



Research on the Influence of Disclosure Cues on Advertising Marketing Effect Based on SPSS

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Abstract. With the development of mass media, the themes and forms of emotional advertising have been enriched. In order to expand publicity and enhance competitiveness, many advertisers have carried out a series of “flow wars” and “topic wars”, using the “star effect” of spokespersons to improve advertising revenue. Moreover, whether an advertisement is successful or not cannot only rely on the heat of the spokesperson; Consumers’ quasi-social involvement in spokespersons does not necessarily lead to purchase behaviour. This paper explores the interactive effects of quasi-social engagement, atmosphere cues and disclosure cues on advertising’s final marketing effect through two reasonable experimental studies. In our study, the interactive influence of advertising atmosphere cues and disclosure cues on the final marketing effect was discussed, and the reliability of the purchase intention scale of the product was re-tested.

Keywords: Advertising · Purchase intention · SPSS · Mathematical modeling · Cronbach’s Alpha · E-commerce

1 Introduction

In 1973, the concept of “atmosphere” was first proposed, consciously designed Spaces to create specific buyer effects, especially shopping environments that can produce emotional effects and increase consumer purchase rates (Kotler, 1973). After that, most scholars divided the atmosphere cues into high and low task cues, but this division was too general and abstract. With the Internet’s continuous development, scholars’ focus in recent years has gradually shifted to colour collocation, information quality, and electronic channels (mobile devices, etc.). Scholars have proved that atmosphere is essential to influence consumer behaviour [1]. In this study, “atmosphere cue” refers to the immersive experience provided by advertisements. Different advertisements provide different atmosphere cues to bring consumers different degrees of immersive experience to stimulate consumption.

At present, the measurement index of the advertising effect is not precise. Some scholars take the sales index (the final sales volume of the product) and information index (the extent to which the information in the advertisement can get consumers’ attention and reception) as the two dimensions of advertising effect [2] evaluation (Lavidge, 1961). Some scholars also put forward that advertising effects should be discussed from two aspects: consumers’ advertising attitudes and brand attitudes (Huang Shenxun, 1998).

With the development of psychological assessment scales, many scholars began using psychological effects to evaluate how consumers were persuaded and changed their attitudes to produce purchasing behaviours (Wang Pei, 2008). Subsequently, some measures of consumers' advertising recall degree, product preference and eye movement measurement in the process of watching advertisements have also gradually emerged and become necessary measures to measure the effect of advertising marketing [3].

This paper explores the interactive effects of quasi-social engagement, atmosphere cues and disclosure cues on advertising's final marketing effect through two reasonable experimental studies.

In our study, the interactive influence of advertising atmosphere cues and disclosure cues on the final marketing effect was discussed, and the reliability of the purchase intention scale of the product was re-tested.

The primary purpose of this experiment is to screen the experimental materials to distinguish the experimental materials from other dimensions, such as quasi-social interaction involvement, disclosure and immersion, to ensure the reliability and validity of subsequent experiments.

In this study, the selection of video materials required for the experiment is mainly considered from three aspects. First, there are significant differences in the three dimensions of quasi-social interaction involvement, disclosure and immersion. Second, the duration of the video presentation is similar; Third, within the same group, there was no significant difference in the types of products advertised. The final advertising materials are as Fig. 1.

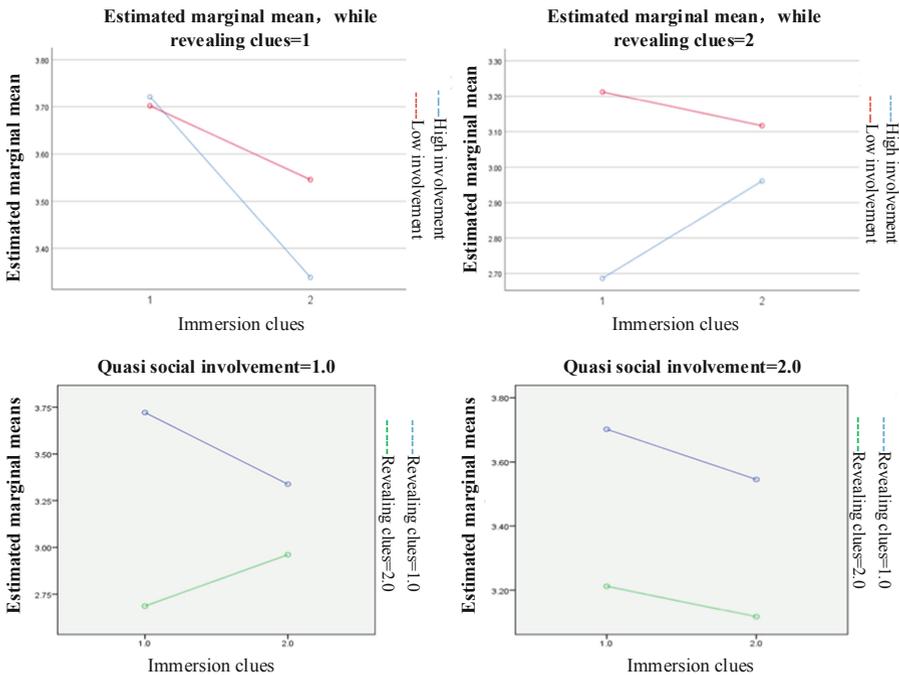


Fig. 1. Interaction between disclosure level and other two factors

2 The Research Methods

2.1 The Participants

In the first round, 55 questionnaires were distributed and collected, including 9 male and 46 female students. In the second round, 50 questionnaires were distributed and collected, including 6 male and 44 female students.

2.2 Simple Effect Analysis

According to the repeated test results of the three factors, there is an interactive relationship between the influence of quasi-social engagement, immersion cue and disclosure cue on purchase intention. Therefore, a simple effect analysis is conducted on the interaction of the three factors.

2.3 Data Analysis

SPSS was used to analyze the reliability and validity of the purchase intention scale of perceptual advertising products in the experimental materials [4]. We used Cronbach's alpha coefficient method for reliability and factor analysis for validity analysis [5].

Cronbach's alpha can be composed as an element of the quantity of test things and the normal between relationships among the things. Beneath, for theoretical purposes, we demonstrate the equation for the institutionalized Cronbach's alpha:

$$\alpha = \frac{N \cdot \bar{C}}{\bar{v} + (N - 1) \cdot \bar{C}} \quad (1)$$

Here N is equivalent to the quantity of things, c-bar is the normal between thing covariance among the things and v-bar breaks even with the normal difference.

3 Influence of Immersion Level

The subject group adopted in this research is college students, which has its characteristics, such as relatively high education level, which may have a particular impact on advertising and marketing. Therefore, the external validity of this study needs to be improved. In future research, we can investigate the processing of different groups of subjects to advertising information and the effect of different advertising information on different groups of subjects.

(1) At the level of high quasi-social engagement and high disclosure, advertisements with high and low engagement levels had a significant influence on the purchase intention of college students ($P = .000$, $P < 0.01$). (2) At the low level of quasi-social interaction involvement and high level of disclosure, there was no significant difference in the influence of high and low levels of engagement on the purchase intention of college students ($P = .78$, $P > 0.05$). (3) At the level of high quasi-social involvement and low disclosure, there were significant differences in the influence of high and low engagement levels on college students' product purchase intention ($P = .001$, $P < 0.01$). (4) At the

Table 1. High immersion and quasi-social interaction involvement and disclosure; Analysis of simple effects of low quasi-social interaction and high disclosure

Source of Variation	SS	DF	MS	F	Sig of F	Cronbach's Alpha
WITHIN CELLS	8.17	65	0.13			0.899
WITHIN A(1) BY B WITHIN C(1)	2.49	1	2.49	19.84	0	
WITHIN A(2) BY B WITHIN C(1)	0.4	1	0.4	3.21	0.78	

Table 2. High degree of immersion and quasi-social involvement, low disclosure; Simple effect analysis of low quasi-social interaction involvement and low disclosure

Source of Variation	SS	DF	MS	F	Sig of F	Cronbach's Alpha
WITHIN CELLS	7.36	65	0.11			0.877
WITHIN A(1) BY B WITHIN C(2)	1.28	1	1.28	11.3	0.001	
WITHIN A(2) BY B WITHIN C(2)	0.15	1	0.15	1.33	0.253	

low level of quasi-social interaction involvement and disclosure, there was no significant difference in the influence of high immersion level and low immersion level on college students' product purchase intention ($P = .253$, $P > 0.05$). It shows that only when the advertisement content has a high degree of quasi-social engagement will the level of advertising engagement affect the marketing effect of perceptual advertising. In the case of high quasi-social engagement [6] and high disclosure, the higher the engagement, the better the advertising marketing effect; However, in the case of high quasi-social engagement and low disclosure, the lower the engagement, the better the advertising marketing effect, based on Tables 1 and 2.

4 Conclusion

First, only in the high immersion and low disclosure advertising situation quasi-social engagement can significantly affect the effect of perceptual advertising marketing. At this time, advertising with a low quasi-social engagement level is better than advertising with high involvement level. This conclusion conforms to think the scene atmosphere in the past research clues, social relations, and impulse willingness to spend significant correlation between the three variables. However, with previous research on the scene atmosphere as a rich clue, social relations more closely, the impulse buying intention [7] is more vital (Li Yiwei, 2018), "what is different, this study thinks that in the case of disclosure degree is low, High quasi-social interaction involvement is not conducive to stimulating consumers' impulse purchase intention. Due to the increasing richness

of product information, factual product information [8] has become essential to influencing consumers' purchase decisions (Yuan Zhihui, 2020). If advertising spokespeople exaggerate the role of products and their disclosure degree is low, It is not conducive to the play of personal charm (quasi-social involvement) and other factors.

Secondly, only when the advertising content has a high degree of quasi-social involvement will the level of advertising immersion affect the effect of perceptual advertising marketing. In the case of high quasi-social engagement and high disclosure, the higher the engagement, the better the advertising marketing effect; In the case of high quasi-social engagement and low disclosure, the lower the engagement, the better the advertising marketing effect [9]. The last part of the conclusion is consistent with the existing research that "the attractiveness, credibility and interestingness of videos do not directly affect consumers' purchase intention unless the role in videos can produce positive quasi-social interaction with the audience" (Gao Yongling, 2021). Consumers will not have a favourable view of the brand just because the characters in the video are attractive. As a significant factor in the attractiveness and interest of the video, immersion can only play a positive role when the quasi-social interaction between the advertising spokesperson and the audience is sufficient. Similarly, this effect is affected by the degree of disclosure, and if the disclosure is insufficient, the benefits of quasi-social interaction cannot be brought into play.

Finally, the effect of advertising disclosure is affected by immersion and quasi-social engagement at different levels. Under different levels of quasi-social interaction involvement and immersion, the higher the disclosure, the better the advertising marketing effect. This effect is most evident in the high involvement and immersion scene. This illustrates the spokesman for the importance of a disclosure degree in advertising and marketing, can make the voice deep social intercourse, wide-scale exposed in front of the public, but want to achieve good advertising effect positively, must also enhance audience of face recognition (Tan Qing, 2021), the representative of strengthening self-disclosure, looking for resonance point of audience and spokesperson.

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