

An Empirical Study of Moments Marketing Influencing the Differences in Consumers' Perception of Purchase Consumption in Sichuan

Miaomiao Zhang

North Bangkok University, Bangkok 10220, Sai Mai

Abstract: This study aimed to explore the famous Moments marketing that influences consumers' perceptions of purchase consumption in Sichuan. With the advent of big data, relying on big data technology and algorithm analysis, WeChat started a high user base, high user stickiness, high advertising efficiency, and extensive and accurate user portraits. Moments ads offered information in the mode of dissemination and a type of streaming advertising, which accounted for 80% of China's social media advertising and became an essential member of the social advertising industry. This study focused on three research objectives: the impact of Moment marketing on customer purchase intention, the effect of Moment marketing on Sichuan customer perception in purchase intention, and the difference in advertising effect under different perceived values.

Keywords: Moment Marketing; Consumer Perception; Purchase Consumption

1. Introduction

Today, the relationship between the customer and the company is far more non-linear. They researched and established contacts with companies through different equipment and touchpoints. Marketers must manage and automate interactions with consumers uniquely based on each person's behavior at each touchpoint. Each customer life cycle stage is unique and faces different challenges and choices. It may take time to win new customers because they have established an affinity with them. It is difficult to predict the interaction with lost customers before they leave. Providing relevant content at the right time to create a unique customer journey is a challenge for many marketers, especially when consumers go out of the buying channel—changing the way they research and purchase products. Moments of Friends advertising has become a meaningful way to enhance the awareness of advertising brands and the reputation of advertising brands at this stage.

2. Theoretical Basis

2.1 The concept of Moments advertising

Huang (2017)^[1] explained that WeChat officially started the commercialization of WeChat Moments advertising in January 2015. Up to now, WeChat Moments ads support a variety of advertising styles such as graphic ads, video ads, and local promotion ads, and support targeting capabilities in multiple dimensions such as age, gender, region, and mobile phone system. Moments ads in this article refer to native ads displayed in the user's Moments in original content similar to friends.

2.2 Features of Moments Ads

The most significant difference between Moments advertising and traditional media advertising is that it can carry out accurate user portraits, rely on extensive data collection and algorithm analysis, carry out different advertising for different users, and rely on the user's social chain to spread.

3. Understanding the Moments Marketing Influencing the Differences in Consumers' Perception of Purchase Consumption

3.1 AIDA model

The AIDA model is the earliest advertising model, and this model believed that the audience's final action (Action) would go through three gradual stages: Attention, Interest, and Desire. The AIDA model divides different steps to evaluate the effect of advertising. It first explores the relevant influencing factors of advertising affecting consumer psychology and divides consumers' buying behavior into a complex psychological process. Its emergence establishes the advertising effect — the basis of periodic assessment (Abdelkader; & Rabie. 2019)^[2].

3.2 DAGMAR model

Another classic model comes from the DAGMAR model (Sabbagh; & Ghafari. 2018)^[3], also called diffusion. The evaluation of advertising effects must go through four stages: Awareness, Comprehension, Conviction, and Action. He uses advertising goals to manage advertising effects and believes that advertising is not helpful for final product sales. The impact is only a tiny part, so the focus of advertising effects is on information dissemination. However, with the continuous development of the modern advertising industry, the content and form of advertisements have been greatly enriched and changed.

3.3 AISAS model

The most significant difference between this model and the previous two models is that it abandons the linear way of thinking and regards consumer psychology and consumer behavior as a process of repeated decisions. To make up for the limitations of the linear model, Rini; & Harahab. (2018)^[4] created a more “time-sensitive” AISAS model, which divides consumers’ evaluation process of advertising into attention (Attention) and interest (Interest), Search, Action, and Share, and emphasizes the interactivity between search and sharing.

3.4 Theory in information and advertising

(1) Audience acceptance behavior model of information flow advertising - in constructing perception effects, this research is prepared to refer to Li (2016)^[5] audience acceptance behavior model of information flow advertising.

(2) This study is prepared to refer to the Moments information flow advertising effect model. In establishing this model, with the help of the classic linear and feedback advertising effect model AISAS mentioned above, the advertising effect is divided into three linear dimensions, and the “attention and interest” in the AISAS model are integrated into “advertising.” “Acceptance”; “search, share” is integrated into “consumer participation”; “action” is integrated into “consumer purchase intention,” that is, advertising acceptance, consumer participation, and consumer purchase intention.

4. The Conceptual Framework for the Research Study

First Based on AIDA theoretical model, four-dimensional perceived value model, and other theories, this article uses the “AISAS model” and the “two-dimensional theory” of perceived value as the reference objects for the following reasons: In terms of construction, the audience acceptance behavior model of information flow advertising is reduced in dimensionality, and only its “perceived effect” level is selected for this article’s construction. In this model, the perceived effect is composed of “perceived value” and “advertising effect.” “but the dimensions are lacking. For example, the perceived value does not measure moments ads’ interactive and precise delivery characteristics.

Second In the advertising effect theory, the AIDA theoretical model has four stages: attention, interest, desire, and action. The three stages of attention, interest, and action are the same as those in the AISAS model. Still, the consumer purchase generation mechanism it explains is relatively traditional Is based on the “one-way” characteristics of conventional advertising. The AISAS model covers the two stages of search and sharing. It emphasizes the “immediacy” of mobile Internet advertising and the “proactiveness” of consumers towards advertising, which are more in line with the characteristics of information flow advertising studied in this research study.

5. The Countermeasures for the Moments Marketing Influencing the Differences of Consumers’ Perception in Purchase Consumption

5.1 Moment marketing

Moment marketing can take advantage of ongoing events and create communications & marketing collaterals around such events. Brands use this to insert themselves in the ongoing conversations that bring relevance to their market.

5.2 Consumer perception

Consumer perception refers to a marketing concept encompassing a customer’s impression, awareness, or consciousness about a company or its offerings.

6. Conclusion

The first is to educate users on dealing with “false advertisements correctly.” As a social platform for the acquaintance society, Moments has led to the rapid development of advertisers in the form of “micro-business,” and many fake articles holding the banner of “health” are rampant in Moments. The second is to establish an effective data supervision mechanism. WeChat could strengthen the review of users who have too much content homogeneity distributed every day can be sent to check and identify users. The third is to ensure the right Moment ad that can spread the right message to the right customers by using precision marketing to retain, cross-sell, and upsell existing customers for the developers who want to create a sustainable business among the young consumers in China.

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