

A Study on the Relationship between Innovative Models of Media Advertising and Consumer Perceptions

Qiyi Chen *

New York University, New York, 10012, USA

*Corresponding author : Qiyi Chen

Copyright: 2024 Author(s). This is an open-access article distributed under the terms of the Creative Commons Attribution License (CC BY-NC 4.0), permitting distribution and reproduction in any medium, provided the original author and source are credited, and explicitly prohibiting its use for commercial purposes.

Abstract: Under the background of rapid development of digital technology, the communication mode of media advertising and consumer cognitive behavior are undergoing profound changes. Starting from the interaction mechanism between media advertising innovation mode and consumer cognition, this study proposes the strategies of strengthening social media and Netflix marketing based on consumer cognition, enhancing the specialization of vertical fields, and developing closed-loop analysis tools for consumer behavior, with a view to effectively enhancing the effectiveness of advertisement dissemination and promoting the in-depth interaction between brands and consumers.

Keywords: Media Advertising Innovation; Consumer Perception; Digitalization

Published: Dec 27, 2024

DOI: <https://doi.org/10.62177/apemr.v1i6.109>

1.Introduction

Against the background of rapid development of information technology, the communication environment and mode of media advertising have undergone profound changes, and advertising, as an important commercial communication tool, has undergone significant changes in its form, content and function^[1]. The traditional advertising model had relied on one-way communication and mass content, with television, radio, newspapers and other major media. The wide application of digital technology and the complexity of the social media environment have made consumers' attention highly dispersed by diversified information resources, and the communication effect of traditional advertisements has gradually weakened^[2]. In this environment, advertisers and communication platforms have sought innovative paths to adapt to the changes in the new media ecology and consumer behavior patterns, and the innovation model of media advertising has thus become a hot issue for research.

The emergence of innovative advertising models reflects the technology-driven industrial upgrading, as well as the continuous evolution of consumer behavior and cognitive needs. The core feature of the innovative model is the improvement of communication efficiency through the optimization of technology and content^[3]. Precise placement technology based on big data analysis can make advertising information more compatible with the interests of the target audience, which can effectively improve the efficiency of consumers' attention allocation. At the same time, emerging technologies such as virtual reality (VR) and augmented reality (AR) have injected immersive experiences into advertisements, changing the traditional advertisements that are based on one-way information transmission and making the advertisement content more interactive and participatory^[4]. In addition, with the popularization of social media and short-video platforms, advertising modes relying on the dissemination of online opinion leaders (KOLs) and ordinary users (KOCs) have also become an important innovation.

The above approaches make advertising a tool for information dissemination and an important way to build an emotional connection between brands and consumers.

Consumer cognition, as an important factor affecting the communication effect of advertisements, runs through the whole process of accepting, understanding, remembering and decision-making. According to the theory of cognitive psychology, consumers' attention, comprehension and attitude tendency towards advertising information will directly affect the communication effect of advertising. The innovative mode of advertising realizes the communication goal by guiding the cognitive process of consumers, and its influence mechanism deserves in-depth exploration^[5]. From the perspective of acceptance, the creativity and technological advancement of the advertisement form can attract consumers' attention and lay the foundation for information dissemination. From the understanding level, emotional narrative content and personalized information presentation can reduce the cognitive load of consumers and improve the comprehensibility and memorability of information. From the attitude level, advertisements can effectively influence consumers' brand attitude and purchase intention by satisfying their emotional needs and value recognition. The multi-level cognitive process determines the effectiveness of advertising communication, and reveals the importance of advertising innovation model in the contemporary communication environment^[6].

In this context, the study of the relationship between media advertising innovation mode and consumer cognition has important theoretical value and practical significance. From the theoretical level, the study of the interaction mechanism between advertising innovation model and consumer perception can provide a new research perspective for advertising communication and consumer behavior, and provide theoretical support for understanding the nature of advertising communication. From the practical level, the research results can provide scientific guidance for advertisers in formulating their communication strategies, and help them effectively improve the effect of advertising communication and realize their brand communication goals.

This study analyzes in-depth the impact of media advertisement innovation mode on consumer perception and the feedback mechanism of consumer perception on advertisement communication effect, and proposes the advertisement innovation strategy based on consumer perception, in order to provide theoretical reference and guidance for advertisers and researchers.

2. Analysis of the Relationship between Media Advertising Innovation Models and Consumer Perceptions

2.1 Impact of Innovative Models of Media Advertising on Consumer Perceptions

The innovative mode of media advertising has had a profound impact on the formation and development of consumer cognition through multiple changes in content, form and technology. According to the theory of cognitive psychology, consumers' attention, information processing and attitude formation towards advertisements are important links in the cognitive process, and the innovative mode of advertising has changed the path of consumers' perception of brands, products and services by reshaping these links. Advertising innovation mode shows significant advantages in attracting consumers' attention and improving the efficiency of information transmission, and has a multi-dimensional impact on the depth and breadth of consumers' cognition.

The innovative model of advertising significantly enhances the ability of consumers to allocate their attention through technological empowerment. Attention is the starting point of the cognitive process and a prerequisite for information processing. In the traditional advertising model, it is difficult to attract consumers' attention for a long period of time with monolithic content forms and static communication methods. The innovative model, however, provides consumers with an immersive advertising experience through technologies such as virtual reality (VR), augmented reality (AR) and interactive multimedia, which greatly improves the attractiveness of the information and the dissemination effect. For example, AR technology combines advertising information with real scenes so that consumers can feel the dynamic presentation of advertising content in their daily lives and enhance their concentration.

The advertising innovation model improves the efficiency of consumers' cognition of advertising content by optimizing the way information is presented. In the cognitive process, consumers' acceptance and processing of information are constrained by information complexity and perceptual load. Through creative and emotional content design, the advertising innovation

model simplifies the process of complex information delivery, enabling consumers to acquire the core information of advertisements at a lower cognitive cost. Dynamic narrative and emotional implantation have become an important trend in advertising content creation in recent years. By telling stories or delivering emotional resonance, advertisements are able to quickly capture consumers' emotional concerns and then deepen their memory and understanding of the brand. Especially through data-driven personalized information recommendation, advertisements can accurately push customized content according to consumers' interests and needs, realizing efficient matching of information and deep-level cognitive interaction.

2.2 Feedback Mechanisms of Consumer Perceptions on the Effectiveness of Media Advertisements

In the dynamic system of media advertising communication, consumer cognition is not only the result of advertising effect, but also an important regulator of advertising communication process. Consumers' cognitive response to advertisements directly affects the communication efficiency and brand building effect of advertisements through the multi-dimensional feedback of behavior, attitude and emotion.

The feedback mechanism of consumer cognition on advertising effect is reflected in the process of selective reception of cognitive information. Selective reception is a cognitive process in which consumers filter and screen advertising information according to their own interests, needs and situations when facing a large amount of information. In the communication environment of information overload, consumers usually tend to receive information that is more relevant to them or in line with their values, while ignoring other contents. This process of selective reception constitutes the first level of feedback mechanism of advertising communication. Specifically, when consumers are interested in an advertisement, their attention will be focused on the core information of the advertisement, and the information will be included in the priority sequence of cognitive processing, thus improving the communication effect of the advertisement. At the same time, if the content of an advertisement fails to match consumers' cognitive needs, it may be quickly ignored or rejected by them, and this negative feedback will significantly reduce the communication efficiency of the advertisement.

The feedback mechanism of consumer cognition on advertising effect is also manifested in the transformation process of cognitive attitude. Cognitive attitude is the internal evaluation and emotional tendency of consumers towards the brand or product after receiving advertising information. This process usually includes three levels of cognition, emotion and behavioral intention, which constitutes the complete formation chain of consumer attitude. In the process of advertisement communication, consumers gradually form attitude feedback on advertisement through information processing and cognitive evaluation, and this attitude feedback can be positive or negative. Positive attitudinal feedback usually manifests itself in the recognition of the advertising message and favorable impression of the brand, which enhances the communication effectiveness of the advertisement; while negative attitudinal feedback may manifest itself in the questioning or rejection of the advertising message, which negatively affects the advertising effect.

3. Innovative Strategies of Media Advertising Based on Consumer Perception

3.1 Strengthening social media marketing and Netroots marketing

In the modern media environment, social media has become an important platform for communication between brands and consumers, and its high interactivity and wide coverage have brought brand new opportunities for advertising communication. To strengthen social media marketing and Netroots marketing, enterprises need to give full play to the technical advantages and user characteristics of social media, accurately grasp the influence and communication value of Netroots, and build an efficient communication strategy in terms of content creation, forms of interaction, and data monitoring, in order to maximize the effectiveness of advertising.

Attention should be focused on enhancing the attractiveness and engagement of social media advertising through in-depth content creation. On social media platforms, consumers' attention resources are highly distracted by a large amount of information content, and advertising content can only stand out if it is creatively attractive enough. For this reason, companies need to create emotional, narrative and interactive advertising content based on the interest preferences of the target audience. This can be done by creating videos, comics or skits with storytelling and integrating the brand message into consumers' daily life scenarios to enhance the sense of immersion and resonance of the content.

It is necessary to enhance the credibility and coverage of advertisement dissemination through precise Netroots cooperation.

As opinion leaders in social media, netroots have a direct impact on the communication effect of advertisements through their personal image, fan base and content style. Strengthening netroots marketing requires advertisers to focus on the match between netroots and brands when choosing cooperation targets, and to select the most influential communication subjects according to the characteristics and needs of the target audience. For young consumer groups, enterprises can choose to cooperate with netroots with trendy style, while for groups concerned about healthy life, they can choose to establish cooperation with health netroots with professional background. In practice, the influence and communication effect should be assessed through in-depth analysis of the netroots' fan profiles and interaction data, and ensuring the consistency between the netroots' personal image and brand values.

The technical advantages of social media platforms should be fully utilized to achieve intelligent and refined management of advertising communication. Social media platforms provide rich data monitoring tools and advertisement placement functions, which provide technical support for advertisers to precisely target audiences and optimize communication strategies. Advertisers should comprehensively understand consumers' interests, behavioral habits and consumption needs through big data analysis technology, and design accurate advertising solutions based on these data. At the same time, the efficiency of advertisement placement can be improved by means of time slot placement, regionalized customization and interest label matching. During the advertising process, key indicators such as consumers' click rate, interaction rate and conversion rate should be monitored in real time, and the advertising content and communication strategy should be continuously optimized based on the data feedback, so as to ensure the continuous improvement of the advertising effect.

3.2 Continuous upgrading of vertical specializations

In the innovative practice of media advertising, specialized capacity building in vertical fields has become an important way to enhance advertising effects and strengthen brand competitiveness. Vertical advertising communication is characterized by precise target audience, professional communication content and high user trust, and advertisers can satisfy the needs of specific groups more efficiently and take a unique advantage in the competitive market environment through deep cultivation in niche fields.

In the communication of advertisements in vertical areas, specialization of content is key. Unlike mass advertisements, audiences in vertical fields often have higher requirements for the depth and precision of information. Advertisers need to build a high-caliber content creation system around the audience's points of interest and needs. In the medical and healthcare field, advertisements should be based on scientific research and professional knowledge, and deliver trustworthy information to consumers through detailed data, cases and empirical information. In the field of education and training, advertising content should show the professionalism of course design and the actual results of teaching effect. In the process of content production, emphasis should be placed on combining the characteristics of the industry with the needs of the audience, and making the advertising message more persuasive and attractive through the combination of graphics and text, video demonstrations and case studies.

The choice of media for vertical audiences is crucial. Since consumers in different sectors have different preferences in terms of information reception channels, advertisers need to choose the most suitable communication media according to the audience characteristics. For example, audiences in the financial sector may prefer to get relevant information through industry forums and financial news platforms, while those in the fashion sector pay more attention to social media and short video platforms. Advertisers need to comprehensively analyze the media habits of their target groups and choose the communication platforms that can best reach their core user groups.

In the enhancement of specialization capability, data integration and analysis is an important support to realize refined communication. In vertical advertising, consumer behavior data and feedback information can provide advertisers with precise insights and decision-making basis. For example, by analyzing users' browsing records, purchasing behavior and interaction data, advertisers can gain a deeper understanding of the target group's changing needs, consumption tendencies and pain points.

3.3 Developing tools for closed-loop analysis of consumer behavior

In modern media advertising, the closed-loop analysis tool of consumer behavior has become an important technical means

to accurately assess the advertising effect and optimize the communication strategy. Closed-loop analysis tools can provide systematic support from data collection, dynamic analysis to strategy feedback, and provide scientific basis for advertisers to understand consumer behavior patterns and optimize communication paths.

The development of closed-loop analytics tools needs to be based on a comprehensive data collection system. Consumers' behavioral trajectories in the digital environment are extensive and complex, covering browsing, clicking, commenting, sharing, purchasing and other forms. In order to achieve accurate capture of behavior, it is necessary to integrate data resources from multiple channels and platforms, including social media, e-commerce platforms, official brand websites, and consumer interaction information from offline activities. These data should be acquired with the help of advanced technological tools, such as tracking codes embedded in advertisements, plug-ins for recording user behavior, and intelligent sensing devices. Through real-time data collection, the tool can form a full-process data chain from advertisement contact to behavioral conversion, providing sufficient data support for the subsequent analysis.

Multi-dimensional analysis function is the core of closed-loop analysis tools. The complexity of consumer behavior determines that a single-dimensional analysis cannot fully reveal the laws behind the behavior. The development of tools should focus on building multi-dimensional analysis models, including behavioral feature analysis, contextual correlation analysis and trend prediction analysis. In behavioral feature analysis, clustering algorithms and correlation analysis techniques are used to identify consumer preference patterns, purchase intentions and loyalty levels. In contextual correlation analysis, by associating behavioral data with external variables such as time, location, and social relationships, it is possible to reveal the dynamic change patterns of consumer behavior; in trend prediction analysis, by modeling historical data with machine learning algorithms, it is possible to scientifically predict future trends in consumer behavior. This multi-level analysis framework enables advertisers to understand the logic of consumer behavior more deeply and thus develop more targeted communication strategies.

The smart prediction feature is an important extension of the closed-loop analytics tool. Based on the results of multi-dimensional analysis, the tool can predict the potential behavior of consumers through artificial intelligence and machine learning technology. By analyzing consumers' historical behavioral data, it predicts their likelihood of purchase and amount of consumption in specific contexts; by monitoring the frequency of consumers' interactions on social media, it predicts their willingness to participate in brand activities. This prediction function can help advertisers target high-value target groups in advance, optimize resource allocation and improve advertising efficiency.

4. Conclusion

The future development of media advertising innovation will be characterized by the trinity of technology-driven, consumer-oriented and social responsibility. Under this multi-dimensional driving framework, advertisers need to continuously optimize their communication strategies, dig deep into the potential laws of consumer cognition and behavior, and promote the overall upgrading of the advertising industry through forward-looking practices. In the future, advertising will no longer be just a tool for brand promotion, but a platform for enterprises and consumers to create value together, and even a key force in shaping social culture.

Funding: No

Conflict of Interests:

The author(s) declare(s) that there is no conflict of interest regarding the publication of this paper.

References:

- [1] F. Boccia, A. Tohidi, Analysis of green word-of-mouth advertising behavior of organic food consumers, *Appetite*. 198 (2024), 10.1016/j.appet.2024.107324.
- [2] A. Qayyum, R.A. Jamil, A.M. Shah, K. Lee, Inclusive advertising featuring disability on instagram: Effect on consumer well-being, brand engagement, and purchase intention, *Journal of Retailing and Consumer Services*. 75 (2023), 10.1016/j.jretconser.2023.103515.

- [3] R. Guo, Z. Jiang, Optimal dynamic advertising policy considering consumer ad fatigue, *Decision Support Systems*. 187 (2024), 10.1016/j.dss.2024.114323.
- [4] A. Alkis, T. Kose, Privacy concerns in consumer E-commerce activities and response to social media advertising: Empirical evidence from Europe, *Computers in Human Behavior*. 137 (2022), 10.1016/j.chb.2022.107412.
- [5] Y. Wang, S. Wu, J. Zhao, Y. Yuan, Subjective variability of the “ just-right feeling “: Effectiveness of social media advertising design, *Electronic Commerce Research and Applications*. 68 (2024), 10.1016/j.elerap.2024.101466.
- [6] B. Nguyen-Viet, A.T.L. Nguyen, Vietnamese consumer’s perspective on green beauty care products: Exploring the impact of animal welfare concerns and skepticism toward green advertising, *Acta Psychologica*. 244 (2024), 10.1016/j.actpsy.2024.104210.