

# **The Influence of Random Matching on Advertising Performance Based on Social Adaptation Theory**

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**Abstract:** Advertising is the most commonly used and most intimate marketing tool. Marketers often use advertising strategies to develop consumer attitudes and willingness to buy. The paper takes social adaptation theory as the research perspective, and attempts to analyze whether different advertising appeal methods, source country stereotypes, and product type matching have significant influence on advertising effects.

## **1. Introduction**

It has been found that there is a matching effect between the advertising appeal method and the product and the target market in the advertising persuasion process. This matching effect determines the different acceptance of the brand and the advertisement by the consumer, such as the information appeal of the advertisement and the demand of the consumer. When matched, the performance of your ads will be greatly improved. In international marketing, the information about the country of origin included in the advertising information will also affect the effectiveness of the advertising. Therefore, in order to improve the effectiveness of advertising persuasion, we can consider a number of factors such as the rational use of advertising appeals, and the stereotypes of the source countries.

## **2. The three elements of the theoretical level affecting the effectiveness of advertising**

According to the existing research results, advertising appeals, source country stereotypes, and product types are considered to be the main factors affecting the effectiveness of advertising.

First of all, advertising appeal is the core content of advertising information, and is the key factor in determining the effectiveness of advertising persuasion. At present, the research literature uses the rational/sensible binary framework to decompose advertising appeals into two aspects: rational appeal and perceptual appeal. Rational appeals change the consumer's perception of the brand by transmitting product information. The advertisement under rational appeal highlights the specific product quality information, so that the advertising audience understands the product features and advantages to help the audience build brand preferences. Sensual appeals influence consumers' attitudes and purchasing behavior by stimulating consumers' emotions about products. The advertisement under perceptual appeal is to establish the emotional overlap between the product and the brand and the consumer, to help the brand establish contact and goodwill with the consumer, and thus establish a positive brand attitude.

Second, the stereotype of the source country is a multidimensional concept. According to the results of Laroche, the stereotype of the source country is the overall impression of a country as a whole, including the public and consumers, that is, consumers' comprehensive evaluation of the country's national beliefs, people's feelings, and relationships. At present, the stereotypes of source countries are divided into functional and emotional types. In addition to the product image, the matching of products and source stereotypes as a signal of product authenticity will make the advertisement more convincing.

Third, based on the research products of previous scholars, the product types include practical and hedonic. Different product types have different requirements for the types of advertising

appeals. Similarly, the differences in product industry categories have a significant impact on rational appeals and perceptual appeals. For example, in health care products and technology products, consumers are more inclined to identify rational appeal advertisements. For daily necessities and food and beverage products, consumers prefer to identify emotional appeal advertisements. This shows that the product type plays an important role in the advertising effect.

### **3. Experimental analysis of the influence of three elements of social adaptability theory on advertising effect**

#### **3.1 Defining the experimental premises and building the hypothesis basis**

In the study, it is proposed to use 2 (source country stereotype: ability country VS emotion country) \* 2 (advertising appeal method: rational appeal VS emotional appeal) \* 2 (product type: practical product VS hedonic product) group Inter-factor design pattern. The participants in the experiment were 178 people recruited through the online network. After screening, 162 people were selected, including 68 males between the ages of 18 and 25.

In the process of preparation of experimental materials and stimulants, it is proposed to select Germany and Italy as stereotypes as functional countries and emotional countries. By designing different types of images and advertising words to manipulate different advertising appeals, chocolates and microwave ovens were selected according to pre-test experiments to represent hedonic products and practical products.

After clarifying the experimental premise, the hypothesis basis can be constructed under the social adaptability theory. The content includes the following:

Assumption 1: The use of rational (sensible) advertising appeals for products from functional countries (emotional countries) will show a more positive advertising effect than the use of perceptual (rational) advertising appeals. That is, consumers will show (1a) a more positive advertising attitude; (1b) a more positive brand attitude; (1c) a stronger buying will.

Assumption 2: Rather than to adopt the advertisement requirement of sensibility (rational), to adopt the rational (sensibility) ad requirement for the practical (Hedonic) product can express more positive effects of advertisement. That is to say, consumers shall perform relatively more positive attitude to advertisement (2a) and the brand (2b), as well as the stronger willing to purchase (2c).

Assumption 3: As for the practical product, the type of its origin is functional country, and it will show the more positive effect of ad if people adopt the rational requirement for advertisement. Consumers will show more positive attitude to advertisement (3a) and the brand (3b), as well as the stronger willing to purchase (3c)

Assumption 4: As for the hedonic product, the type of its origin is emotional country, and it will show the more positive effect of ad if people adopt the sensibility requirement for advertisement. Consumers will show more positive attitude to advertisement (4a) and the brand (4b), as well as the stronger willing to purchase (4c)

#### **3.2 To design the experiment procedures scientifically, to adjust the content of measure flexibly**

The whole processing of experiment was carried out on the computer, research objects were dispatched randomly to one group among the eight groups. Every group of research objects is facing the same advertisement interface, which contains three parts, the name, the origin country and the image and ad lines of the product. Candidates of this test can finish this questionnaire according to the contents of this advertisement. While we are measure consumers' attitudes toward advertisements and brands, the questionnaire is bolstered by Constant table. The content of the test referred by consumers' attitudes toward the ad includes five parts that "this ad is interesting", "this ad is pretty good", "this ad is a welcomed one", "this ad is just not unpleasant" and "this ad makes people pleasant." And the content of the test referred by consumers' attitudes toward the brands also includes five parts that "Brand is good", "Brand is flattering", "Best brand is pleasant", "Brand is positive/active" and "Brand is high quality". The purchase willing of consumers includes four parts

that “I will consider this product first when I need to buy it”, “I am willing to pay a higher price to buy this product”, “This product is my first choice for purchasing similar products” and “I am very likely to buy this product”. And this measurement is made according to the constant table used by the research carried out by Chen & Kim (2013), Summers.(2006) and Donghong Zhu (2012).

### **3.3 To use and select variance rationally, and to make contrast and draw the conclusion**

To research and test the assumptions, SPSS is used to do the variance analysis of single factor and multi-variance in the research:2 (Source country stereotype: functional country VS emotional country) \*2 (advertising appeal method: rational appeal VS emotional appeal).The dependent variables are advertising attitude, brand attitude and purchase intention. The result shows that The matching of source country stereotypes, advertising appeals and product types has no significant impact on advertising,  $F(1,162)=0.269, P=0.605$ , assumption 3a、 4a are invalid; The impact of origin country stereotypes, advertising appeals and product types on brand attitudes is not significant,  $F(1,162)=2.887, P=0.091$  ,assumption 3b、 4b are invalid. The matching of source country stereotypes, advertising appeals and product types has a significant impact on consumers' willingness to purchase,  $F(1,162)=4.165, P=0.043$ , assumption 3c、 4c are testified.

The conclusion could be drawn after match the conditions of assumptions that When the product type is a practical product, the practical product from Italy (emotional country) is advertised by using a persuasive marketing method, and the consumer's willingness to purchase the product is estimated to be 2.60. Under the same circumstances, when the product type is a hedonic product, that is, the marketing method of the perceptual appeal to the hedonic products from Italy is advertised, the consumer's intention to purchase the product is estimated to be 3.25. , obviously higher than the purchase intention of the utility product under the same circumstances. When the product type is a practical product, the practical product of the German (functional country) is advertised by a rational appeal marketing method, and the consumer's willingness to purchase the product is estimated to be 3.35. Under the same circumstances, when the product type is a hedonic product, that is, when the hedonic product from Germany is advertised by a rational appeal marketing method, the consumer's intention to purchase the product is estimated to be 3.25. Lower than the practical product under the same conditions

## **4. The advice to the promotion of advertisements effects influenced by the three factors**

### **4.1 To conclude the type of products precisely and to match the demand of advertisements and the type of products rationally**

Through experiments, it is found that the application of rational (sensible) advertising appeals to products derived from functional (emotional) countries will show more effective advertising effects than the implementation of perceptual (rational) advertising appeals; implementation of practical (healthy) products Rational (sensible) advertising appeals will show more effective advertising effects than the implementation of perceptual (rational) advertising appeals, and can be reflected by consumers' measurement of advertising attitudes, brand attitudes and purchasing intentions. For practical (heavable) products, the use of rational (sensible) advertising appeals from functional countries (emotional countries) will show more effective advertising results. Through 2\*2\*2 inter-group experiments, the matching of product types with source country stereotypes and advertising appeals has a significant impact on consumers' willingness to purchase, and the impact on advertising attitudes and brand attitudes is not significant.

As can be seen from the above, in order to improve the effectiveness of product advertising, it is suggested to distinguish products from different countries and formulate corresponding advertising appeals according to consumers' expectations of the categories of product advertising appeals, so as to maximize the advertising effect.

### **4.2 Try to divide product types and analyze advertising effects based on variables**

The country of origin stereotype and product category can be classified from the perspective of

the way consumers process information. For example, the division of product types can be divided into commodity categories and service categories from product expression forms, to explore the advertising effects of stereotypes (positive vs. negative) in different countries, or to discuss different source level (the country of the manufacturer, design, assembly, etc.) with the product type and the advertising appeals to the influence of advertising effectiveness. If this study does not take into account the influence of product involvement degree on consumers' purchase intention, this variable can be added into future studies to study consumers' purchase intention at the same time in different product involvement degree, so as to conduct a more comprehensive analysis.

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