

Analysis of the Impact of Online Advertising Strategy on Convenience Food Consumers' Purchasing Behavior

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Abstract. In recent years, with the continuous expansion of the convenience food market in China, as well as the characteristics and sales characteristics of its products and the suitability of online advertising, scholars have paid more attention to and studied how to attract consumers to purchase products through unique online advertising styles, content and delivery channels. In order to cope with consumer consumption upgrades and break through product homogenization. In this paper, the author summarizes the three characteristics of online advertising, strong interactivity, diverse forms and personalization, and classifies online advertising according to different release channels of online advertising, so as to explain the important role that online advertising can play in convenience food marketing, and analyze the most suitable types of online advertising and advertising characteristics for convenience food marketing. The author uses the literature survey method and case analysis method to analyze and evaluate the current situation of convenience food online advertising, and there are many problems in China's convenience food online advertising and marketing at this stage, such as false advertising content, plagiarism, imitation, and excessive similarity. The author draws inspiration by analyzing excellent marketing cases, gives examples, summarizes the content that should be improved in convenience food online advertising, and gives suggestions on online advertising strategies to promote convenience food sales. This includes a focus on social media, brand positioning, and a focus on sensitive issues.

Keywords: Convenience food, Types of online ads, Convenience food sales promotion.

1. Introduction

Convenience food refers to the food that can be prefabricated, can also be eaten fresh, made into semi-finished products or finished products, and then frozen, simple processing when used, and can be eaten anytime, anywhere. Due to its long storage time, convenience food has more uniform production specifications and is more convenient for long-distance transportation. And the taste is more diverse, can cover a wide range of people and other reasons have been greatly promoted. With the development of the network and the popularity of network users, more and more people choose to purchase goods on major online store platforms. The development of convenience food in China is relatively early, and the products are mainly instant noodles. In recent years, convenient vermicelli, convenient rice noodles, noodle products and quick-frozen rice noodles, as well as self-heating hot pot and self-heating rice represented by self-heating food have also shown a rapid development trend. Catalyzed by the acceleration of the new business model, the scale of China's convenience food market has shown a growth trend. In 2022, the overall size of convenience foods in China will be about 531.1 billion yuan, and the market size is expected to reach 558.8 billion yuan in 2023. The scale of China's convenience food market has changed in the past five years, as shown in Figure.1 In response to this huge market and a wide range of Internet users, relevant brands and producers are also paying more and more attention to digital marketing, as well as the design, production and delivery strategy of online advertising. So that they can achieve a certain competitive advantage in the market and better sell their products. The author first divides online advertising into different types for analysis and comparison, and uses literature investigation and case analysis to summarize the more suitable online advertising forms and strategies for convenience food, and at the end of the article, the author also gives relevant suggestions and improvement directions.

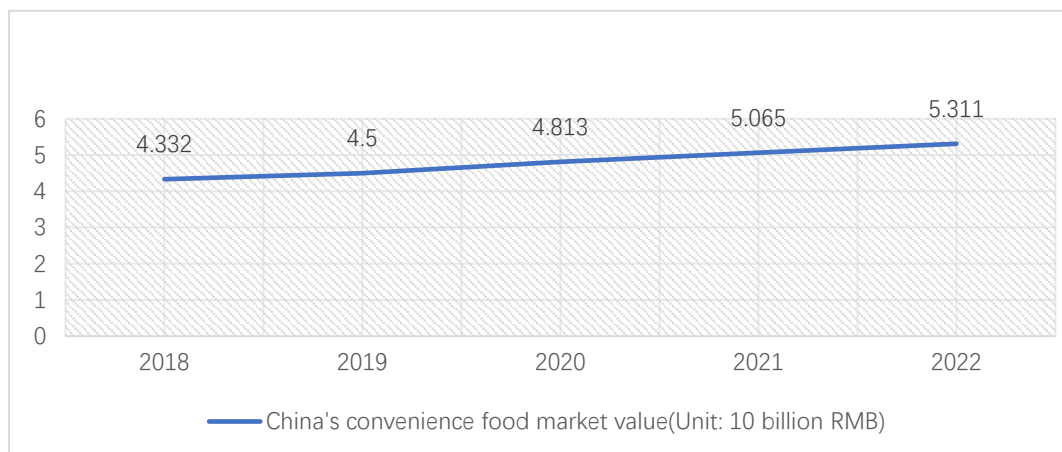


Figure 1. Chart of the change in the scale of China's convenience food market in the past five years [1]

2. Online Advertising Analysis

2.1. Online Advertising Concept

Online advertising is the use of the Internet and information technology as the carrier to spread related marketing content [1]. Specifically, it can refer to the use of information communication networks formed by computer connection as advertising media, using relevant electronic multimedia technology to design and produce, and disseminated through the network advertising form.

2.2. Characteristics of Online Advertising

2.2.1. Strong interactivity

Based on the Internet as the carrier, digital information adds more visibility and information dissemination forms. Compared with traditional advertising, online advertising makes the acquisition and feedback of information timelier and more accurate. It not only saves a lot of time required for traditional advertising information transmission, but also has a variety of forms, which can transmit text, sound, and images at the same time, with strong interactivity. This makes the collection of advertising data much easier. Advertisers can easily obtain the number of viewers of the advertisement, the length of view of the viewer, relevant evaluations and other information, and can also quantify the benefits of advertising through the number of orders placed by users clicking on relevant links. So as to better grasp the advertising effect and acceptance. It can also grasp the target group of the product through the analysis of consumers' past behavior, and accurately place advertisements. More importantly, online advertising makes the consumer's position more active and becomes a part of advertising communication. When browsing the page, consumers can choose whether they are interested in the advertisement or not, and it is very easy to forward the relevant advertisement. In the era of self-media, consumers can share and interact with other user information by publishing their own works and product experience descriptions, so as to maximize their participation experience.

2.2.2. Various forms

The channels for obtaining online advertising are very rich, and according to the characteristics of different application software and the target user groups, the presentation forms of advertising are also very diversified [2]. When not using software, advertisements are often carried out through information push reminders and SMS sending, while on the web page and inside the application, there will be many display pictures and video ads, especially the use of social software based on short video software, and there will be vivid AR interactive advertisements to enhance the sense of user experience. On some social software where users share interactions, there will also be personal

promotion posts combined with text and images, substituting personal actual experience, which can increase the credibility of other users. On some search engines, there will also be fixed advertising link information and recommendations for customers to click on. Generally speaking, online advertising in various channels does not use a single advertising form, but combines a variety of advertising forms for content dissemination according to the characteristics of the channel itself.

2.2.3. Personalization

Compared with traditional advertising, the cost of online advertising communication is lower, the coverage capacity is wider, and the speed of information dissemination is faster, and based on the interactivity of advertising and the tracking and acquisition of consumers' past consumption information, as well as related network questionnaires, it is very easy to collect and analyze data through the network. Thus, in order to

The benefits of improving the conversion rate of online advertising into purchase rates can often be personalized by analyzing the needs and characteristics of different groups of people. For example, some relatively high-end convenience foods are often pushed to users in developed regions or users with high consumption power in the past. According to the tastes and eating habits of people in different regions, different types of convenience foods will also be targeted. According to the tracking of user behavior, even cross-platform advertising push, for example, users who browse a certain product on a short video platform can often see the same product advertising push and link recommendation when entering the online shopping platform. This customized push service avoids the waste of some advertising resources to a certain extent, and also increases the efficiency of advertising.

2.3. Online Advertising Delivery Channels

2.3.1. Search engine advertising

The ad appears on search engines, resulting in relevant links along with the keywords entered by the user [3]. Enterprises can first choose the right search engine by themselves, such as Google, Baidu, Xinlang. And combined with product characteristics to develop and select keywords that meet the product description and characteristics. Secondly, companies can also buy the same keyword in the web page or engine ranking, the higher the ranking, when customers search for the keyword, the company's advertising will be earlier, increasing the probability of being captured and clicked by customers.

Usually, users who conduct search behavior have a high degree of purpose, and the advertisements obtained through this method can often be accurately conveyed to the target customers. However, it is often necessary to pay higher fees to search engines, etc., to maintain the frequency of relevance and link ranking.

2.3.2. Display advertising

Some banner ads that are widely pushed show some image sections on the page to show product features. It can widely reach the potential customer group, can promote its own brand very well, and spread the product concept. However, there is a lack of credible metrics to quantify the effectiveness of the ad. It is necessary to track and understand different customer groups and categories, otherwise it is difficult to produce better results in delivery.

Not only that, but the advertising position placed by the display ad also has a considerable impact on the advertising effect, which will have a great effect on the user's click-through rate, and the selection of page advertising space is also an important part of the company's need to consider and investigate [4].

2.3.3. Social media advertising

There are many popular forms of online advertising spread through social media (shopping bloggers, live streaming rooms). The powerful information interaction ability of social networks can produce huge consumption effects [5]. Shopping bloggers can cooperate with convenience food

manufacturers for marketing, shoot videos or post text and pictures for publicity. This type of pitch blogger has a very wide fan base and is an important KOL (Key opinion leaders) so that they can influence the behavior of the customer group. The live broadcast room is also a very good network marketing means, by providing limited-time promotion opportunities, subjective product display, and interaction with the audience, greatly mobilizing the customer's desire to buy, in such a situation it is easy for consumers to have impulse consumption psychology [6]. In addition, after purchasing and using products, consumers can also share product experience with family and friends through social media, and use customers' own social circles for extensive product promotion, which can very well obtain stable customer groups. However, there is also a risk that product problems are easily amplified and the speed of negative impact transmission will be accelerated.

3. Analysis of the Effectiveness of Online Advertising in Convenience Foods

3.1. Search Ads are not Suitable for Food Marketing

Search advertising has a weak effect on the marketing of convenience foods. The function of the search engine is more based on the comprehensive collection and feedback of the product itself, and the search for related convenience foods will obtain a large amount of information about the product, including links to online shopping malls, relevant social news and data analysis reports, manufacturer information, etc. However, it does not allow consumers to quickly obtain the information they want to know about the taste, brand, user evaluation and other aspects of the food. Search engines are more specialized information gathering channels, and consumers often find it difficult to correlate them with food purchases. As a purchased product, consumers have a strong purpose to buy, rather than to collect relevant information, consumers often search directly on online shopping platforms, or click on relevant links to purchase by browsing the evaluation suggestions of others on social software.

3.2. Social Media Advertising is the Most Compatible with Convenience Food Marketing

Social media ads, as well as related display ads, are more suitable for product attributes related to convenience foods. Convenience food is an edible product, the taste is difficult to reflect through data, and the quality of the product also needs the experience feedback of real users to respond. Social media allows consumer groups to exchange information with each other through comments and messages, and the part of social media that has a large number of followers, is, KOL (Key Opinion Leader). When convenience food manufacturers cooperate with KOL, they can use their huge influence to expand the publicity advantage of their products. KOL can also be used to carry out promotional activities and distribute welfare activities to customers to increase customer stickiness. And these KOLs with many followers often have a lot of say in the quality of the product, and they are more authoritative and convincing, and their opinions are often more believed than random evaluations [7]. In addition, the self-media attribute of social media allows users to publish some feedback on the use experience according to their own experience, as well as the horizontal comparison introduction of similar products, and at the same time, the display function can better let other potential consumers understand the packaging, food ingredients, food finished product appearance and other information of the real product so that consumers can understand the product in all aspects to increase the probability of purchase

3.3. The Main Problem with Social Media Advertising

Social media advertising has a high degree of homogeneity, and it is difficult to grasp product features. Due to the high similarity of the same type of convenience food, the design of advertising slogans and advertising screens is relatively monotonous and uniform, and it is difficult for consumers to grasp the selling points and uniqueness of the product. At this stage, especially short video advertising, social media advertising tends to be homogenized, video production and content monotonous and uniform, plagiarism and imitation problems are serious, and there is almost no difference in the publicity between live broadcasts [8]. Taking snail powder as an example, a large

proportion of manufacturers have almost no difference in packaging design, product presentation and ingredient production, which will make consumers omit part of the process of collecting product information, pay more attention to the difference in price, and weaken the effect of advertising.

4. Suggestions for Improving Convenience Food Network Advertising

4.1. Use of Social Media Advertising with Display Advertising

Due to the product characteristics of convenience food itself, customers need to know the appearance of the finished product, food composition and other information. Therefore, the advertisements of convenience foods are easier to present and express through images and other means, so as to better convey the information of the product to consumers. As a lower-priced product, convenience food usually makes fewer decisions when buying, and the advertisement tends to have a greater impact, and on the fragmented social media software to obtain information, it can often promote consumers to have impulse consumption behavior and thus promote consumption [9].

4.2. Shape Brand Positioning, Identify and Unique Brand Styles to Reduce Homogenization

For brands to succeed, they need to identify their unique product selling points and amplify this feature in combination with unique advertising formats. Targeting the characteristics of different channels, such as social media platforms, creative manufacturing hotspots, shaping unique product styles, and causing consumers to create and discuss. Instead of blindly applying video templates, following hot spots causes aesthetic fatigue.

Taking KFC's "Crazy Thursday" marketing campaign as an example, which is to create its own unique marketing topics, attract public attention, and guide consumers to continuously create entertainment topics, maintain brand popularity, and achieve excellent marketing effects. The coconut tree brand coconut water is an innovative form of live broadcast marketing, without any product links, but hiring bodybuilders to broadcast fitness sports to show the nutritional health of the product. Novel live content, sunny and natural athlete images, and coconut water products with unique packaging and logos can quickly grab the attention of consumers. At the same time, it can also generate a large number of topics, bringing huge popularity and brand effect.

By forming a distinctive form of advertising, it can distinguish it from the same type of products in the market and form its own competitive advantage. Products of the same brand should have a unified brand advertising style form to avoid causing the product image to be fragmented in the hearts of users. For example, some high-end seafood convenience fast food is aimed at consumers with strong consumption power and the pursuit of brand awareness, the advertising of such products should be simpler and more atmospheric, reflecting the expensive and rare ingredients, the advertising style cannot be biased towards funny and funny, and when cooperating with other promoters, it is also necessary to consider whether its temperament and video style are consistent with the product.

4.3. Pay Special Attention to Sensitive Issues of Concern to Customers

Due to the characteristics of online advertising itself, personalized advertising push can often bring very good delivery benefits, but consumers are increasingly concerned about the protection of personal privacy, brands should pay special attention to this, using more market research and questionnaires and other forms to appropriately replace and eliminate consumers' negative experience. In addition, online advertising has problems such as false publicity and lack of regulatory mechanisms [10]. The product information is incomplete, the product efficacy is exaggerated, and the products displayed in the live broadcast room are very different from the products actually obtained by consumers. These phenomena will damage consumers' enthusiasm and bring a lot of after-sales problems. When marketing their products, manufacturers should show their products from a practical point of view. Finally, due to the opaque production of convenience food and the endless food safety problems, brands need to dispel consumers' doubts through advertising.

5. Conclusion

Based on the actual background of the expanding convenience food market, this paper explores and studies online advertising strategies suitable for convenience food marketing based on the wide range of Internet users and the popular trend of online advertising. It is found that online advertising has a considerable role in convenience food consumers, and by analyzing the characteristics of convenience food itself, as well as explaining the advantages and disadvantages of different marketing channels, it can summarize the direction of suitable and convenient food marketing and should focus on the main strategies: focus the online advertising of convenience food on social media, establish brand positioning and enhance the uniqueness of their own brand, overcome the sensitive issues related to eliminating online advertising. Since only the Chinese market is considered, the applicability to other markets may be relatively weak, and when conducting large-scale online marketing, manufacturers should ensure that their products have excellent quality and are evaluated by all parties. The quality of the product itself is the basis of the marketing campaign, otherwise the effect of the marketing will become negative.

In the future marketing environment, digital advertising will appear more in the public eye, and the good use of digital advertising can enable manufacturers to sell more products through online channels while reducing marketing costs. Combined with the suggestions in the article, manufacturers can design marketing advertisements that are more suitable for convenience foods and establish unique brand advantages.

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