

From Seller's Market to Buyer's Market, the Change of the Connotation of Advertising Marketing

- Based on the Case Study of Consumer Behavior Reacting to Advertising

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Abstract: This article mainly discusses that as the Internet moves into the Web 3.0 era, which is a brand new internet application model, user autonomy has increased. Therefore, the brand marketing is more about how to distinguish itself from the mass of information, and become the information that the user chooses to contact actively. As consumers occupy an increasingly important position in marketing, the form and connotation of advertising marketing are also changing. Through specific case analysis, they are combined with relevant theories of communication and advertising marketing, from product marketing led by magic bullet thinking to price marketing with "expensive" as the brand style, and finally, the brand image marketing of current microfilm advertising. After the increasing proportion of consumer reactions to advertising, the current focus of consumer profiling analysis and advertising marketing is to focus on the growth of advertising conformations to the growth of consumers, and the underlying message is the cultural growth of social progress.

Keywords: Advertising marketing, Consumers, Communication Studies, Microfilm advertising

1. Introduction

With the high-quality development of the social economy, marketing has become an important means to enhance the core competitiveness of enterprises in the market. Especially in the "Internet plus" environment, achieving enterprise marketing innovation has become a key means to help enterprises develop in a high-quality way [1].

As the Internet enters the era of Web 3.0, user autonomy has increased. The new generation of the Internet not only combines information but also can read information like humans and engage in autonomous learning and knowledge reasoning in a similar way to humans, providing more accurate and reliable information for humans, making human interaction with the Internet more automated, intelligent, and humane [2]. This also makes brand marketing no longer simply about transmitting product information but more about how to stand out from the multitude of information and become the information that users actively choose to contact.

The rapid development of the Internet provides a relatively low-cost path for enterprises to access the vast market. In this context, branding strategy has become an inevitable trend for the development

of circulation enterprises. At the same time, in the era of big data, information dissemination presents fragmented and massive characteristics, and consumers have increasingly strengthened their right to choose information independently, only focusing on the content they are interested in. Compared to product functional benefits, consumers are more concerned about the benefits brought by brand symbols [3].

As information moves from one-way publication to consumers being able to proactively obtain information, consumer status is gradually improving. In communication studies, the title of media users has also shifted from audience to user, and the improvement of subjective initiative has led to the gradual transformation of advertising marketing's connotation to maintain influence and compete for market share.

Therefore, this article will analyze specific cases from different periods to explain how the connotation of advertising changes with the improvement of consumer status and provide reference opinions.

This article analyzes the evolution of advertising, elaborates on the subordinate relationship between advertising and consumers in different periods, and sorts out historical trends.

By analyzing the images that appear in consumers, we can provide reference opinions for current advertising marketing: the types of advertising that people need today.

This article first discusses the overall development of marketing advertising. Further discussing specific cases, divided into three parts. Initially, it was product marketing led by magic bullet thinking in communication; Secondly, pricing marketing with the brand style of "expensive"; Finally, the brand image marketing of current microfilm advertising is based on the explicit changes in advertising to correspond to the changes in potential consumer status. It analyzes the advantages of advertising that conform to market competition, reflects consumers' needs for advertising marketing in the new era and elaborates on the specific content of the needs.

2. Advertising Marketing Strategies in Different Periods of China

Since the implementation of the reform and opening-up policy, numerous foreign brands have emerged in the Chinese market, which not only brings diversification and internationalization to the Chinese market but also stimulates competition among local brands. From the earliest newspaper advertisements to today's television and internet advertisements, advertisements have deeply integrated into people's daily lives.

In the early stages of reform and opening up, the Chinese market held an open attitude towards foreign brands, which brought unprecedented choices for domestic consumers. The influx of foreign brands not only provides more product choices but also leads to a change in consumer attitudes. The rapid development of the Chinese market has attracted numerous well-known brands worldwide, which not only provide high-quality products and services to Chinese consumers but also bring huge opportunities to the advertising industry in China.

In the field of advertising, China has undergone a transformation from traditional media to digital media. From newspaper advertising in the past to social media and mobile app advertising today, advertising methods have undergone significant changes. Consumers are surrounded by various advertisements in their daily lives, and advertising has become a key factor in guiding consumption decisions and establishing brand image. The popularity of this type of advertising has also driven the vigorous development of China's advertising industry, attracting a large number of advertising companies and creative talents. At the same time, domestic brands are gradually emerging, and through clever advertising strategies and innovative product designs, they have begun to stand out in domestic and international market competition.

2.1. Case 1: Magic Bullet Thinking in the 1980s and 1990s

2.1.1. Yan Wu Recorder

With the opening of the market and the development of the commodity economy, the public's desire for consumption has been strongly stimulated. The public has started to adapt to the emergence of various advertisements introducing products in daily life, and the main purpose of consumption is to pursue fashion.

In 1987, a fashionable young man appeared in the advertisement for "Yanwu Brand Radio", shouting from the middle of the screen, "Wow! Yanwu Recorder!" and then singing and dancing, "Yanwu, Yanwu, every song brings love. "

Insert closeups and function keys of the radio into the advertisement to introduce the product's functions and create a huge momentum through extensive marketing, ultimately successfully marketing the product and seizing the fashion highlands of the time. The popular advertising lyrics of "Yanwu, Yanwu, and Love" were also well-known in China in the late 1980s.

Building awareness through advertising was the primary way for companies to compete in the market at that time, but the advertising content was primarily single, focusing on introducing product functions and comparative advantages with other products, with simple soundtracks and text. There was little polishing of the advertising plot and highlighting the target audience positioning. More importantly, it attracts the public's attention through extensive advertising placement, which is a powerful attraction for people who are just beginning to accept the new thing of television advertising. It is also easy to bring fashion trends and occupy the fashion highland.

2.1.2. Theoretical Background

The view of the 'cause finding school', represented by John F. Kennedy and Claude Hopkins, believes that advertising provides a reason to prove that a product is worth buying. At this point, advertising only focuses on the product, taking the product as the starting point and seeking consumers' purchasing factors, which is a form of "hard selling". At this time, due to low market competition pressure, the product still has the advantage of a seller's market, and the potential market is huge. At this point, advertising only needs to accurately convey information about the product. Key findings published in Harvard Business Review suggest that creating a more effective user journal minimizes the number of information sources consumers are connected with, ultimately creating a simple path to purchase [4].

This corresponds to the "magic bullet" theory in communication studies, where the audience is the target that will be knocked down by bullets in response. In mass communication, the audience is completely passive, and the communication effect is direct. In the era of media limitations, the influence of media on the audience is absolute, and the relationship between media and consumers is direct, without the need to face huge market competition and the influence of other factors in multi-level communication. At this point, the advertisement is just a promotional technique printed on paper, and it is just a salesperson who can showcase the product to thousands of people.

2.2. Case 2: Pricing Marketing with the Brand Style of "Expensive"

During this period, advertisements attempted to target users through the image and personality of the product, reflecting identity and status through the value of the product, and thus attracting consumers who pursued this trait.

2.2.1. Taking Ganten Advertising as an Example

The advertisement born in 2013, "Water Noble Ganten," attracted public attention due to its beautiful visuals and elegant style when aired on television.

The advertisement is based on the love story between mathematician Descartes and Swedish princess Christine, with a European architectural style and orange-yellow tones throughout the entire advertisement. The soothing music lays the foundation for emotions, and the famous "heart-shaped line" is used as a metaphorical object for bottled drinking water at Ganten. It means "classic, romantic, unforgettable, and eye-catching"—— You are my Ganten.

During this period, advertising began to segment target consumers in market competition, targeting specific consumers with similar characteristics, such as the same profession, age, etc., for targeted positioning marketing.

Ganten, bottled drinking water, aims to enhance the brand's style through advertising, implying that the product carries an identity label, and for the first time, positioning bottled drinking water at 4 yuan (the price of regular drinking water during the same period is 2 yuan), increasing the unit price of bottled drinking water.

For a long time, and even now, this type of marketing method has been very common, including inviting celebrities to endorse and borrow their identity to imply the positioning of this product for consumers and to identify some consumers. This is the best way to give one's product a dominant position in the symbolic system by establishing associations with the dominant groups in the existing social structure or allowing upper-class individuals to use it as identity markers [5].

However, the scope of this type of positioning is not precise, often based on expensive positioning and income classification of the population. So, user stickiness and competitiveness are also decreasing year by year.

2.2.2. Theoretical background

In communication studies, individuals belonging to different social groups have different needs and reactions to mass communication, resulting in audience differentiation. The spread of crowdsourcing brings people with similar interests together to form interest groups.

French philosopher Roland Barthes believed that in advertising, the relationship between goods and symbols was originally arbitrary and not necessarily related, but advertising transformed artificial things into natural attributes of goods, constantly implying and guiding that having something, one has a certain value, and thus obtains consumer convergence. Social representations have both an abstract and empirical form; They enable individuals to generate common sense, integrating the unfamiliar and strain through processes of anchoring and objectification that determine how humans view the world. Owing to their negative and symbolic characters, social representations are interpreted as declarations of the world of common sense, shared by individuals and their communities[6]. Pricing advertising is a way to highlight the connection between a product and its underlying value by targeting a certain interest group and connecting it with a certain lifestyle or social class. So, in the early 21st century, advertising has begun to deviate from the functionality of the product itself and shift towards consumers' pursuit of identity.

2.3. Case 3: Brand Image Marketing of Microfilm Advertising

During this period, the attributes and representative values of goods were no longer the focus of consumers' pursuit, and consumers were more concerned about whether the core behind the brand met their expectations. In the context of the new media era, microfilm advertising has achieved rapid development and has become a popular advertising and marketing method. By utilizing the storytelling plot of movies, advertising information is integrated into it, subtly entering the audience's

view, promoting the brand concept and products of the enterprise, not only achieving the dissemination of advertising information but also conveying the cultural concept and spiritual value of the enterprise [7].

This is to cultivate brand equity through advertising. Brand equity refers to defining a brand more broadly as "a name, symbol, design, or mark that enhances the value of a product beyond its functional purpose", where the added value of these enhancements to the basic product is often broad terms "brand equity" [8] And then persuade consumers in product competition.

2.3.1. Taking New Balance Advertising and Ta Chong Bank Series Advertising as Examples

Microfilm advertising has been developing since 2009 and has demonstrated unique advantages in the collaboration between sports brands New Balance and Li Zongsheng.

Li Zongsheng has previously produced two microfilm advertisements with sports brand New Balance, "To Craftsmanship" (2015) and "Every Step Counts" (2017). Through Li Zongsheng's self-telling story, he uses life, growth, and exquisite writing to express personal insights as the clear line on the theme. In the dark line, he connects Li Zongsheng and his relationship with New Balance, personifying the brand and giving it a sense of valuing quality. The brand image is passed down from generation to generation.

Throughout our lives, we always have to let some kind of attachment push us forward. Therefore, we are willing to listen to our inner arrangements, focus on doing something, at least worthy of time and years, and leave time to say the rest

This kind of discourse is like an elderly person's narration of their rich years, a personal experience of relief, coupled with Li Zongsheng's slow and magnetic voice when reading the copy, feeling a sense of calm and relaxed, and everything is at ease.

The entire advertisement breaks away from the traditional advertising routine of plain and straightforward advertising and is an artistic expression form that organically combines with micro movies. It has extremely high aesthetic characteristics, and the dual feast of audiovisual pleasure, even if it is a work of art, seems not to be too much. The exposure of such brand symbols not only does not disgust consumers and create boredom of refusing to accept advertising information from Amway but also appears more textured and high-quality, leaving an indelible brand impression like a spring breeze [9].

The newly emerging micro film advertising not only grows in duration but also adapts to the dissemination of internet platforms. The focus of this type of advertising is not on the single product function and target audience positioning of the product but also on the construction of brand image.

The craftsmanship spirit embodied by Li Zongsheng in the advertisement and the meticulous shoemaking process in the New Balance advertisement are intertwined, emphasizing the brand's pursuit of excellence, and every step counts. This also connects Li Zongsheng's own life experience with the brand's 110th anniversary, emphasizing that the brand has come all the way, just like a person striving for half of their life.

By attaching a social spirit to the brand, we strive to resonate with the soul of consumers, thereby locking in loyal consumer groups.

The 2011 Ta Chong Bank's advertising series "Unusual Ordinary People" trilogy is a documentary-style inspirational advertisement adapted from a true story.

Taking one of the series' Dream Knights' as an example, it tells the story of a group of elderly people who, due to the death of one of their companions, decide to regain their youthful dreams and ride motorcycles. The advertisement portrays the difficulty of the elderly in regaining their dreams, as well as their determination. At the end of the advertisement, the narrator said, "Five Taiwanese people, with an average age of 81 years old, one hard of hearing, one with cancer, three with heart disease, each with degenerative arthritis, six months of preparation, 13 days around the island, 1139

kilometres from north to south, just for one simple reason. Dream, achieve extraordinary ordinary people.

In this series of stories, emotions and real stories are used to impress consumers based on brand characteristics without even emphasizing the advantages of Volkswagen Bank. However, due to the display of humanistic care, the core of Volkswagen Bank's brand will naturally be perceived by consumers and thus generate a favorable impression of the brand.

2.3.2. Theoretical Background

David Ogilvy, the architect of the image era, proposed the famous brand image theory. He said in a speech on this topic, "Every advertisement is a long-term investment in the image of a certain brand. This marks the beginning of the "brand image era" in marketing. As the differences between products decrease and the homogeneity increases, the key to determining the success or failure of competition is concentrated on consumers' impressions of trademarks and even the unique nature of the enterprise itself. Therefore, describing the brand's image is more important than emphasizing the specific functional characteristics of the product.

Microfilm advertising is a branch of narrative advertising, which includes chronology and causality of narrative advertising performances better at stimulating audiences to identify with the advertising, and that permits them to support advertising claims.[10] The market for microfilms has enhanced this effect.

Correspondingly to Maslow's hierarchy of needs theory in communication studies, it is only when people are liberated from the control of physiological needs that higher-level and more socialized needs may arise, such as the need for self-realization, which is an effort to realize their potential and make themselves increasingly the person they expect.

Brand image construction is based on the fact that people's pursuit of goods in today's society has shifted from a functional need to a spiritual resonance with the brand. In the process of transitioning from a seller's market to a buyer's market, the competition for goods in the market has escalated, and whether brands can impress consumers has become a new competitive point after meeting the basic guarantee of product quality.

3. Consumer Profiling Analysis Based on Advertising Evolution

In 1993, Professor D. E. Schultz and others from Northwestern University in the United States published an important work - "Integrated Marketing Communication." The book emphasizes that after shifting from a production-oriented to a consumer-oriented approach, 4P has shifted to 4C. The previous "consumers please pay attention" has now been replaced by "please pay attention to consumers".

From the development of advertising forms, it can be seen that current consumers:

Pursuing Aesthetic Art: The part of video advertising that reflects product functions is no longer important or even unnecessary. Information about product functions is more often presented in copywriting and video live streaming, and video advertising needs to reflect brand tone to attract consumers' attention. Consumers are pursuing the aesthetic experience provided by advertisements, such as the texture of movies, exquisite copywriting, moving stories, and other marketing packaging.

Pursuing emotional resonance: Brand image is often personified and carries excellent human qualities, which are what people pursue in interpersonal communication. This is precisely because consumers pursue emotional resonance when applied by brands in interpersonal relationships. Consumers need to pursue a sense of identity within the brand to delineate their circle, and emotional resonance is beneficial for consumers to filter information from complex market advertisements.

Pursuing self-actualization: After the development of society, satisfying material desires is closely followed by the pursuit of spirit. In recent years, the humanistic ideology reflected by brands is to demonstrate how to position loyal users through the construction of brand image. That is, the brand image meets the expectations and goals of consumers with the characteristics that consumers expect them to have. This takes a long time to establish. The pre- and post-components of a consumer's journal may be quite extended as consumers develop histories with brands, navigate networked relationships with smart objects in their homes, or replicate relational journals from their past [11].

4. Conclusion

With the improvement of consumer status, there is an increasing emphasis on consumer emotions in advertising marketing. From the increase in advertising duration and the polishing of advertising plots, it can be seen that the connotation of advertising has changed with the shift of the focus on the commodity market and social development. From function to pricing to brand image construction, the growth of advertising conforms to the growth of consumers, and the underlying connotation is the cultural growth of social progress.

At present, the discussion in the article is mainly focused on advertising in the Chinese market, which has regional cultural limitations. However, the evolution process of the market is similar and has reference significance for any market. Secondly, the current market advertising is not linear in development but exists in parallel. Different types of advertising still have corresponding audiences, and there is not only one type of advertising that exists in the market and needs to be tailored to local conditions.

Further research will focus on private customized advertising and the construction of brand personification, using more humanized communication to break through barriers between consumers and brands. With the emergence of more phenomena and theories after the advancement of the Internet, research will also be combined with more theories.

Therefore, advertising now needs to ensure product quality, establish its brand image by positioning its target customers, and attract consumers to become loyal users through humanistic advertising marketing.

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