

Ad Power: A Double-edged Sword that Affects Consumer Behavior

Kexing Li *

Shishi High School, Chengdu, China

* Corresponding Author Email: admissions@colby.edu

Abstract. This paper delves into the impact of advertisements on consumer behavior, with a particular focus on daily necessities. Advertising has become a powerful force in shaping purchasing decisions, influencing how consumers perceive and select products. Brand image, along with trends driven by social media, increasingly determines consumer preferences, leading to a shift in purchasing patterns where consumers are more likely to choose brands with a prominent online presence. The ability of advertisements to create demand and influence behavior is evident, but this power also raises significant ethical concerns. Manipulative advertising tactics, the spread of misleading information, and the over-commercialization of essential products pose challenges to consumer trust and well-being. Furthermore, the paper explores the limitations of the advertising industry, examining its broader implications on consumer health, the transparency of marketing practices, and the sustainability of promoting essential goods in a profit-driven marketplace. Ultimately, this study seeks to highlight both the influence and the potential consequences of advertising on modern consumer behavior.

Keywords: Brand image, social media, Daily necessities.

1. Introduction

1.1. Background

Advertising is a kind of commercial communication activity, which promotes a certain idea, product, or service to the public through marketing means. Advertising plays an important role in modern market, here are several main uses of advertising. It's most common application in the market is to build a brand image. Advertising can truly reflect the value and characteristics of the brand by telling stories and rendering emotion. A good brand image is key for the enterprise to compete in the market, it can make consumers have cognitive recognition and develop a sense of trust to the brand. Advertisements influence on consumers are tremendous, they can provide information of certain products and guide the purchase of individuals, also, create trends to use the popular social psychological mechanism to create a sensational effect, and stimulate more consumers to participate in the purchase. The vast majority of consumers in their daily life is the consumption of daily necessities, thus the daily goods advertising has the biggest impact on individuals. Advertising industry has shifted from traditional media to a new media field, and the advancement of technology provides more opportunities for advertisements to influence their target customers. For instance, the online shopping platforms recommend products according to consumers' preferences, thus increasing the possibilities of certain goods to be purchase by consumers.

1.2. Problem Statement

Advertisements on the Internet mainly affect consumers in the form of video or live broadcast. Online advertisements for daily necessities generally use popular concepts on the Internet and consumers' cheapness to encourage consumers to buy these daily necessities, such as skin care products. These products' advertisements have a great chance to be seen by consumers repeatedly because of the fast transmission speed of the Internet. In addition, the platform has the function of recommending content according to user preferences and the information sharing of various shopping platforms to users, these advertisements are easy to affect individual consumption behavior. Video advertising is a very common way of publicity in the era of short video. Novel lines and plots can

make sellers' goods sell out quickly. This fast sales method can help enterprises solve the problem of slow sales and inventory faster. However, with the power of Internet some businesses use advertising to create anxiety among consumers to encourage them to spend money while seeking popular celebrity endorsements to make new trends.

1.3. Purpose and Objectives

This paper will mainly discuss how advertisements affect consumers' purchasing behaviors related to daily necessities. To provide a sound discussion of the impact of advertising on consumer behavior, it mainly analyzes the effectiveness of advertising in influencing consumers' decision making, explores and identifies the psychological and behavioral factors affected by advertising, and provides suggestions for improving advertising strategies for daily necessities.

1.4. Research Questions

Advertisements of daily necessities such as: paper towels, skin care products are very common on the Internet. The advertisement of daily necessities will change the living habits and consumption habits of consumers, because daily necessities are the necessities that consumers need to buy in their lives. Research has shown that the only goal of all advertising is to convince others in a natural way and meet the motto of consumer psychology [1]. The advertisement of daily necessities meets the expectations of consumers for a better life in their ideal, and uses the characteristics of their own products to imply that the use of these products can be further from the ideal life of consumers, so as to encourage consumers to continue to pay for their expectations. Commodity advertising often uses marketing strategies that create anxiety, create trends, or present an ideal concept about the product [2]. For example, KONO shampoo asked Ju Jingyi to endorse, and promote this shampoo can solve the problem of consumers who do not want to spend time washing their hair every day in summer. The target customers of this advertisement are first those who have hair oil trouble and Ju Jingyi's fans, through the fans' trust and worship of the idol and the efficacy of their products to promote more consumers to purchase. Businesses that sell goods by creating anxiety can also have a great impact on consumers. For example, the advertisement of Dove body scrub conveys the idea that girls with smooth bodies are more popular through the copy of the video, thus creating anxiety about body hair. Moreover, it is proposed in the video that if there are many gifts purchased in the broadcast room, consumers can pay for their anxiety.

Advertising creativity, media selection and positioning are the main factors that affect the effectiveness of advertising. The combination of these three factors enables advertising to play its important role for consumers, that is, to make them understand the concept and definition of the brand [3].

1.5. Significance of the Study

Advertising is a means of publicity for enterprises, and understanding how advertisements affect consumers can help enterprises make more attractive and scientific advertisements. This has a direct correlation to the sales of enterprise products. For marketers, a clear understanding of the underlying logic of advertising to affect consumers can improve their ability to work and deliver information to consumers more effectively. As policy makers, when formulating rules on reasonable publicity, they can better take into account and prevent possible violations by all parties. Exploring this topic can also help people to have a deeper understanding of consumer behavior rules from an academic point of view, and further discover new ways in marketing.

2. Case Description: chillmore the popular shampoo

2.1. Case Study Overview

In Internet advertising, there are many products that use this marketing method to win customers' favor, such as chillmore, a wash and care brand. Chillmore is a domestic personal care brand, established in March 2020, affiliated to Hangzhou Weike Brand Management Co., LTD. The brand values a gentle and clean skin care without added pigment, alcohol or soap-based ingredients. The main products include orange tree in the garden (citrus flavor), Xiling Pine House (pine fragrance) and Xi-side wind (clear grass fragrance). B2C e-commerce offers many potential benefits to this business, including access to geographically dispersed markets, low information exchange costs, low transaction costs, low marketing costs, and close customer relationships. Since the brand uses a direct-to-consumer marketing model, its advertising can have a more direct impact on consumers [4].

2.2. Advertising Strategy

Chillmore mainly advertise its products through social media promotion, release product information on social platforms such as Tiktok, and explain product features and user experience through short videos to attract consumers' attention. Due to the widespread popularity of the Internet, this way of promotion allows advertising to reach a wide audience, and can improve marketing strategies through consumer feedback and interaction. Word-of-mouth marketing is also one of the reasons for its success. It uses positive feedback from consumers to promote its products. Bloggers share their feelings after using chillmore shower gel, including praising its fresh packaging design, special fragrance, and skin feeling after use, so as to attract bloggers' fans to try and buy. Word-of-mouth marketing has higher requirements for after-sales service and the quality of the product itself. One of the advantages of chillmore brand products is its innovative packaging design, all products are packaged in a small and fresh minimalist design style, which makes it stand out from other brand products, and the packaging itself is superior in visual effects to achieve a certain publicity role.

2.3. Consumer Response

Since its establishment in 2020, chillmore has quickly gained the attention and affection of many young consumers with its high-quality and cost-effective products and high-frequency advertising placement on platforms such as Douyin. Chillmore has achieved rapid sales growth in a short period of time: within a year of its launch, chillmore had crossed the \$100 million mark, making it one of the fastest growing new consumer brands in fragrance care. In addition, chillmore's sales on Tmall's Taobao platform reached 3.54 million yuan in August 2021, ranking fifth, showing its strong market competitiveness. chillmore has gained a huge following through advertising and marketing campaigns: its products sell well and are reviewed well across all platforms. For example, chillmore's first product, green body wash, was an instant hit, selling 10,000 +1 at its flagship store within a month of its launch.

3. Analysis on the Problem

3.1. Theoretical Framework

So how do the advertisements affect the consumer's decisions? Through the analysis of AIDA model, we can get the specific influence of advertisement on consumer behavior. AIDA proposed in the 1870s, where A stands for awareness, it refers to a good promotion or publicity, which attracts potential consumers to start paying attention to a product or brand; I mean interest, which arouses consumers' interest and recognition after receiving the information conveyed by the enterprise; D is desire. Consumers' desire to buy the product is stimulated by the benefits provided by the enterprise. A is action, which is the most important part of purchasing behavior, meaning that potential consumers take purchase actions after going through various stages.

3.2. Advertising Effectiveness

The shaping of brand personality in advertising has a strong impact on consumers, and building a brand personality allows a company to differentiate its brand from its competitors, connect with consumers on a more emotional level, and attract consumers who want to express or enhance their self-image through their brand [5]. According to this theory, consumers who are more likely to have a herd mentality are more likely to be influenced by advertisements with high-frequency words on the Internet. Chillmore has taken advantage of this, using a high frequency of advertising on social platforms to promote its products, and has seen significant results.

3.3. Consumer Behavior Insights

Everyday necessities such as toiletries are something that people inevitably come into contact with every day, and no one in modern society can be completely isolated from the influence of the Internet, nor can they be completely immune to the influence of fashion culture [6]. This makes advertising on the vast social platforms a significant influence on consumers' purchasing decisions. The trend of bloggers can recommend to consumers products in the market that they claim to be useful, which are often more cost-effective than other products, or have unique features that other products do not have. After shopping around, consumers usually choose the products recommended by bloggers the most or advertised the most authentic and reliable products to buy. Therefore, consumers have the habit of searching the evaluation videos of bloggers on social media before consumption. Past research suggests that brands should focus on maintaining a social presence on social channels, with content that is fresh, frequent, and includes incentives for consumer engagement. This study confirms the importance of frequent updates and stimulating engagement. In addition, there are creative strategies related to customer interaction, especially experiences, images, and exclusive information. While these creative approaches are valuable, most brand social content can be categorized as functional [7].

3.4. Case Study Analysis

According to the analysis of chillmore's advertising in AIDA model, A: The use of high-frequency word ads and the way of traffic bloggers to bring goods to attract consumers' attention, making their products stand out from similar products. I: The relaxed and fresh brand concept created by its advertisements and the unique packaging of its products make consumers more interested in its products. D: This concept fundamentally meets consumers' expectations for the ideal relaxed and beautiful personal image, making consumers believe that buying these goods can improve their quality of life. A: Excellent service and the quality of the product itself are mostly positive feedback that consumers see about these goods. If the consumer experience is good and positive feedback is released, more potential consumers will be attracted to buy the product.

3.5. Challenges and Limitations

However, the advertisement of daily necessities on the Internet also has many disadvantages. Although the advertisement of daily necessities is easier to be seen by potential consumers, it is also easy to lose innovation and be replaced by similar products. First, products such as hair washing products do not require sophisticated technology to produce, and the differences between products are not as great as electronics, and no product will always remain the number one popular product. Secondly, consumers are easily attracted by novel advertisements, which also shows that consumers have low loyalty to brands. Unlike electronic products, consumers are likely to choose different products according to the trend of The Times or changes in mood and will not rely on a certain brand of goods. Finally, for consumers, too many and miscellaneous high-frequency advertisements not only cannot bring effective information, but will make the public aesthetic fatigue of advertising, due to the falsity of the Internet, many bloggers' assessments will even mislead consumers to buy daily necessities that are not suitable for them. For consumers, this does nothing to improve their quality of life. In the process of investigating the advertisement of daily necessities, many comments and feedback are false comments bought by merchants in order to attract consumers, and these false data

will affect the accuracy of data statistics. Consumer preferences also change with the tide, and it can sometimes be difficult to tell what factors are influencing consumers' decisions.

4. Suggestions

4.1. Improving Advertising Strategies

For the advertisement of daily necessities, the most important thing is to let consumers know the accurate information. Because the product itself is not much different, it is more important to write out the real function of each product, which can not only guide consumers to buy goods suitable for their own situation, but also create a good market atmosphere, so that the proportion of real information in advertising is increased. When consumers know the true efficacy of the product, they will be more loyal to the brand. Such advertising also avoids consumers falling into the vortex of false advertising, and businesses will not be involved in unnecessary vicious competition.

4.2. Innovative Advertising Approaches

When advertising, businesses can use clear language to express the efficacy of the product, and the evaluation of the traffic blogger cannot be entirely positive feedback. The feedback of the blogger should be based on their own real experience after use, the purpose of inviting different bloggers is not only a large area of publicity, but also to show the different situations that different users will appear to consumers, and guide consumers to choose the goods that are more effective for themselves. After consumers choose their own suitable products, that is, even if the merchant does not buy fake reviews, there will be a lot of positive feedback in the product comment area, and the negative reviews given because of the misunderstanding of product efficacy will be reduced. This will create a virtuous circle of business and consumer co-operation, in which both businesses and consumers can benefit.

4.3. Consumer Engagement

In the process of advertising, it cannot be limited to high-frequency and low-quality screen brushing, offline experience or the use of new technology advertising can also attract the attention of consumers. For example, the advertisement of washing and care products can be derived from the form of offline experience. Holding offline experience activities in a crowded place can not only attract more potential customers, but also allow consumers to personally experience the efficacy of the product and increase the trust of the brand. AI technology can also be used in advertising, especially for goods such as clothes and shoes. The biggest drawback of this kind of goods sold online is that it cannot be directly tried on, if you can use artificial intelligence to try on clothes and shoes online, consumers can decide whether these clothes are suitable for them through their own judgment rather than model drawings. If consumers can also participate in the process of advertising, consumers can increase their loyalty to the brand, but also make the affinity of the brand stronger. This makes the lifestyle concept that commodity brands want to transmit easier to be accepted by consumers.

4.4. Ethical Considerations

Because the Internet has no threshold, there are also many moral problems in advertising, such as the malicious guidance of some words in children's goods, or the copywriting provoking opposition in other net celebrity product advertisements are problems that should be improved in the advertising industry [8]. For example, Shanghai Boshe Biotechnology Co., Ltd. was fined 200,000 yuan for violating the Advertising Law of the People's Republic of China by providing fake certification information on its website during a live broadcast of its products on an e-commerce store. Or the use of spokespersons for recommendation and certification, such as makeup master Hu made recommendations and certification in medical equipment advertising, in violation of the "Advertising Law of the People's Republic of China", was fined more than 230,000 yuan. Vicious competition on the network will lead to a bad market atmosphere, if the lack of supervision, will induce more

businesses to violate the rules and join the ranks of vicious competition. If there is a clear prohibition of relevant regulations, some businesses will still use the loophole to promote non-compliant advertising. For example, by replacing contraband words with similar sounding words in the broadcast, consumers are misled into thinking that goods have functions that do not exist. From the consumer level, these false advertisements will affect their judgment of the efficacy and quality of the product which will also make consumers fall into the dilemma of constantly trying and making mistakes but repeatedly falling into the trap [9,10].

5. Conclusion

5.1. Summary of Findings

To sum up, the common marketing means of daily necessities advertising is to shape the brand's personality image and then use social platforms to launch high-frequency advertisements to attract consumers' attention, thereby increasing sales. And test a large flow of streamers with goods and assessments, creating trends and new life concepts. After receiving advertisements, consumers will form the consumption habit of watching shopping columns on social platforms before purchasing and are more inclined to buy popular products on social media. Consumers usually choose products with novel advertisements and unique brand concepts, which will generate a lot of positive feedback as the popularity continues to increase and are more likely to appear at the top of the product rankings. The main limitation of daily necessities advertising is the lack of irreplaceable goods, small space for innovation, and low consumer loyalty to the brand.

5.2. Implications

For enterprises and marketers, the advertising industry will need more innovation in the future, and the demand for talent will be higher. It is important to know how to strike a balance between communicating a true and effective message, but also to avoid getting caught up in a vicious competition. For consumers, advertising is almost the only way to understand the goods, in the era of big data, advertising is omnipresent, even the most discerning consumers are inevitably affected by the idea conveyed by advertising. Consumers should learn to sift through information, distinguish false claims from many advertisements, and not blindly follow the trend, but look for products that actually improve their quality of life.

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