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**Research on the preference of Chinese Post-00s for
Advertising Appeals of mobile phone**

Hankun Li

Master in Business administration

Supervisor: Professor Miguel Correia Hernandez Jerónimo

Department of Marketing, Operations and General Management
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Abstract

In 2021, the number of mobile Internet users in China has increased to 1.007 billion, of which the post-00s generation accounted for more than 12.3%. For the mobile phone market, the post-00s has become a considerable consumer group.

Mobile advertising is an important link in the marketing of mobile phone manufacturers, and the concept of advertising appeal can well convey the selling point of the product to the consumers, and the selling points of China post-00s prefer to mobile advertising has become the main problem studied in this article.

The purpose of this paper is to understand the preferences of the consumer group of the post-00s for mobile advertising demands. Through a questionnaire survey for netizens under the age of 21 on the Internet, the questionnaire is designed in the form of Likert scale and the data analysis after recovering the questionnaire and finally draws the conclusion.

Through analysis, the article shows that post-00s consumers show certain preferences for the relevant demands of mobile advertising listed in the questionnaire, among which innovative functions, modeling design, battery performance and personality expression in mobile advertising are more prominent.

Key word : Post-00s consumers advertising appeals

JEL Classification System: M37 Advertising N35 Aisa including Middle East

Resumo

Em 2021, o tamanho dos usuários de Internet móvel na China aumentou para 1.007 milhões, dos quais mais de 12,3% foram responsáveis por mais de 00 anos. Para o mercado de telefonia móvel, tornou-se um grupo de consumidores considerável depois de 00 anos.

A publicidade móvel é uma parte importante do marketing dos fabricantes de telefones celulares. O conceito de apelo publicitário pode transmitir bem o ponto de venda dos produtos aos consumidores, e a preferência da China por publicidade móvel após 00 anos tornou-se o principal problema deste documento.

O objetivo deste artigo é entender a preferência dos grupos de consumidores pela demanda por publicidade móvel após 00 anos. Através de uma pesquisa por questionário de internautas com menos de 21 anos na Internet, o questionário foi elaborado na forma de uma escala de Like, e os dados foram analisados após a coleta do questionário e, finalmente, a conclusão foi alcançada.

Por meio da análise, o artigo mostra que, após 00 anos, os consumidores mostram uma certa preferência pelos recursos relacionados à publicidade móvel listados no questionário, entre os quais a função inovadora, o design, o desempenho da bateria e a expressão da personalidade na publicidade móvel são mais proeminentes.

Palavras-chave: apelo de publicidade ao consumidor após 00s

Sistema de classificação JEL: M37 Advertising N35 Aisa inclui Oriente Médio

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Introduction

Advertising appeal is the content to emphasize in product advertising, commonly known as "selling point", it reflects the whole advertising strategy, is often the key to the success or failure of advertising. If the advertising is chosen properly, it will have a strong attraction to consumers, stimulate the consumption desire, and encourage them to buy goods. In China, as the economy grows, young people in millennials have improved their spending power, and mobile phones have become one of their essential goods. It is necessary for mobile phone manufacturers to study their preferences for mobile phone advertising demands.

This paper through the questionnaire to collect data and analyze the results to summarize the post-00s young people's preferences for mobile advertising appeals, the researchers will mobile phone advertising appeal into rational and emotional appeals, rational appeals including the performance and function of mobile phone choice and description, emotional appeals including for the advertising content of emotion, the choice of advertising characters such as choice and description.

For advertising appeals at the world, most of the research is based on advertising and consumer overall research and analysis, for specific consumer groups and specific industry related research is relatively little, therefore, the main purpose of this study is to study the post-00s of the specific consumer group for mobile phone advertising, fill the research gap in the literature, but also for mobile phone manufacturers to provide a certain reference.

This study was divided into seven chapters. The first part is a summary of this article. Part2 is an introduction of the article. Part3 is a literature review. Part4 describes the research

method used in this paper. Part5 is the study data and analysis results. part6 is a discussion and discovery of the findings. The last part is the conclusion.

1.Literature Review

1.1 research of advertising appeal

1.1.1 Theory of advertising appeal

Advertising is a marketing behavior used to persuade listeners or viewers, usually for the purpose of triggering the purchase of services, that is, commercial advertising. Amir (2000) believes that the advertising plan of advertisers is to motivate consumers to understand and search for relevant product information, and in this process, they will adopt various creative ideas to change consumers' perceptions of products. Cognition and emotion stimulate consumers' desire to buy. In his article, Zikun Lin (2009) regards advocacy requirements as the value information that merchants convey to consumers through advertisements. The main purpose is to let consumers know through advertisements that the products advertised by merchants are exactly what they are proposing needs. Dong Chen (2014) regards the demand for advertising as a series of means designed by designers to arouse attention and interest and stimulate purchase based on consumer demand for goods.

1.1.2 Classification of advertising appeal

Kotler (2003) divides advertising needs into two categories: rational needs and emotional needs. The reasonable attraction is that consumers pay attention to the quality and function of the product itself and emphasize the quality and function of the product in the advertisement; the perceptual attraction is to stimulate their desire to buy by arousing the emotional resonance of consumers. Turley and Kelley (1997) believe that advertising requests should be divided into rational appeals and emotional appeals. They believe that advertising requests

are a way for companies to communicate with target groups. This is currently the most widely accepted classification of ad requests. Pelsmacker and Geuenes proceed from the perspective of perceived attractiveness. They believe that if the content of the emotional appeal appears in the advertisement, the advertisement can be classified as an emotional appeal advertisement. If not involved, it can be used for other forms of advertising. Two other scholars, Resnik and Stern, divide the characteristics of the product itself into 14 elements from the perspective of rational appeal. If one of them participates in the advertisement, it can be considered as a rational call for advertisement. The characteristics of these 14 products are: 1. Product quality; 2. Price; 3. Performance; 4. Main ingredients; 5. Whether they are innovative; 6. Purchase time and place; 7. Promotion; 8. Trial; 9. Product function; 10. Safety function; 11. Whether there is independent research; 12. Company research; 13. Packaging; 14. Guarantee to users. Although the above two classification methods have different opinions, the classification principles are similar.

Chinese scholar Huaiming Wang (1999) believes that perceptual appeals are mainly to meet the interests and needs of enterprises, aiming at the performance and changes of consumers' subjective emotions, and expressing the emotional meaning of fashion, elegance or satisfying consumers' unique emotions. The purpose of consumer information in advertisements is to change the existing emotions of consumers in a direction that is beneficial to the business. A reasonable request is to reasonably show consumers the various functions and uses of their products, their advantages compared with similar products, etc., so as to meet the actual needs of consumers. Although these two appeals are both to convey information to consumers, the content of rational appeals and emotional appeals used by companies in advertising is completely different from the responses they hope to get from consumers. The former hopes to change the attitudes and attitudes of consumers. Emotionally, the latter hopes that consumers can think and judge through objective facts. Regardless of whether

companies use rational appeals or emotional appeals, their purpose is to attract consumers to buy their own products.

1.1.3 The influence of advertising appeal on consumers

With the continuous development and advancement of network technology, consumers have more ways to learn about the information they want to buy products, and for companies there are more opportunities to display their products, but at the same time it also brings More competitive pressure, so how to influence consumers through advertising is also a question that companies and advertising consumers have been thinking about.

Yuefeng Chen (2018) believes that both rational appeals and perceptual appeals have a significant positive impact on consumers' purchase intentions, and consumer perceived value has a significant intermediary effect between rational appeals and consumers' purchasing intentions. He believes that businesses are making advertisements at the time, attention should be paid to consumers' understanding and interpretation of advertising information, and every effort should be made to make consumers have positive or positive emotions, which will help increase consumers' willingness to buy. In her article, Yuli Cao (2019) studied the influence of advertising requests on consumers' purchase intentions and pointed out that after consumers have seen advertisements with emotional appeals or rational appeals, their attitudes towards the corresponding brands or products will be positive. Change, and this change is more significant in the rational appeal of advertising on consumers. Merchants should combine the characteristics of the product with the actual needs of consumers in choosing the way of advertising, and they can add some elements related to perceptual appeals when designing rational appeals to change consumers' impressions and stimulate their desire to buy.

Zhenzhong Zhu and Fu Liu (2020) divided the advertising demands into competence demands (showing the competitiveness of products) and enthusiasm demands (showing kindness and warmth in advertisements), and through related experiments proved competence demands and passion demands through self-construction theory. In the end, it has a positive effect on different types of consumers. For consumers who are independent and self-constructed, the ability to advertise and demand can improve brand identity. For consumers who are dependent on self-construction, they are enthusiastic and advertised to be more effective.

Xinbo Zhang (2021) divides consumer groups into different types of concentration based on age. He believes that different consumer groups have obvious differences in consumer psychology characteristics, and consumers activities are not only a mechanical purchasing mode, but the psychological differences of consumer groups are different. Formed on the basis of changes in the influence of social guidance. Therefore, when exploring different consumers, it is necessary to analyze the appeal characteristics of consumer groups to achieve different appeal effects and ultimately promote consumers to purchase goods. Merchants and advertising producers should consider product orientation when designing advertisements and adding corresponding advertising elements. The characteristics of consumer groups, and designing advertisements through these characteristics are more likely to affect consumers' emotions and ultimately promote consumption activities.

Although the above-mentioned authors have discussed and studied the influence of advertising appeal on consumers from different angles and different theories, from the conclusion, no matter what method is used, advertising appeal will eventually have certain effects on consumers. The impact of this will affect consumers' desire to purchase products.

1.2 Research of Chinese post-00s consumer

The Chinese company Tencent pointed out in its "Post-00 Research Report" (2019) that the average monthly pocket money for post-00 college students exceeds 1,000 yuan, and they will simply get extra pocket money from various forms. Most post-00s are willing to pay for the content they are interested in, and will give priority to domestic brands when choosing products. They will pay attention to products with high technological content. Most people will watch product advertisements from various channels on the Internet. Products endorsed by celebrities can greatly affect their consumer preferences. In most cases, they will give priority to products endorsed by celebrities.

Yi Zhang (2020) pointed out in her article that diligence and frugality, rational consumption still dominate the post-00s college student group, and perceptual consumption is a new trend when it meets actual needs. Luxury consumption has already appeared in some post-00 college students, and personalized consumption has gradually become popular. In the post-00 consumer group, there are also a series of problems such as blind consumption and advanced consumption. Gao Yi (2019) believes that post-00s consumers have their own consumption guidelines and consume within their own capabilities. "Post-00s" have a clearer view of money and have a high self-awareness. They know what they can consume under their current economic conditions. At the same time, the "post-00s" have a stronger willingness to consume. They not only have more pocket money, but also have more pocket money. They have absolute control over their pocket money, but they have their own plans for the use of pocket money. At the same time, they have their own knowledge about the choice of products and will not blindly follow the recommendations of celebrities or opinion leaders to buy products, but will make judgments after collecting information by them.

In terms of electronic products, Minna Kong 's (2020) research shows that smart phones have become a necessity for post-00s consumers. Some people will spend more money on high-end products, and in subsequent consumption (accessories, communication costs, etc.) They also spend a lot of money on electronic products, which causes them to occupy a substantial proportion of the consumption of electronic products. Consumers after 00s have advanced consumption awareness and like to pursue new things. New electronic products are quite easy to attract after 00s under various publicity. Consumers' gaze arouses their desire to buy. Some post-00s are still immature in their consumption concepts, lacking rationality, and tend to have a psychology of conformity and comparison in consumption, which makes them prone to over-consumption in purchasing goods, and the balance between expenditure and income is out of balance.

1.3 Summarize

In the literature of advertising appeals, authors analyzed advertising appeals from different perspectives and different theories. They believed that advertising appeals should be divided into rational and emotional appeals and made specific definitions and classifications. They believe that no matter what form and appeal method is adopted, the advertising appeals will eventually have a certain impact on consumers and will be reflected in consumers' choices and purchases of products.

The research on China post-00s consumers shows that millennial consumers have certain consumption power and diversified consumption trends. Consumer behavior is personalized, consumption focuses on cost performance, and there are both rational consumption and blind consumption.

The above literature analysis the definition and specific classification of advertising requirements, as well as the impact on consumers, the consumption preferences and consumption characteristics of millennial consumers, which have an important guiding role and reference value for the follow-up research of this article.

2. Research Methodology

2.1 Research question

In the above review in the above review, before a series of advertising appeals research literature is mostly focused on the advertising appeals and consumer the two big concepts, did not make segmentation research, such as different kinds of commodity advertising appeals and the consumption of different age groups, so we through specific analysis of mobile advertising in advertising appeals and China post-00s consumer to get the key problem of this article is:

Q1: What preferences do post-00s consumers have for Advertising appeals in mobile advertising?

Advertising preference appeal can be divided into rational appeals and Emotional appeals, rational appeal refers to the facts or compare characteristics, such as display commodity characteristics, technology, price, use method of the factual information about the product, it often based on the material satisfaction, to stimulate the object of rational thinking as the goal .Sensual appeal refers to trigger the emotional response of consumers through advertising information, pay attention to the spiritual attributes of the goods, their symbolic significance and performance ability and other information, and convey the added value or emotional satisfaction brought by the goods, so as to cause the emotional response of the object of the appeal.

Therefore, this paper sets the rational appeals in mobile phone advertising to the information demand for mobile phone performance and parameters, and the following problems are set for this concept:

Q2: What are the preferences of post-00s consumers for the rational appeals in mobile phone advertising?

In the perceptual appeal, the demand for mobile advertising is more manifested as the emotion and self-personality demands in mobile advertising. Therefore, the following problems are set for this concept:

Q3: What are the preferences of post-00s consumers for the Emotional appeals in mobile phone advertising?

2.2 Research technique

This paper is prepared to adopt the method of quantitative analysis, by designing and issuing the questionnaires, collecting the data, and by analyzing the data to obtain the answers to the several questions mentioned above.

The questionnaire was in the form of the Likert scale, which was improved by American social psychologist Likert in 1932. This scale consists of a set of questions or statements related to a subject, which calculates the summary score of the combined attitudes or views of the questions in the scale. There are many forms of Likert scale; we are common five level scales, namely five answer items. It ranges from one extreme attitude to the other, such as "very likely" to "impossible at all" or "very agree" to "very disagree".

Questionnaire mainly through the network platform, because the object of this article to Chinese consumer groups, so the questionnaire will be made by tencent questionnaire and recycling on the network, after the questionnaire recovery we using spss to analysis data, finally through the data analysis results to get the answer of the questions.

The study of the article is generally the group of post-00s consumers in China, and the sample is randomly selected from age-eligible people on the Internet, placing questionnaires and collecting data

The possible errors in the study were: the actual age of the respondents did not conform to the target population, the wrong choice caused by the incomplete understanding of the concept of advertising appeals, respondents' not cooperate led to false answers and the imperfect design of the questionnaire itself.

3. Data analysis

A total of 215 replies were received through the questionnaire. This part will conduct reliability test, validity test, description analysis, frequency analysis and correlation analysis on these replies through SPSS to draw a preliminary conclusion.

Reliability test

In this paper, Cronbach's α coefficient is used in the reliability test for analysis. Generally speaking, if the reliability coefficient is above 0.9, the reliability is very good; if it is between 0.8 and 0.9, it is good; between 0.7 and 0.8, it is reasonable; 0.6~0.7, it is acceptable; below 0.6, it means that it needs to be revised. From Table 1 we can see that the reliability coefficient of

Table3.1 Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
0.862	0.864	9

the questionnaire is 0.862, so the survey data is considered to be more reliable.

Validity test

In this paper, KMO and Bartlett's test are used to test the validity. Validity test uses the

Bartlett's test to verify whether the variables are independent of each other. Generally speaking, the lower the significance level of the Bartlett's test ($P < 0.05$), the more likely there is a meaningful relationship between the original variables. . It can be seen from Table 2 that the KMO value is greater than 0.7, and the statistical value of the Bartlett's test is significant $0.000 < 0.01$, so the validity of the data can be considered good.

Table3.2 KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.875
Bartlett's Test of Sphericity	Approx. Chi-Square	852.580
	df	36
	Sig.	0.000

Frequency analysis

In order to make the sample data authentic and distinguishable, demographic variables such as gender are set in the questionnaire, and an anonymous questionnaire is used to conduct the survey. The effective sample is analyzed for demographic characteristics, and the number and percentage of sample cases are obtained. It can be concluded from Table 3 that the population of the questionnaire is mainly concentrated in the range of 20-21 years old, and there are more women than men

Table3.3

	variable	Frequency	Percent
Age	20-21	130	60.5
	18-19	82	38.1
	17and the following	3	1.4
Gender	male	76	35.3
	female	139	64.7

Descriptive analysis

Table3.4 Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
CPU performance	215	1	5	3.50	1.207
Photo performance	215	1	5	3.68	1.137
Battery performance	215	1	5	3.79	1.204
Creative function	215	1	5	4.00	1.021
Modeling design	215	1	5	3.95	1.097
Story	215	1	5	3.29	1.161
Personality show	215	1	5	3.79	1.076
Favorite character	215	1	5	3.69	1.172
Favorite brand	215	1	5	3.30	1.159
Valid N (listwise)	215				

In descriptive statistical analysis, the average value and standard deviation are generally used to measure the indicator level of each variable. This questionnaire uses a Likert five-level scale. The higher the score, the higher the degree of agreement.

From Table 4, it can be concluded that the degree of preference of the survey subjects from high to low is innovative function, styling design, personality display, battery performance, favorite character, camera performance, cpu performance, favorite brand and advertising story. The standard deviation of all items is close to 1, indicating that the participants in the survey have relatively consistent views and the scoring fluctuations are not large.

Correlation analysis between age and preference

Table3.5 Correlations

		Age
CPU performance	Correlation	-0.135*
Photo performance	Sig.	0.047
Battery performance	Correlation	-0.046
Creative function	Sig.	0.502
Modeling design	Correlation	-0.058
Story	Sig.	0.394
Personality show	Correlation	-0.084
Favorite character	Sig.	0.218
Favorite brand	Correlation	0.032
CPU performance	Sig.	0.641
Photo performance	Correlation	-0.048
Battery performance	Sig.	0.483
Creative function	Correlation	-0.062
Modeling design	Sig.	0.366
Story	Correlation	0.038
Personality show	Sig.	0.577
Favorite character	Correlation	-0.026
	Sig.	0.701

* Correlation is significant at the 0.05 level (2-tailed).

** Correlation is significant at the 0.01 level (2-tailed).

Correlation analysis refers to the process of describing and analyzing the nature and degree of correlation between two or more variables. When the significance is less than 0.05, mark * in the upper right corner of the correlation coefficient, which means there is a relationship; otherwise, it does not matter. When the correlation coefficient is greater than 0, it means that the two variables are positively correlated, and less than 0 means that the two variables are negatively correlated.

It can be seen from Table 5 that in all options, the significance of cpu performance and age is less than 0.05, the correlation is significant, and the correlation coefficient is less than 0, indicating that there is a significant negative correlation, that is, subjects at these ages, Pay more attention to the description of cpu performance in the advertisement.

4. Discussion and Findings

Based on the above data analysis, we can answer the questions raised before:

Q1 : What preferences do post-00s consumers have for Advertising appeals in mobile advertising?

In the descriptive analysis of the questionnaire data, we can know that the average score of all the elements listed in the questionnaire is above 3 points, which shows that the respondents for the elements listed in the questionnaire have certain preferences, and the highest score among all the elements are innovative function, modeling design, battery performance and personality display, which also shows that respondents have a certain degree of preference, but still exist in these preferences. Post-00s consumers prefer innovative functions, styling design, personality display and battery performance in advertising.

Q2: What are the preferences of post-00s consumers for the rational appeals in mobile phone advertising?

According to the data analysis of the questionnaire, it can be concluded that post-00s consumers prefer innovative functions in rational appeals, which is consistent with the characteristics of Kong Minna (2020) study showing that the 2000s like to pursue new things.

Q3: What are the preferences of post-00s consumers for the Emotional appeals in mobile phone advertising?

According to the data analysis of the questionnaire, it can be concluded that consumers in the post-00s prefer the personality display in their emotional appeals, which is also in line with the characteristics of the post-00s personality consumption mentioned in Zhang Yi (2020) in the article.

In addition, through data analysis also reached an additional conclusion, in all the above advertising demand elements, cpu performance has a significant negative correlation with age, also shows that with the improvement of age, consumers for advertising demand cpu performance may be gradually declining trend, looking forward to further conclusions in subsequent research.

The article limited the research objects to the post-00s consumers in China, and studied their preferences for advertising appeals in the commercial field of mobile phone, which well fills the research in the research category of advertising appeals, and provides a certain foundation for other scholars to conduct more in-depth research later. In practice, mobile phone manufacturers can refer to the conclusions drawn in this article when advertising marketing and publicity for post-00s consumers, and have a preliminary understanding of the preferences of post-00s consumers, and can make more targeted content according to these preferences to enhance consumers' interest in buying.

5. Conclusion

Through this study, we have drawn the following answers: post-00s consumers have certain preferences for the emotional appeals and rational appeals in mobile phone advertising appeals, among which the emotional demands for personality display, rational appeals have more preferences for innovative functions, modeling design and battery performance.

The article through the form of questionnaire survey, data analysis, found that in the questionnaire, respondents like the most popular are innovative function, modelling design, personality display and battery performance, and advertising story and brand love is relatively lower than several other elements .In addition, in the correlation analysis, we found a significant negative correlation between age and cpu performance, indicating that the consumer preference for mobile cpu performance instead decreased with increasing age.

The article limited the research objects to the post-00s consumers in China, and studied their preferences for advertising appeals in the commercial field of mobile phone, which well fills the research in the research category of advertising appeals, and provides a certain foundation for other scholars to conduct more in-depth research later. In practice, mobile phone manufacturers can refer to the conclusions drawn in this article when advertising, marketing and publicity for consumers of the post-00s, and have a preliminary understanding of the preferences of post-00s consumers.

In future studies we can continue in several directions:

i. Combine the advertising appeals preference of post-00s consumers with other consumer research theories, such as the relationship between advertising appeals and purchase desire, to conduct more in-depth and detailed research.

ii. Due to the limited sample of this study and the conditions of the respondents are not limited, more conditions can be set for the respondents in later studies, and the respondents can come from different regions, have different degrees of education, and so on.

iii. In addition to the field of mobile advertising, future research can also be carried out in other consumer goods fields, and the research between different commodities and post-00s consumers can let us have a more comprehensive understanding of this consumer group.

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Appendices

Questionnaire

Investigation on the preference of rational and emotional appeals in mobile advertising

Advertising appeal is the content to be emphasized in product advertising, commonly known as "selling point".

The rational appeal refers to the appeal made by proposing facts based on the comparison of characteristics, by displaying the information about the product characteristics, technology, price, usage, usage, etc., often based on the material satisfaction of the appeal object, in order to stimulate the appeal object Rational thinking

The emotional appeal refers to the emotional response of consumers triggered by advertising information. It pays attention to the spiritual attributes of the product and its symbolic meaning to convey the added value or emotional satisfaction that the product brings to them, with the goal of eliciting the emotional response of the object of the appeal.

This questionnaire sets up the following questions based on the rational and perceptual appeals of mobile advertisements. Please choose the option that suits your own thoughts from the five options according to your daily life and your understanding of the above definitions.

1. I like the description of Mobile phone processor performance in mobile ads.
(1) Strongly disagree (2) Disagree (3) Neutral (4) Agree (5) Strongly agree
2. I like the description of camera performance in mobile ads.
(1) Strongly disagree (2) Disagree (3) Neutral (4) Agree (5) Strongly agree
3. I like the description of battery life performance in mobile ads.
(1) Strongly disagree (2) Disagree (3) Neutral (4) Agree (5) Strongly agree
4. I like the description of innovative features in mobile ads.
(1) Strongly disagree (2) Disagree (3) Neutral (4) Agree (5) Strongly agree
5. I like the description of mobile phone design in mobile ads.
(1) Strongly disagree (2) Disagree (3) Neutral (4) Agree (5) Strongly agree
6. I like to watch a moving story in mobile ads.
(1) Strongly disagree (2) Disagree (3) Neutral (4) Agree (5) Strongly agree
7. I like expressions that show my personality in mobile ads.

(1) Strongly disagree (2) Disagree (3) Neutral (4) Agree (5) Strongly agree

8. I like the appearance of my favorite characters in mobile ads.

(1) Strongly disagree (2) Disagree (3) Neutral (4) Agree (5) Strongly agree

9. I like to pay attention to the mobile phone ads of my favorite brands, but I don't care much about the brands I don't like.

(1) Strongly disagree (2) Disagree (3) Neutral (4) Agree (5) Strongly agree

10. Your age group.

(1) 17 and following (2) 18-19 (3) 20-21