

The Influencing Factors of Moments Ad Affecting Sichuan Consumer Satisfaction on Purchasing Domestic Smartwatches

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Abstract: The study was conducted to assess the mediating impact of customer satisfaction on the predictive relation between moment advertising and purchase satisfaction among Sichuan consumers in domestic smartwatch sales. The research also focuses on customer satisfaction affected by brand image, perceived value, symbolization, functionality, usage experience, emotional value, economic value, and functional value. The three research objectives are; to analyze the concept and characteristics of moment advertising on purchase satisfaction in domestic smartwatch sales in Sichuan, to explore the consumer perception through influencing factors relating to purchase satisfaction, and to suggest the improvement of Moments advertising on smartwatch sales based on the respective customer perception and satisfaction.

Keywords: Moments Ad; Consumer Satisfaction; Domestic Smartwatches

1. Introduction

With the popularization of wireless networks, the rise of the Internet of Things, and 5G technology, various innovative technologies have developed rapidly. Smartwatches with different functions produced by smart device manufacturers in China are also emerging in an endless stream. There are smartwatches with health as the primary function and smartwatches with independent fairy tales as the main function. These smartwatches have become tools for detecting self-health and assisting our exercise. Their popularity has also quietly changed people's lifestyles. People in my country are gradually getting used to using smartwatches to detect their physical conditions, self-diagnose, and share their health status. This study takes consumers of domestic smartwatches as the research object, adopts quantitative research methods, and is based on the expectation gap model of satisfaction influence mechanism.

2. Theoretical Basis

2.1 Theoretical Significance and Value

Satisfaction refers to the influence of consumers after use or the resultant reaction of smartwatch audiences to the appearance of functions, including the psychological impact of advertisements on audience awareness, understanding, and preferences and the impact of smartwatches on corporate sales. That is the satisfaction of smartwatches and the sales effect of smartwatches. The functions of smartwatches and the Internet are closely integrated. When the research paradigm for new technologies, scene applications, and satisfaction is not yet mature, such research is worth trying in a realistic sense. For enterprises, smart watches, as a new type of smart device, have become a meaningful way to detect self-health and assist self-exercise at this stage. At this stage, most of the investigations on the satisfaction of smartwatches focus on the willingness to purchase, such as price, appearance, etc. Still, exploring and judging the satisfaction behind this behavior is generally uncharacteristic.

2.2 Practical meaning and value

In terms of practical significance, although the rise of smartwatches is relatively late, the development is very rapid. Compared with mobile phones, smart watches can subdivide the usage scenarios of smart terminal devices. At the same time, they can obtain information more conveniently and quickly to meet the needs of the majority of the audience. Smartwatches are currently the most popular, and consumers of smartphones other than smart ones. Equipment, with relatively strong representativeness and research value, research on smartwatches will be of great significance to how smartwatch manufacturers attract and retain users and enhance their competitiveness in the industry. This study clarifies the factors that promote or inhibit consumers' satisfaction with domestic smartwatches so that existing business operators can better meet market needs and provide theoretical support for product development and marketing strategies.

3. Understanding the Influencing Factors of Moments Ad Affecting Sichuan Consumer Satisfaction on Purchasing Domestic Smartwatches

3.1 Brand Concept Theory

Wu; & Yuan. (2016)^[1] proposed that brand image's definition is to decisively affect consumers' subjective perception of a particular brand. It is advocated that brand image is an essential factor affecting the company's profitability. It is believed that brand image can explain consumers' perceptions and thoughts about the brand and directly affect its image. Consumer behavior, such as thoughts and attitudes towards brands, is the connection between brands and perceptions in consumers' minds. The brand is the representative of the product. Advertising, packaging marketing, corporate identity, public relations, etc., create a specific image in perception. The link between the brand image and the product is inseparable for consumers. A medium for conveying product information, consumers identify products, quality, and sources through brand image, and it is an essential consideration for consumers to purchase products.

3.2 Perceived Value Theory

Bradley; & Sparks. (2012)^[2] believed that perceived value is an evaluation of the cognitive feelings obtained and paid by consumers in the process of consumption and the evaluation of the overall utility of a product. Perceived value is a kind of transaction process, a mixture of gain and loss, which can enhance consumer value. The perceived benefit is composed of entities, services, and technologies. It is believed that among the perceived value, the value from the perspective of consumers can be divided into the following four concepts: (1) Value is cheap, (2) Value is the demand for the product itself, (3) value is the quality I get relative to the amount paid, (4) the value of gain and loss.

3.3 Consumer Satisfaction Theory

Huang; & Zhang. (2010)^[3] proposed that competition in the consumer market is fierce, consumer awareness is high, and consumer satisfaction significantly impacts enterprises directly or indirectly. Literature has shown that research on consumer satisfaction has been conducted. It is believed that when consumers buy a product, the cost paid and the cognition after obtaining the product, if cognition, the product benefit is greater than the sacrifice cost represents satisfaction, on the contrary, the product benefit less than the sacrifice cost, it means dissatisfaction.

4. The Conceptual Framework for the Research Study

4.1 Moments Advertising Marketing

Moment marketing is an approach to marketing that focuses on targeting business operators to consumers matters. The critical advantage of moment marketing is that it allows business ads to appear at the exact right moment upon consumer needs.

Business operators show their ads to engaged shoppers looking for products/services, and the ads are more likely to lead to conversions, including orders, purchases, calls, store visits, and more.

5. The Influencing Factors of Moments Ad Affecting Sichuan Consumer Satisfaction on Purchasing Domestic Smartwatches

Zhang: et al. (2016)^[4] studied consumer satisfaction as the evaluation result after purchasing and using a product. It is the feeling consumers generate by comparing the cost and expected benefits at the time of purchase. Consumer satisfaction results from the difference between consumers' expectations and feelings before and after purchase and the development of using benefits during the positive and negative evaluation period given by subjective feelings. The expectation gap model is used in research to discuss how expectation, experience, and gap affect individual satisfaction. In the model, the gap is obtained through expectations and experience. In the expectation gap model of satisfaction, the feeling of the difference can directly change satisfaction and indirectly affect personal satisfaction through the feeling of the gap. It can be said that if there is a relatively high gain, there will be a higher satisfaction. However, there is no actual basis for expectations of satisfactory results and directions. Intuition, highly expected results will also lead to negative gaps, which can be considered unsatisfactory and may not easily exceed more considerable expectations.

6. Conclusion

Various types of smart devices in the market are constantly being updated, and the number of users is also increasing. More and more scholars research multiple types of smart devices from different perspectives. Most of the research focuses on TAM, TPB, etc. Basic research on the motivation and behavior of users of a specific smart device, among which the research on the most popular smart devices such as mobile phones and watches is the most. There are few related studies on domestically produced smartwatches such as smartwatches, and most of the studies focus on purchase intentions. For example, consumers' functional classification of smartwatches and brand-related purchases is less sharing of consumer satisfaction. However, the primary function of smartwatches is to use assistance, and their long-term development is closely related to user satisfaction. Higher satisfaction guarantees user loyalty and user loyalty is the lifeblood of the enterprise economy.

References

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