



INFLUENCE OF SHANGHAI INTERACTIVE OUTDOOR ADVERTISING ON CONSUMER PSYCHOLOGY AND BEHAVIOR

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Abstract: This study explores the impact mechanism of interactive outdoor advertising on consumer psychology and behavior in Shanghai under the new media environment. In this study, qualitative research methods were used to observe and record the outdoor advertisements of Nanjing Road in Shanghai and the outdoor advertisements of Xujiahui subway station through field research. At the same time, the focus group interview method was used, and 4 groups were selected to conduct interviews with 10 people in each group. The interviewees are young people aged 18-35 who work and study in Shanghai. The research shows that the psychological motivation for consumers to participate in the interaction is that the interaction can satisfy their sense of association and presence, and the interaction affects the psychological effect and behavioral effect of advertising communication on consumers. The psychological level effect can arouse attention, generate interest, resonate and be satisfied to a certain extent. The behavioral level effect is reflected in the purchase behavior after being satisfied. This paper believes that in order to deepen the interaction with users, outdoor interactive advertising needs to strengthen creative design and use high-tech intelligent technology and create a scene-style media environment, so as to stimulate audience participation is the main method to improve the effect of advertising interactive communication.

Keywords: Interaction, Outdoor Advertising, Consumer Psychology and Behavior, Shanghai

INTRODUCTION

At present, the world has entered the digital age. Due to the popularization of mobile Internet, the application of big data technology and the promotion of artificial intelligence, digital interactive advertising has become the development trend of the current advertising industry. In the digital age, interactive outdoor advertising has changed the single communication method of traditional outdoor advertising, and achieved the purpose of two-way communication by guiding consumers to participate, which has a great impact on consumers' purchasing psychology and purchasing behavior.

Interactive outdoor advertising is developed along with the evolution of the new media

environment and the transformation of new technologies and new platforms. It focuses on the needs and characteristics of the audience, attracts the audience's attention and participates in the interaction. The audience in interactive advertising has changed from passive acceptance to active exploration and communication. The curiosity and emotion of the audience are consumed, so as to realize the interaction, communication and feedback of both parties. (Xie, 2021) However, the current level of outdoor advertising in China is uneven, the effects received are also different, and there are some problems. For example, the construction of outdoor advertising scenes lacks coordination, and elements such as color and music theme styles fail to create a sense of atmosphere. Outdoor advertising design is a mere formality, and activities such as simple scanning codes to send gifts cannot effectively attract audiences to participate in interaction. The advertising content is empty, the product features are not prominent, and the creativity is lacking. These questions remind us that we need to pay attention to the communication mode of interactive outdoor advertising, especially to sort out the interactive advertising communication form from the perspective of the audience. Therefore, from the perspective of interaction, this study studies the interactive communication effect of outdoor advertising and the related content that enhances the communication effect from the perspective of consumers' psychology and behavior.

RESEARCH SIGNIFICANCE AND RESEARCH OBJECTIVES

Outdoor advertisements with outstanding interactive effects stimulate the curiosity and emotion of participants, and can attract the attention of the audience to a large extent. The setting of the activity is unreasonable, and the degree of interaction and influence are discounted, resulting in the failure to exert its effect. This is also the value of the research in this paper, which is mainly manifested in: theoretical significance, through sorting out the relevant literature and concepts of interactive outdoor advertising, the essential characteristics of interactivity are clarified, and the basic characteristics and classification of interactive outdoor advertising are clarified. Practical significance, the study uses the methods of field investigation and focus group interviews to understand the audience's cognition, attitude and opinion on outdoor advertising, and to clarify the development reality and existing problems of outdoor interactive advertising. At the same time, based on the interview results, it summarizes the elements of communication strategies, and puts forward some improvement opinions and methods for the development of outdoor interactive advertising in China.

Therefore, the following research questions (RQs) were formulated

- RQ1:** What type of interactive outdoor advertising in Shanghai can attract consumers to participate in the interaction?
- RQ2:** What is the impact of interactivity on the psychological and behavioral effects of consumers?
- RQ3:** How to improve the communication effect of interactive outdoor advertising in Shanghai?

FINDINGS AND DISCUSSION

Development status of interactive outdoor advertising in Shanghai

China's Shanghai is an international metropolis known for its fashion trends, and it is also China's modern central city. Because of the highly developed economy, Shanghai's various constructions are at the international leading level. Similarly, Shanghai's outdoor advertising is at the forefront of the advertising industry. In the context of 5G, Shanghai is committed to building and building an intelligent outdoor advertising system. (Qiu Dongming, 2019)

Interactive outdoor advertising combines the characteristics of interactivity and outdoor advertising. At this stage, it generally refers to borrowing high-tech, such as projection, virtual reality, sensing systems, physical production, and other technologies to apply it to common outdoor advertising media. Or carry out conceptual innovation on traditional outdoor media,

so that outdoor advertising itself or outdoor advertising media has the most intuitive operability and participation, which can trigger interactive feedback from the audience. (Peng Leilei, 2015)

In order to explore the status quo, classification and characteristics of interactive outdoor advertising in Shanghai, this study chooses the method of field research, and selects the representative outdoor advertising of Nanjing Road in Shanghai and the outdoor advertising of Xujiahui subway station for investigation and analysis.

Because field studies can reveal how people naturally behave in their daily lives. Fieldworkers venture into the worlds of others in order to gain first-hand knowledge of how these people live, talk, and act, and what excites them, and what frustrates them...field research is also used by researchers as A method of research that understands the meaning of the activities they observe to the participants. (Robert Emerson, 2002) In field research, the researcher can directly talk to or observe the subject. Therefore, in order to obtain complete data and information, it is necessary to go deep into the field. There are various methods for collecting data. In addition to direct participation in observation, visits, interviews and surveys are also available. (Deng Shuming, 2021)

I went to Shanghai four times from July to October 2021, and each time I stayed in Shanghai for about a week. During this period, field visits were conducted every day, taking Nanjing Road Pedestrian Street and Xujiahui Subway Station as observation objects. At the same time, the outdoor advertisements on Nanjing Road were photographed and recorded, and the light box advertisements, wall sticker advertisements, LED TV advertisements, elevator sticker advertisements, post-package advertisements, and carriage body advertisements at various stations in Xujiahui Metro Station were observed and recorded. During the field trip, whether it is the observation of Nanjing Road or Xujiahui subway station, it will take a whole day, from 9:00 in the morning to 23:00 in the evening, taking more than 1,200 photos, and 2 observation records.

By classifying and coding the collected outdoor advertising samples, Shanghai interactive outdoor advertising can be divided into three categories: situational interaction, experience interaction and perception interaction.

1. Situationa interactive

Situational interactive outdoor advertising achieves the purpose of communication by creating a situation in which the audience can participate. The most important thing for successful contextual OOH advertising is getting the context right.

Such as: Shanghai Xujiahui Line 1/9/11 transfer channel, a resplendent channel. This is the creative advertisement created by Beijing Dentsu Shanghai Branch for the skin care brand ELIXIR - "Meet a Better Self". For the ceiling of 180 square meters, 30 craftsmen took 184 hours to use 162,000 pieces of sequins with a diameter of 6 cm to form 27,000 strings of light to simulate the core selling point of the product "Shuiyuguang". "Shuiyuguang" comes from the Japanese word "Tsuyadama", which refers to the firmness of the skin and the natural glow on the cheeks. Elisir's brand philosophy is that beautiful skin makes women more confident. Therefore, the Yilisier brand hopes that through this creativity, women who are in a hurry can slow down their pace, feel a moment of their own sparkle, and remind women to give more care to their skin while living a busy and hard life.



Figure 1. Xujiahuisubway Advertisement

2. Experience interactive outdoor advertising

Experience is often a psychological feeling that is triggered by the thought after feeling something. Whether it is a real experience or a virtual experience, they can bring a certain feeling to the experienter. The feeling that the experience brings to the experienter may be positive: joy, happiness, gain, or it may bring pain, sadness, and unpleasantness. (Peng Leilei, 2015)

The giant "Hi-T Rainbow Wall" of the clothing brand "Hai Lan's Home" was magnificently completed overnight in the subway station. The entire wall advertisement occupies most of the corridor of the subway station. It is 33.6 meters long and 2.85 meters high. 500 pieces of the brand's new "Hi-T" products, which are folded and square, are made of puzzles. The gradient color difference of the T-shirt itself is used to draw a rainbow, and the rainbow-like shock effect is used to present the brand's new summer clothes. From time to time, pedestrians raised their mobile phones to scan the code on the T-shirt products. The corresponding QR code was attached to the bottom of each Hi-T product. As long as pedestrians liked it, they could scan the code and link to the online mall to place an order. The sales method is simple and convenient. Just like the advertising slogan on the entire Hi-T rainbow wall: style, vitality, freedom. Not only shared with pedestrians the Hi-T spirit of being relaxed and happy, pursuing a young and free true self, but also gained joy and harvest from the experience.

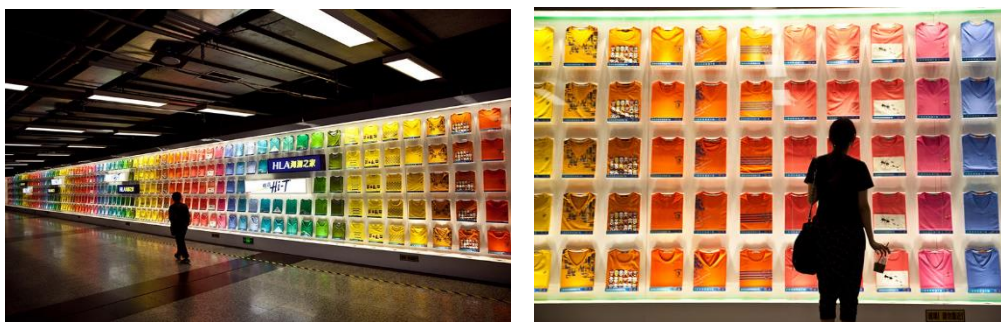


Figure 2. "Hai Lan's Home" Advertisement

3. Sensory and Interactive Outdoor Advertising

Experience and perceive external things through the five senses of hearing, sight, smell, taste and touch. In advertising, no matter what form and content of the advertisement, it is necessary to mobilize the senses of the audience in order to have follow-up attention, interest, desire, action, sharing and other behaviors. The advertisement of Xujiahui Metro Xuandong Projection Gallery in the picture below is the longest and largest projection media in the global subway system. There are 23m*2m projection area and 23m*0.8m wall sticker area on both sides. It is located in the transfer passage of Xujiahui Line 1/9. The average daily passenger flow reaches 260,000 person-times, bringing together mid-to-high-end

fashionable white-collar people. Projection + wall sticker advertising forms, supports animation, TVC, electronic posters, etc., and can produce various large-scale creative effects.



Figure 3.

The dynamic video is displayed to the advertising audience, which produces a rich visual sensory experience, forms a strong picture effect, catches people's attention, and achieves the purpose of a good advertising work. The neon sign on Nanjing Road as shown below. Shanghai gives the impression that the pace of life is fast. Therefore, the overall design style of outdoor advertising is very simple and lively. The architectural style combines elegant European architecture and tough streamlined high-rise buildings. Reflecting the fusion of Eastern and Western cultures, the Shanghai outdoor advertisements well interpret the unique charm of Shanghai in terms of style.



Figure 4. Advertising on Nanjing Road, Shanghai

Through on-the-spot observation and on-site experience of consumers' interaction, the study found that: 1. Outdoor advertising using advanced projection, touch screen, augmented reality and other high-tech technologies can better attract consumers' attention and stimulate their interest. 2. The product features are highlighted in content, and outdoor advertisements with high creativity also attract consumers' onlookers. Using the surrounding environment to create scene-based outdoor advertisements in terms of color, music, etc. can stimulate consumer participation.

The impact of Interaction on Consumer Psychology and Behavior

This research is mainly based on the AIDMA theory of marketing. Consumers' consumption process needs to go through five stages: attention, stimulate shopping interest, stimulate consumption desire, generate deep memory, and implement consumption behavior. In the Internet age, AISAS proposed by Dentsu Corporation of Japan in 2004 is an extension of this theory and has attracted much attention. The theoretical model of the five-stage process of paying attention to products (attention), stimulating shopping interest (interest), information

gathering (search), implementing consumer behavior (action), and information sharing (share). This study summarizes AIRSA, a new model for interactive outdoor advertising consumers to receive and process information. Compared with the previous AIDMA and AISAS, AIRSA decomposes the consumer psychological effect into five nodes: attracting attention (Attention), generating interest (Interest), causing resonance (Resonance), being satisfied (Satisfy), and promoting behavior (Action).

Generally, researchers employ methods of in-depth semi-structured interviews, bibliographical recordings, and direct observations that, while conducting field recordings, produce naturalistic and insightful information about the research topic. (Deng Shuming, 2021) The focus group interview method was selected for this study, and the interviews were conducted in 4 groups, each with 10 participants, and the interview time was 60 minutes. Discussion among group members. Use a voice recorder to record and record all the interviews, and then organize the written data after all the interviews.

He selected objects are young people aged 18-35 who work and study in Shanghai. Divided into 4 groups according to the homogeneity, firstly, college students studying in Shanghai were interviewed. The second is the white-collar workers working in Shanghai, all of whom are highly educated, some are undergraduates who graduated from local universities in Shanghai, and some are masters. Third, I found the staff and person in charge of the Advertising Association in Shanghai. They are very familiar with the placement and management process of outdoor advertising in Shanghai. Fourth, the local residents of Shanghai are familiar with Shanghai's culture and street facilities. Some of them are working in Shanghai, some are college students from other places who have returned to Shanghai for winter and summer vacations, and some are returning to Shanghai who work abroad or in other places. The reason is: this group is mostly young people, who pursue fashionable and personalized products, and are keen on fashion trends; because they have received higher education, they either have a stable income or sufficient living expenses, so they have the ability to buy fashion items; Be able to use different electronic devices proficiently, be sensitive to emerging communication technologies, keen on interactive activities, and like the latest intelligent products.

Mainly conduct interviews around the five stages of AIRSA, and get the effective mechanism of consumer psychology. Worked in two steps:

Select 6 representative interactive outdoor advertisements for the respondents to watch, and conduct on-site interviews with consumers on their immediate feelings after watching. Identify and code the five objectives of the interview. 1. Attraction of attention 2. Stimulation of interest 3. Emotional resonance 4. Satisfaction 5. Purchase behavior occurs.

1. Arouse Attention

Attention is the first step in achieving the purpose of the advertisement request. First to call attention, everything else after that

Interactive communication activities can continue. Attention refers to the direction and concentration of mental activities on certain things. Especially in the current flood of information and the increasingly serious psychological barriers of consumers, attracting the attention of the audience is the premise of the subsequent impact. Through the analysis of the sample data, it is found that the influence of interaction on attracting consumers' attention is as follows: 36% of the respondents think that interactivity has a great influence on attracting their own attention, and 34% think that it has a great influence. 23% think that the impact is general, and 7% of the total sample think that the impact is small and no impact. It can be seen that through interactive stimulation, the degree of affecting attention can be more effectively improved.

2. Generate Interest

After the first connection point between advertisements and consumers is established by attracting attention, the key to whether the follow-up link can be continued is whether it can make consumers interested and increase their curiosity about the content of the advertisement. According to the interview, the key part of interaction that makes people interested lies in its "new" and "got". 35% of the respondents believed that the reason why the interaction aroused their interest was "curiosity, I haven't experienced it", another 25% of the respondents thought it was "fun, the form was very novel", and 20% of the respondents attributed it to being able to Bringing benefits (getting prizes and honors), 15% of the respondents thought it was "outstanding the theme of the advertisement", and 5% of the respondents thought it was other reasons. The most direct function of interaction, which is different from traditional advertising, is to arouse consumers' pursuit of novelty and effectively make consumers interested.

3. Emotional Resonance

Advertisers provide information, services or ideas, and if they plan to achieve a certain result, they must understand the psychology of the audience's needs, so as to achieve the effect. The meeting point in this process is the psychology of the audience's "resonance". The research interviews found that 34% of the respondents said that the reason for resonating was because of "coinciding with interests", 31% of the respondents believed that it was "convergence with the value concept", and 24% of the respondents attributed it to in terms of "similar to emotional pursuit", another 11% of respondents chose other reasons.

4. to be satisfied

The Use and Satisfaction Theory breaks the traditional view that "the audience is absolutely passive" and believes that the audience is active. Especially in the interactive communication process of advertisements, consumers can selectively access the media and related content according to their own purpose and pertinence, forming restrictions on the communication effect. The interview found that the interviewees obtained various psychological satisfactions in the interaction process, among which the satisfaction of "curiosity" reached 70%, followed by the satisfaction of "practicality" at 60%, and the satisfaction of "public personality" and "emotional pursuit". "Satisfaction, and Other Satisfaction are 55%, 35%, and 10%, respectively. This is for the interactive communication of advertising, that is, when designing incentive links, it is necessary to pay attention to the psychological needs of consumers and carry out targeted design.

5. Action

The realization of purchase behavior is the most obvious and final goal for commercial advertising. Action here mainly refers to purchase behavior. The interview results showed that 39% of consumers said they made a purchase on the spot after participating in the interaction. 27% of the respondents believe that interaction has a great influence on "producing the impulse to buy", 20% of the respondents believe that it has a great impact, and 10%, 3% and 1% of the respondents think that the impact is moderate, Small and no impact. The close transition between offline and online outdoor advertising allows consumers to buy on the spot.

CONCLUSION AND SUGGESTIONS

Suggestions are made for the current three problems of Shanghai interactive outdoor advertising (mentioned in the first part above):

- (1) In the outdoor scene, consumers first form the first impression of the brand through

five sensory experiences such as sight and hearing. It is intuitively and perceptually recognized by consumers by external stimuli. Although it is controlled by consumers unconsciously or subconsciously, it is the first step in the dissemination of information. It can be seen that through all-round sensory stimulation such as sight and hearing, it is easier to stimulate the audience's desire. Further, the generation of sensory stimulation requires the creation of a scene atmosphere. Therefore, in order to produce sensory communication effects in outdoor interactive advertising, a scene must be created first. The scene construction should be comprehensively and effectively considered from the aspects of brand tonality, prop layout, color style, venue selection, etc.

(2) Technology is developing by leaps and bounds, and outdoor advertising should make full use of the power of technology. In recent years, VR technology, face recognition technology, projection technology, etc. have been widely used in outdoor advertising design. In the future, more advanced technologies such as artificial intelligence will be reasonably used to bring new changes to the expression and narrative methods of outdoor advertising.

(3) Diversified interactive creative forms: fun game-style interaction, reward-participating interaction, and interactive display of individuality are supplements to the existing creative forms of outdoor interactive advertising. It can make the audience get more satisfaction, and help to enhance the brand concept and value concept of the advertisement.

In a word, interactive outdoor advertising is the general trend of outdoor advertising development. In the future development, various factors must be integrated to make it more humanized, intelligent and diversified.

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