the merchandise they do not really need, resulting in great waste. In addition, the falsehood is widespread, which disrupts the market economy and damages the legitimate rights and interests of consumers. We must treat people with sincerity, not engage in false advertising, deceive consumers, and thus achieve the ultimate goal of advertising -impress customers and attract their purchase.

2. Relationships between Advertising and Consumers

2.1 Affecting Consumers' Psychological Process on Purchase

The purchasing mental activity of consumers is the whole process of psychological changes from getting to know the product to buying it. Psychology holds that any mental activity has its process for originating, developing and completing, including the process of the understanding of these processes. Similarly, the purchasing mental activities experience three stages including cognitive process, emotional process and will deciding process.

2.1.1 Cognitive Process of Consumers of Mental Activity

Consumers' mental activities begin with exposure to the merchandise, which is the basis of the

emotional process.

Consumers' awareness of goods, starting with the individual properties of commodities, accompanied with overall impression of the commodity after comprehensive reflection. This process involves attention, memory, imagination, association and other psychological phenomena

2.1.2 Consumers' Emotional Processes of Mental Activity

When consumers buy goods, in addition to affections by the cognitive factors, they will also be affected by the purchases surroundings and dominated by different needs. If the goods can satisfy their psychological needs, they will take positive attitude. On the contrary, it will generate a negative attitude. This experience is based on the fact whether the object can meet their needs.

The product itself and the environment for shopping have emotional impacts on consumers. Coming into a shopping mall, customers will first catch sight of the commodities whose appearances are novel and unique. And comfortable shopping environment can stimulate sale. When people are in a positive emotional state, they always show a strong desire to buy. In addition, consumers' personal mentalities, such as the choosing ability, type of temperament and personality traits can affect the buying mood.

2.1.3 Consumers' Will of Mental Activity

After cognitive process, whether to take action to buy depends on their mental activities. Will process is the guarantee to realize purchase. And the consumers' awareness usually influences each other. Once a consumer has completed a purchase, his mental activities come to an end. But in a new understanding of their use of the goods produced by the process, new emotions, and even the new will, will affect the time of purchase. Therefore, any sales activity is not a one-off, it can be regarded as the "golden rule."

2.2 Affecting the Consumers' Purchasing Activity

Advertising, as a special form of dissemination to consumption information, it has a great impact on purchasing behavior. Modern marketing regard consumers as the marketing center, and all marketing activities must focus on consumers. The existence of a very close relationship is between results of dissemination and buying behavior of advertising on consumers, the task of disseminating information is to form the active of purchase which is beneficial for quantity of sale.

2.2.1 Persuading Consumers into Purchasing Indirectly

Take the advertisement of Wong Lo Kat for example. They conducted a survey in the form of a questionnaire among students in a school to get to know various factors that advertising affects the consumers psychologically. The results are as follows.

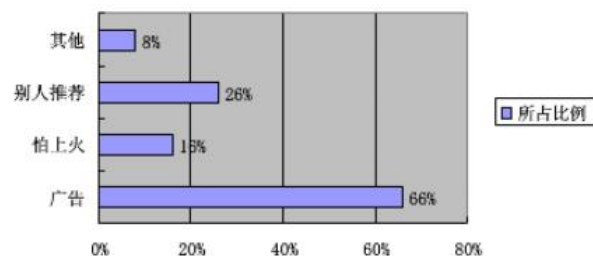


Fig. 1

The Data above show that 66% of consumers are most influenced by advertising, 16% of consumers out of fear of inflammation, 26% of consumers subjected to the influence of friends or family, and 8% for other causes. It shows that ads really influence consumers, and to some extent, to strengthen the prevention of inflammation.

Look at the following diagram :(Have you ever drunk Wong Lo Kat ?)(fig.2)

(Where did you get advertisement of Wong Lo Kat ?)(Fig. 3)

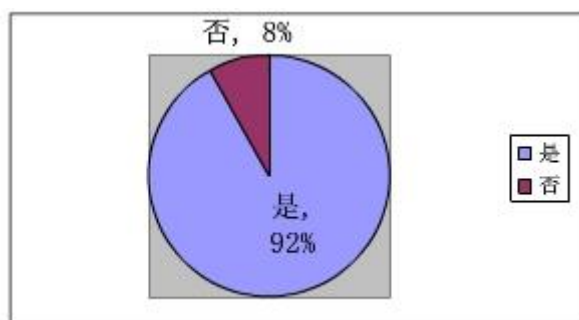


Fig.2

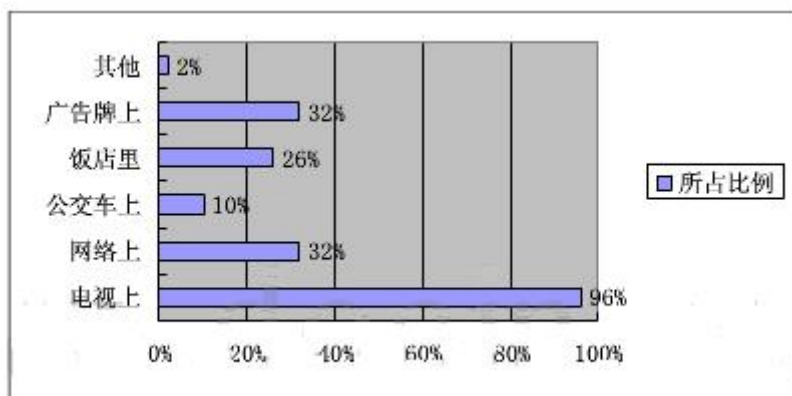


Fig.3

This survey shows that 92% of students have had Wong Lo Kat. Although 8% of students haven't through their questionnaire, it can be seen that they have a certain understanding about the Wong Lo Kat brand. That is, 100% of the students are aware of Wong Lo Kat brand, which shows that Wong Lo Kat has done a very good job in advertising. And the data also shows that 96% of the students have seen the advertising of Wong Lo Kat on TV, 32% of the students on billboard, 32% of the students on the network, 26% of the students in hotels. When students see the advertising in these places, they remember it, which indicates that the advertisement has left a deep impression in their mind, and it formed implicit memory imperceptibly.

2.2.2 Changing Consumers' Purchasing Attitude Directly

Advertising is a vital way that consumers obtain advertising messages. Whether the advertising is successful or not, it still plays an important role in forming and changing consumers' attitudes. Factors that change consumer attitudes in advertising are as follows.

1) The information communicator

Information communicator included two categories, one is advertising media, the other is advertising character. Different Information will be provided in the same way. In general, verbal word is more powerful than print media; propaganda by face to face lecture is better than through the mass media in public. If the reputation of information communicator is higher, the words will be more influential which will lead the consumers to certain product in attitude.

2) Information of advertisement.

If advertising conveys both the advantages and disadvantages of product in different ways, it will lead to different result. When consumers make an agreement with communicators, it's better to refer to the advantages. When the consumer is knowledgeable, it is better to display both the advantages and disadvantages of the product.

3) Emotion of advertising information.

The emotion rendered in advertising information has a great impact on changing consumers' attitudes. Whether the emotion is positive or negative, it will affect consumer's sentimental and original attitude. Positive emotion is a way which can directly evoke consumer's psychology of optimism, joy, love, and definition, such as "if you use our products, we will help you to reproduce

another youth of you; Negative emotions is a way directly arouse psychological experience of pessimism, fear, disgust, denial, etc., such as "if you do not use our products, your health is difficult to secure," and so on.

2.2.3 Stimulating Consumers' Motivation

Motivation as an advertising strategy is understandable and it's even very effective, because it is the most direct way to touch the heart of consumers. But it must be used appropriately, and then it can play an active role, otherwise it will backfire.

In practical advertising Communication, some common methods of stimulation from advertising to motivation are as follows.

1) Point the usefulness and functions of a commodity directly to stimulate specific motivation of consumer on purchasing. Link motives and merchandise straightforward to induce behavior of buying, based on an assumption that when consumers buy a product, they know what they want to benefit from the product. For example, if consumers know that they want to buy dandruff shampoo specifically, then the advertising related to the item is likely to attract their attention and triggered his buying behavior.

2) Help consumers find their consumption motivation and directly linked the merchandise with this motive. Sometimes, consumers may not know why they buy such goods, what kind of demand to meet and what benefits can be obtained. Of course, some people will not actually launch their goods are to meet this consumer demand.

For example, many air conditioning advertisements tell consumers the reason why summer is tough to get through is not the cause of the temperature, but humidity. So it's not enough if you only buy an air conditioning. In fact, what consumers need is an air conditioning that can dehumidify and can only both dual desiccant air conditioning is the best. Here, advertising let consumers form a certain perception, and allow consumers to accept this recognition, a key engine of shock advertising.

3) Advertising needs to mobilize positive emotions, overcome negative emotions, motivate and inspire people's potential demand and desire, avoid or overcome people's fears and fears for commodities.

For example, American launched diapers first and wanted to attract customers by the convenience. They thought that their products will be greatly welcomed by young mothers, but it is not. The survey found that the purchase and the use of diapers does not fulfill its mothers but produce a motherly guilt. So whenever his mother comes to visit their grandson, his wife put the diapers aside. Later, the ad emphasized that diapers can protect the baby's skin, prevent eczema. This help the young mother dispel their concerns, so the commodities also become more and more popular.

4) Advertising should give full play to intellectual motivation and emotional motivations role. Rational motive should lie in a logical and rational way to guide consumer spending, such as according to their price, quality and other objective criteria to make a purchase decision. Emotional motivation is based on subjective criteria, such as personal likes and dislikes, identity etc. The communication of advertising can not be stressed on the one hand, then ignoring the other hand. We must make two motives complement each other. Only in this way people's motivation can truly inspired.

3. Positive Effects of Advertising on Consumers

3.1 Stimulating Consumption

The demand of a product is often a potential demand for consumers. This potential needs and realities of purchases are sometimes contradictory. The visual effects caused by advertising will often evoke consumer's desire to buy their products. Some affordable, marketable new products are not known for consumers, so it is difficult for these producers to open up the market. But consumers will buy if you make the advertising. In addition, it will expand the popularity of the product if the

advertising repeats again and again, and even cause a certain sense of trust and increased the purchasing volume.

The most basic function of advertising is to guide consumers to purchase their own goods and improve the living and working conditions of their own or their families. Advertising also plays an important role in stimulating consumers' personal consumption. The constantly stimulating of advertising is to pique up the consumer's interest and material desires. Then they will buy these products.

3.2 Imparting Knowledge to Customers

People who always pay attention to the advertising of new product introduction can get a lot of knowledge, know many new inventions and broaden their horizons. As we all know, the iron products are easy to rust and scrub them is a big problem, but with the advent of the "Rust net," we can solve this problem easily. However, the emergence of can make this problem more fundamental resolved. At that time, producer tell the consumers that this paper's working principle is not coated the rust preventive oil on the paper, but the paper fibers are immersed by rust preventive oil. When the anti-rust oil paper wraps the products, the molecule fiber in the paper is gradually oxidize. Then the oxidized molecules adsorbed by the surface of iron, so that the surface of iron is no longer activated. Therefore it inhibits the oxidation of iron - rusty occur. In the advertising, it contains a lot of scientific knowledge.

3.3 Guiding Reasonable Consumption

In recent two years, there are lots of advertising about prizes savings that attract consumers to put their money into, so that private capital can be devoted to the construction of large projects. This is another performance of ads, which directs consumers to consume reasonable funds to invest and stimulates social economy.

It is essential to advocate consumers to consume after the improvement of economic development. It can on the one hand to promote the development of productivity, on the other hand can accelerate currency circulation and expand production. If, after a general increase in the income of the people, the majority of consumers do not consume, but saved their personal incomes up, it will lead to a decline in purchasing power, delay the production - consumption cycle and have negative effects on economic prosperity. At this stage, advertising can appropriately stimulate consumption, improve the living standards of people and promote the development of the social economy.

3.4 Enriching Consumers' Life

Any new products are designed to meet certain needs of consumers, to improve the living conditions and material as well as cultural life of consumers. The information of each new product must be passed on consumers by advertising, so that consumers can buy the products and achieve the purpose of meeting the consumer's needs. Through the dissemination of information, Advertising can provide consumers with basic necessities and other aspects of consumption guidance.

In our daily life, purchasing furniture as well as food and choosing medicine etc., all these information are provided by advertising. Advertising can also introduce a variety of information about enriching people's lives and improving the people's living standards.

4. Negative Effects of Advertising on Customers

4.1 False Advertisements Misdirecting Consumers

In the context of the information society, people's awareness and understanding of the world is largely made by the mass media. Meanwhile the mass media is controlled by advertising. A lot of time and layout provided by media are occupied by advertising and commercial information. At the same time, with tech supporting, the breadth and frequency of advertising are strengthening, so people are exposed to a world where is full of advertising. Advertising, to some extent, affects

people's views of the outside world and the lifestyle. It also increasingly tends to the same and no originality. Such advertising culture, along with other forms of popular culture is beyond the control of traditional political ideology and the ideology slowly formed a control force.

In view of the negative impact brought about by various advertising culture, consumers need to change this situation. They should develop a mature, independent, rational consumption psychology and develop their critical consciousness. In the business world, when consumers face a huge cultural impact of advertising, the basic recognition and unconditional acceptance is probably most common among them, which is concerned with people's inertia. It is easier than looking for it by your own when a thing is put in front of you and tell you, "This is what you need", because people often do not know what they really need. From this point of view, the laziness of public also contributed to the negative impact of the advertising. So consumers should have the courage to say no to advertising, to abandon the sense of belonging caused by advertising. They also need to face the consumer behavior calmly and not to exaggerate the significance of consumption. Only in this way can people able to eliminate or weaken the negative impact caused by advertising in a peaceful state of mind.

4.2 Sleazy Advertisements Affecting the Physical and Mental Growth of the Minors

The influence of the Melatonin advertising which have been occupied the country's major television stations for several years is "unprecedented" judging by its coverage degree and social impact. However, Melatonin advertising seizes the habits of gift-giving among Chinese people when Chinese Lunar New Year's coming. The advertisement is well-known by all of the people in China now. In fact, just after melatonin advertising, gold partner, Chu Yuan, and other liquor advertising rallied to emulate it. In spite of the difference of commodities, the effectiveness of different argument, it can be said that those are in line to go mental gifts. It is evident that the advertisement of Melatonin is profound.

So we strongly appeal to the social business enterprises replace these adverse social advertising by better and loving advertising. We also call on all social organizations to re-recognize advertising, expand the meaning of advertising, increase the positive values by advertising, let the advertising become an effective tool for the dissemination of good corporate culture and the information of social ethics and make the advertising a bond for person, enterprises and society.

The impact of commercial advertising on psychology should not be underestimated in the era of rampant advertising. Moreover, advertising is not only a way to promote the spread of products, which also play an important role in affecting child's values, thereby changing the values of the whole society. We often find that a piece of advertisement was passed down for generations, even affect the people's ideas and lives of several generations. It is what we call the social and psychological effects of advertising. From this perspective, the healthy growth of Chinese youths is related not only with parents, schools, teachers and other aspects but also the responsibility of society as a whole. The essence of advertising is love - information transmitted by love, but also conveys the message of love! We cannot deprive the rights of the child to see the ad, because television and the Internet are the indispensable part that children can get knowledge there. On the contrary, we want more love than just merchandise advertising, which allows children to experience the positive and warm feelings.

5. Prospect of Advertising

Advertising of product has set the scientific, technical, economic, cultural arts in one, it has the new features that the traditional product advertising do not have, these features are as follows.

1) The creativity will be maintained on advertising

Previous product-oriented advertising is simply exaggerated to sell the product, so that consumers can remember it, in this age, the days are gone, advertising industry will be a creative epoch. Advertising companies will still improve their advertising for consumers can remember their product, it is obvious that the advertising will be advantaged which is more creative. Therefore, people will pay more attention to the function of advertising.

2) The development of advertising will be more humane

The products are mostly exaggerated advertising today, and to attract the attention of consumers rely on sound blindly, along with the continuous improvement of the quality of contemporary youth, people have tired of the traditional advertising, so that the traditional advertising companies are looking for transformation, and future product advertising will be more emotional and easier to impress people, and the advertising will be better whose content include more cultural elements.

3) Advertising will be more internationally oriented

With the development of the Internet, the development of advertising will become increasingly international, our world is getting smaller and smaller today, the concept of the "global village" has been put into the crowd. We are actively keep up with the pace of the times. Currently, internationalization has become an important trend in the economy of the world. With the strengthening of international economic cooperation, advertising will reach the new lever of internationalization, mutual integration, mutual exchange and mutual promotion gradually.

4) The advertisements will be more diversified

Traditional advertising is combined with television, radio, newspapers and Internet, advertising will be a diversified advertising that take web as the theme and company with other advertising supplement. And it has also undergone a significant change in communication, route and space, all of these changes will prompt television, newspapers and other news media to pay more attention and to accelerate the development of the Internet age, and thus will lead to appear some new products and advertising media, its position will be increasingly important, and advertising will be more diversified, all of these product will develop a broader foreground for the whole advertising industry.

6. Conclusions

With the advent of the information age, advertising has become ubiquitous in people's lives. Advertisements can not only promote the production and consumption of enterprises, but also bring convenience to people, speed up economic development. As the main target of advertising, the Consumers' purchasing psychology and decision-making are influenced by advertising.

Besides, the relationship between advertising and consumers is not only that consumers are exposed to new merchandise. Standing on the side of consumers, if we study the relationship between advertisements and consumers deeply, we will find more effective subjects for consumers, thus can take the bridge of advertisements and consumers to achieve the win-win on advertisements and consumers.

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