

Research on the Effect of Consumer Psychology on Advertising Creativity Communication

Yimeng Zhai*

School of Public Administration, Hohai University

Abstract: Advertising creativity, as one of the important goals of the development of contemporary media, has an irreplaceable position in the news innovation industry, and the ability of advertising creativity, is the main social competitiveness of a news media enterprise. In advertising ideas, usually combined with consumer psychology, and the relationship between the two is very close, all the media advertising is in order to improve the value or significance of some aspect, prompting consumer consumption behavior, or improve the consciousness of consumers and spirit, and consumer psychology can directly affect consumer consumption behavior. Therefore, the positioning of media advertising is very clear, the position should be firm, and the content to be expressed should maximize the attraction of consumers, so as to better convey the advertising information to consumers. Therefore, this standard summarizes the importance of consumer psychology to advertising creativity, and analyzes the impact of consumer psychology on the communication of advertising creativity.

1. Introduction

Consumer psychology to advertising creative communication can play to promote influence, promote the development of advertising creativity, and in the current consumer psychology, is an effective way to improve the media enterprise advertising creation ability, not only can increase the market competitiveness of the enterprise, at the same time excellent advertising ideas can also cause social response, to a certain extent can change or influence the ideological values of the masses.

In the way of advertising creativity, the study of consumer psychological characteristics is the basic marketing activities, and many advertising creativity that do not understand consumer psychology can only be the narcissism of the creators, and it is difficult to achieve the established results in the practice process. Therefore, consumer psychology plays an important role and value to advertising creative communication. Figure 1 shows the influence of advertising on consumers in brand communication.

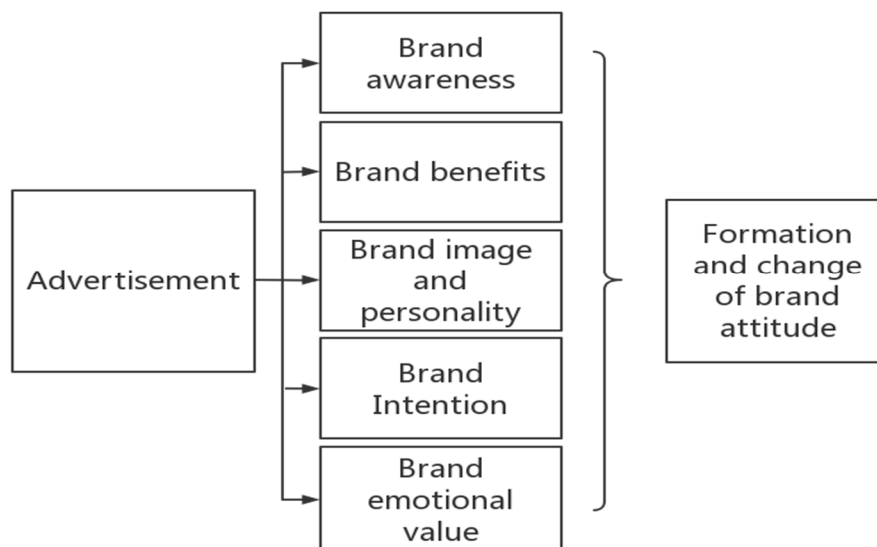


Figure 1 Impact of advertising on consumers in brand communication

*920631048@qq.com

2. The importance of consumer psychology to advertising creativity

The core content of advertising is people, that is, consumers, who promote consumers' consumption comfort by affecting people's consumption psychology. Therefore, only by mastering the consumption psychology and consumption behavior of good people and the laws produced, can advertising achieve the advance effect and goal of advertising. Otherwise, a large, diversified and diversified advertising investment will only increase the investment, but cannot achieve the growth of interests[1]. In general, understanding the consumer psychology can play a role in advertising creativity in three aspects, the first is to ensure that the advertisers, and consumer purchasing frequency, consumption motivation, service intention, etc., to find the most basic social consumer psychological needs; the second is to help advertisers understand how to make advertising information more attractive to consumers, consumers' attention, and then in the consumer activities will give priority to the products in advertising, and finally is to help advertisers to effectively deliver product information to consumers, and then convince consumers, consumers willing to believe the advertising content. Thus, understanding the consumer psychology is an important prerequisite for the success of each link of advertising creation[2].

3. The influence of consumer psychology on advertising creativity dissemination

The meaning of creativity refers to a central meaning expressed by Guanggao through the whole content and form. Advertising in the process of creation, advertising to express the center of the idea is called creative, creative occupies an important position in advertising, and creative form can be a variety of, such as language, words, voice, performance, etc., can be used as advertising creative point, the main purpose is to use the new promotional content, packaging of new products, using interesting connotation content, attract the attention of consumers, and realize the role of promoting consumption[3]. The creative process of advertising is about looking for a reason to persuade consumers to consume. Through visual and auditory feelings, consumers can understand the product, understand the services brought by the product, and change the views and ideas of the enterprises behind the product in the brain.

3.1. Aiming at consumer psychology, we should seek for scientific positioning

It highlights the main means of brand communication, namely, advertising, public relations, news reports, interpersonal communication, product or service sales, etc.; it highlights the purpose of brand communication is to improve the improvement of brand assets; the target

audience, including prominent, is scientific. To make advertising, we first need to choose consumer groups. Among the huge amount of market demand, there are different consumer groups, and the firefighters can be effectively divided according to their age, living standards, consumption habits, and many other factors, and then we can know who the advertisements are made for and what the content is to be expressed. And how to master the positioning, is the advertising creative needs to break through the content, can It is roughly divided into four types, namely, interest, emotion, comparison and culture. The content is as follows.

Benefits: interest positioning is the focus of advertising demand, positioning in the side can bring certain practical benefits to consumers, and the embodiment of the actual benefits is not necessarily in the economic benefits, can help in life, work efficiency increase, side to help consumers improve benefits. What needs to be considered is the real needs of consumers and understand what kind of products can really bring growth to the actual interests of consumers. If the interest positioning found is not only valued by firefighters, but also provided by similar products, it can be judged as the interest positioning point of advertising creativity[5].

Emotion: Emotional positioning is able to bring a certain degree of emotional satisfaction to consumers. Advertising creativity in the process of understanding the competition with similar products, does not have strong advantages, can empower the product from the emotional aspects, such as love, affection, and then promote the product to increase a certain emotional role, and ensure that the increased emotional value can effectively improve or increase the emotion of consumers. In addition, the emotional positioning needs to combine time and social development background, accurately grasp the current social development process of culture, customs, consumer psychology, etc., and determine the different classes and age of emotional needs, values, etc., combined with it to find the product matching emotional positioning with you, causing consumers have emotional resonance, set up the fresh brand image.

Comparison: Comparative positioning Generally speaking, after comparing the similarities between the two products, highlighting the characteristics and strengths of the product should be publicized, so that consumers can tend to the product when buying similar products. The way of comparison can be divided into direct comparison and indirect comparison, and the left and right sides are mostly the same. In addition, the comparative positioning is not allowed in some countries, and the same comparison in China can not directly put forward the shortcomings of a certain brand products, to avoid causing unnecessary commercial lawsuits, to bring trouble to the product enterprises. Therefore, most of the comparative positioning in advertising creativity play a functional value.

Culture: Cultural orientation refers to the overall spiritual and material value created by the formed culture according to the history of the development of human society. It specifically refers to the spiritual level, such as music, art, education, technology, etc. Every country and nation has its own cultural connotation. If this influence

factor is ignored in the advertising creativity, then the advertising produced can not be effectively spread, and it cannot match the psychological direction of consumers. Therefore, advertising creativity needs to pay attention to cultural positioning, otherwise it will inadvertently cause bad social impact and bring unpredictable losses to enterprises.

3.2. In view of consumer psychology, reasonable application of brand image oriented theory

When buying products, consumers will have a preliminary understanding of the products they need to buy, and will carry out a series of activities in the psychological and spiritual aspects. Brand image oriented theory is currently more influential a kind of brand communication view, especially more popular on the Internet, brand communication, refers to the enterprise to the core value of the principle of the brand recognition in the overall framework through advertising communication, public relations, marketing means to promote the enterprise design of the brand image to target consumers, in order to obtain consumer's recognition and recognition, and in their mind to determine a enterprise deliberately build the image of the process.

The first is to attract attention. There are many ways that advertising can attract consumer attention in the creation process, and several principles need to be followed. Advertising creation to attract attention are respectively contrast, reconciliation, new and different, etc., and spread in the advertising field, there is such a sentence "in the ocean of advertising, unconventional, dare to innovate, with a unique way, to achieve the purpose of endless aftertaste". Several principles to be followed are the comparison of large objects can attract more attention, moving objects than motionless objects can make consumers more attention; color diversity, diverse colors than single colors can give consumers more visual impact, and then leave a more deep impression; shape is circular objects receive more attention than square objects. In addition, the means used in attracting attention should not be ignored, and the

attention of consumers should be left on the product, rather than the means to attract attention[6].

The second is to stimulate association, stimulate association is to enable consumers to produce a certain spiritual or psychological activities, and then promote consumers to form a good ideological attitude consciousness, improve consumers' consumption behavior. Some experts suggest that when we thoughtfully observe nature or human history, the first thing to appears in the brain is a picture of multiple connections and corresponding roles[7]. Lenovo reflects the connection between the objective things, by the current perception of seeing or hearing, to think of another thing related to it, such as see the computer will think of the Internet; see the whole yellow leaves will think of autumn; hear a word can be associated with an advertisement, and then through this way to let consumers, deepen the cognition of propaganda goods, strengthen consumer consumption attitude, and can put this attitude into practice. For example: sparrow's diaper slogan "genius first step, sparrow's diaper"; for example: brain platinum slogan "this year New Year is not gifts, gifts only brain platinum", with two vivid and lovely old man cartoon image, let people remember[8].

Then it is moving with emotion, moving with emotion, the main role is to increase consumer emotion, so that consumers can be positively affected when watching advertisements, but also moving with emotion is also an important principle of the role of literature and art. In terms of emotional advertising, the positive increase in consumers 'consumption behavior and positive emotions can increase consumers' purchase[9]. On the contrary, the increase of negative emotions will inhibit consumers, and the decrease of consumer purchasing behavior will decrease. A successful advertising production can increase consumers 'positive emotions and inhibit consumers' negative emotions. Through the reasonable use of a variety of emotional plot presentation ways, improve the increase of emotion and moving positive emotion, and then become a well-known classic advertising. As shown in Table 1, the top ten classic advertisements of the past decade[10].

Table 1 Top 10 classic advertisements in the past decade

product	Advertising content	product	Advertising content
Dave Bears Diamond	The diamond lasts forever, and one lasts forever	VSOP Remy Martin VSOP xo	When the Remy horse opens, good things come naturally
Maxwell House coffee	The drops are fragrant, still wanting more	Deer brand whiskey	Free, there is everywhere
ibm	The universal solution to the family	Dove chocolate	Milk is fragrant, like silk like feeling
Kodak	Connect it together with every moment of your life	Youle Mei milk tea	Love held in the palm of your hand
Mountain leaf piano	Children who learn the piano will not get bad	999 Cold spirit	Warm and intimate

Finally, the frequent occurrence of advertisements can allow consumers to know the product content at any time in their life or work, thus forming a permanent memory. When consumers buy products, most consumers will give priority to buy the products familiar in the brain, and the desire to buy emerging products is

obviously small. Moreover, this kind of consumption behavior is more common among Chinese people, which is also a consumption behavior implemented by many consumer groups. In the market environment, buying familiar with and impressive brand products is an effective measure of self-protection.

4. Conclusion

To sum up, the influence of consumer psychology on the creativity of advertising is mostly reflected in the content influence of advertising in the production process, the emotional influence after the promotion and promotion, and the purchase influence after completing the promotion and publicity. And the above influence content can have a certain change under the influence of consumer emotion, psychology, consciousness, behavior, social culture, national customs, time technology and many other objective factors. Therefore, to create creative advertisements, we need to always grasp the changes of The Times and always understand the consumer psychology.

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