

Research on Defamiliarization Stimulus Strategy in the Context of Advertising Marketing

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Abstract. This paper takes advertising marketing as the research situation, and discusses the mechanism of the influence of defamiliarization on consumers' willingness to purchase. The study found that advertising marketing can be defamiliarized from both shape and subject, thus positively driving consumer perceived value which including functional value, emotional value and social value. And this perceived value can further enhance consumers' willingness to purchase. This conclusion further enriches the consumer's willingness to purchase and provides theoretical guidance for advertising marketing.

Keywords: defamiliarization; perceived value; purchase intention.

1. Introduction

From the "filter theory" proposed by British psychologist Broadbent (Broadbent, 1958) and the "AIDMA" model proposed by American advertiser E.S. Lewis, it is not difficult to find that products need to attract consumer attention and drive purchase behavior.

To this end, how to stand out in the era of limited audience attention, product homogeneity and information overload is the key. What's more we need to turn consumer concerns into economic benefits. Defamiliarization makes it possible. As Hegel pointed out in *Spiritual Phenomenology*: "Generally speaking, something that is well known is not something that is really known, just because it is well known." Therefore, inertial thinking and visual fatigue can make people turn a blind eye to certain things.

According to the existing literature, the factors influencing consumers' willingness to purchase can be classified into three categories: product attributes, individual characteristics of consumers, and consumption scenarios. At present, there are many researches on the characteristics of individual characteristics and consumption scenarios of consumers. There are also studies on product attributes, but mainly focus on external evaluation, brand effects. Few people have studied whether the rendering effect of internal product attributes has an impact on consumers' willingness to purchase. To this end, we should proceed from the presentation of the internal attributes, to meet the expectations of consumers. By this way, we can get the attention of consumers, Even achieve consumer purchases.

Based on the above research, this paper proposes a strategy of defamiliarization to stimulate consumers' willingness to purchase, and elaborates three research questions: (1) What are the aspects of defamiliarization in advertising marketing? (2) Does defamiliarization affect consumers' willingness to purchase? (3) What is the impact mechanism? According to the research direction, this paper narrows the research scope to static advertising marketing, and uses the audience in the advertising marketing to conduct empirical tests. Our theoretical contribution is to confirm that the defamiliarization of advertising information can affect consumers' perceived value, thereby stimulating consumers' willingness to purchase.

2. Literature Review

2.1 Defamiliarization

The "defamiliarization" theory put forward by Shklovsky. It's one of the important theoretical views of Russian formalism. The view is that the process of extending the feeling time by increasing the difficulty of feeling is the process of "defamiliarization" of art. But human thinking will produce inertia. When things happen frequently, it goes straight to feelings and enters cognition. When things

reappear, people know that they turn a blind eye to it. If you want the artistic features of a work to be viewed, you need to let the audience break away from the inertia thinking and evoke the aesthetic feelings of the person. "defamiliarization" uses strange images, plots, perspectives, etc. to create a gap between the aesthetic object and the aesthetic subject's thinking, and form a "psychological distance", thereby increasing the difficulty of perception and prolonging the perception time, so that the subject can temporarily deviate from the object of depiction. The content, and the perspective of the review and clear thinking reflect on the art work itself. Shklovsky's research focuses on literary creation, but the scope of "defamiliarization" is not limited to this. It is also often found in other art categories such as oil painting, drama, and film and television advertising. The playwright Brecht put the theory of "defamiliarization" into the theater stage to study and put forward the concept of "Deviation effect". So this paper wants to use the theory of defamiliarization into advertising marketing.

2.2 Perceived Value

Value is the general, undifferentiated human labor that condenses in the commodity, expressed by the proportion of the exchange of goods, that is, the exchange value. In the field of marketing, value is often tied to the customer, and the customer's satisfaction with the product or service depends on the value he can perceive.

In the process of purchasing a product or service, the consumer balances the perceived benefit with the cost paid, and then evaluates the overall utility of the product or service. When the consumer perceives that "acquisition" is greater than "expenditure", then the commodity is considered to have value, and the essence of value is the perceived value of the consumer (Zeithaml, 1988). From the perspective of customer cognition, the perceived value is hierarchical. The customer first considers the specific attributes of the product and forms basic expectations for the realization of these attributes. In the process of using the product, the customer forms a second level of expectations. The third level of expectations is based on the expected outcomes of the customer's use and the ability of the product to achieve customer goals (Woodruff, 1997). Cheng Haiqing (2006) believes that perceived value refers to the perception and assessment of the quality, effect, and the degree of adaptation of the product or service to the consumer's needs during the purchase process.

Based on the above-mentioned theories of domestic and foreign scholars, this paper summarizes the perceived value of consumers is the benefits and costs paid by consumers after understanding, experiencing or testing products (services) and exposure to external evaluations, and Weigh the evaluations made after the comparison.

2.3 Purchase Intention

Willingness refers to the subjective probability or possibility that a person takes a certain behavior. The willingness to purchase is a subjective possibility for the customer to choose to purchase a certain product or service (Fishhein & Ajzen, 1975). The willingness to purchase is a subjective tendency of the consumer to a certain product, the subjective probability of choosing a particular purchase behavior, and the willingness to purchase can predict the purchase behavior. Purchase intentions are influenced by many factors, and consumers' attitudes toward products or brands affect the subjective probability of their choice (Mullet & Karson, 1985). Domestic scholar Zhu Zhixian (1985) analyzes from the perspective of consumer psychology, and believes that the willingness to purchase is the psychological consultant when the product meets the specific needs of consumers, and is the basis and precursor of the purchase behavior. At present, there are many theoretical models of consumers' willingness to purchase .such as the rational behavior theory (TRA) which proposes are by Fisherhei & Ajzen (1975), the theoretical behavioral model (TRB) proposed by Icek Ajzen (1988, 1991) and the Value impact mechanism model which proposed by Zeithaml (1988) , etc. It is not difficult to find that there are three main factors that affect consumers' willingness to purchase: the attributes of the product, the individual characteristics of the consumer and the consumption situation.

3. Research Framework

Advertising information is displayed in various forms, roughly divided into two types, one is TV media advertising with dynamic video; the other is traditional flat type for printing or static display. There are big differences between the two forms of presentation. For better research, this paper limits the scope of research to traditional static print ads. To this end, the expression of the advertisement is mainly advertising text, lines, images, proportions and color combinations. This paper divides the defamiliarization of advertising information into two categories. one is Intuitive defamiliarization, and the other is subject defamiliarization.

Intuitive defamiliarization mainly refers to the defamiliarization of people's intuitive feelings, such as graphics, colors, lines, proportions and other forms of expression violate conventional design. Subject defamiliarization mainly means that the meaning conveyed by advertising information is different from common sense, and the level is deeper than intuitive defamiliarization.

According to the logical relationship between defamiliarization and consumer perceived value in the above theory, this paper divides perceived value into three dimensions, namely functional value, emotional value and social value. The functional value refers to the value that the product can bring to the consumer's direct advantages and disadvantages; The emotional value means that the product can bring emotional changes to the consumer, positive or negative; The social value refers to the impact of products on the social environment in which consumers are located.

According to the perceived value model (Dodds, Monroe, & Grewal, 1991) .The research on the perceived value and purchasing intention of consumers in China's cosmetics market, it is clear that there is a causal relationship between perceived value and consumers' willingness to purchase(Hao Junfeng and Wang Bo ,2011).

4. Summary

This study cites the theory of defamiliarization into the presentation of advertising information. Through empirical research, It shows that in the era of information overload and scarcity of attention, seizing the attention of consumers is the key. So advertising marketing should start from the consumer's expectation and find the demand point of consumers. Then from its visual effects and theme expressions make the information of product unfamiliarity.

Defamiliarized information can create a gap between the aesthetic object and the aesthetic subject's thinking, and form a "psychological distance", thereby summoning the perceived value of consumers, such as functional value, emotional value and social value. The consumer can balance the perceived benefit with the cost paid, and then evaluates the overall utility of the product or service. When they perceive the "acquisition" is greater than "expenditure", they will form a willingness to purchase.

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