An Online Advertisements: Chinese Consumers Buying Behavior For Tablet in China

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ABSTRACT

China's tablet business is showing indications of a resurgence in the context of covid-19. Consumers' fast-expanding purchasing demand has reintroduced numerous tablet enterprises to the tablet industry's competitive landscape. With the continued evolution of digital technology and its continued integration into people's social lives, online advertising has become an efficient route for enterprises' online marketing to increase brand tablet product exposure and sales. How to maximize online advertising in new interest areas, construct brand channels, strengthen corporate network marketing capabilities, deepen product marketing value development, and prepare for future intense competition. This study will present the research findings of Chinese customers' tablet buying behavior under the influence of online advertising during this period. This study approach uses a questionnaire to elicit information from 422 respondents. Based on the analysis of the data, and inferential statistical analysis was conducted to explore the impact of consumer buying behavior on tablet. The results show that Chinese tablet manufacturers should pay close attention to online advertising channels, recognize the importance of tablet advertising, improve the quality of online tablet advertising, and increase customers' willingness to buy, to achieve better marketing results.

Keywords: Buying behavior, China market, Influence factors, Online Advertising, Tablet

1. Introduction

In an era of rapid technological development, smart tablets have had a huge impact on people's lives (Bröhl et al., 2018). Nowadays, tablets have become a mobile phone like tool in people's lives to help them in their study and work life. As a result, Chinese consumers are using more mobile devices than just mobile phones, tablets have become more and more sought after as a small, convenient mini-computer and have become an important part of their consumer electronics. According to the qualities of a tablet, it is a highly compatible device that differentiates between a mobile phone and a computer, and has significant advantages over mobile phones and tablets in terms of audio and video experience, while it is more portable than a laptop. (Byrne et al., 2016), many users use tablets to do what they want to do in different scenarios, such as checking emails, playing games, doing social networking, etc. The productivity of tablets will continue to be explored by users (Müller, 2012b). At the same time, major manufacturers are paying more attention to the Chinese tablet market than they did before the epidemic, with investments in all areas

increasing proportionally (China PC market share Q2, 2021). The Chinese market is becoming increasingly competitive for tablet manufacturers such as Apple, Huawei, Lenovo, Asus, and HP (Zhang et al., 2020). Another reason for the rapid expansion of tablet sales in China, despite the epidemic, is the process of e-learning in China, which is driving students to purchase tablets for use in their daily studies (Liu et al., 2020). However, a notable feature of the current tablet market is the high level of product homogeneity and the lack of content for sale, which is both a problem and an opportunity. In the post-epidemic era, consumer demand is becoming saturated, making it difficult to sustain significant growth and increasing sales difficulties for merchants. The value of tablets is growing exponentially due to the wave of the digital revolution (Yin et al., 2020). The real challenge is to combine content marketing with tablet sales and to really benefit businesses through online advertising.

2. Literature Reviews

The internet is a very important advertising medium, with many users accessing the mobile internet via their mobile phones (Church, 2011). Some scholars divide online advertising into two parts: offline traditional media advertising and online advertising (Frost & Strauss, 2016). Other scholars have a more in-depth understanding of online advertising. For example, Han and Li (2016) argue that the dissemination of traditional advertising relies mainly on newspapers, magazines, and radio. Nowadays, new media technologies are used to provide information and entertainment to new end-users such as mobile phones or computers through online, digital, and mobile technologies, and as China's internet technology has improved, the information people receive from the internet has become richer (Hua & Shaw, 2022). In addition, online advertising is one of the derivatives of the Internet and new media, using online marketing tools to promote product information and company messages and serve as a bridge between companies and their customers (Hasyim, 2019). The emergence of new media has added a new dynamic to the advertising industry and has led to a significant development in the advertising industry. Thus, online advertising refers to the use of the Internet to deliver promotional marketing messages to consumers (Liu-Thompkins, 2019). Its types include email marketing, search engine marketing, social media marketing, and other types of display advertising, including web banner advertising. Online advertising is fast, innovative, convenient, low cost, quick to spread, and accurately targeted (Anusha, 2016). The development of online advertising needs to fully understand its shortcomings and strengthen its strengths in order to make online advertising communication more effective. Budak et al. (2016) This means that consumers prefer online advertisements displayed by original and first-party advertising sites, which is one of the most influential reasons for the changes in the online display advertising market.

When a consumer is purchasing a product, either online or offline, the process may include consulting a search engine, engaging in social media posts, or various other operations (Team, 2021). At the same time, consumer buying behavior is one of the key roles in achieving a company's main objectives. It is influenced by many external and internal factors, but the company can also significantly influence the final process of the buyer's decision-making process through its activities (Svato š ová, 2013). For Chinese consumers, ad familiarity is a positive predictor of

persuasive purchase behavior, but not exactly a significant predictor of consumer choice to shop online (Sun, & Wang, 2010). As a result, online advertising is receiving increasing attention from advertisers and researchers. Research on online advertising has led to a deep understanding of the new medium of advertising and its relationship to marketing and business.

As a result, online advertising has become the most common marketing technique used by companies and one of the communication methods to persuade consumers to buy a product, introduce and promote new products at low cost, and reach a larger audience (Mergillano et al., 2022). To fully understand consumer intent and behavior when purchasing a tablet, marketing strategies must work with digital advertising marketing in order to maximize online advertising channels and allow tablet merchants to increase revenue, which has a lot of room for maneuver (LENIN et al., 2022). Therefore, this study seeks to improve our understanding of the relationship between online tablet advertising and Chinese consumer buying behavior through an in-depth study of the highly competitive Chinese tablet industry.

3. Conceptual Framework

The following is the conceptual framework developed for this study. In developing the conceptual model, concepts were drawn from various conceptual frameworks developed by researchers on different online advertising topics and there are a number of different theories that have been used to investigate the impact of different online advertising factors on consumer buying behavior. For the type of online advertising used (Syvertsen et al., 2021). Online advertising content was also adopted from Mohammed and Alkubise (2012). The framework suggests that independent variables such as the type of online advertisement used and the content factor of the online advertisement, as well as consumer buying behavior as dependent variables.
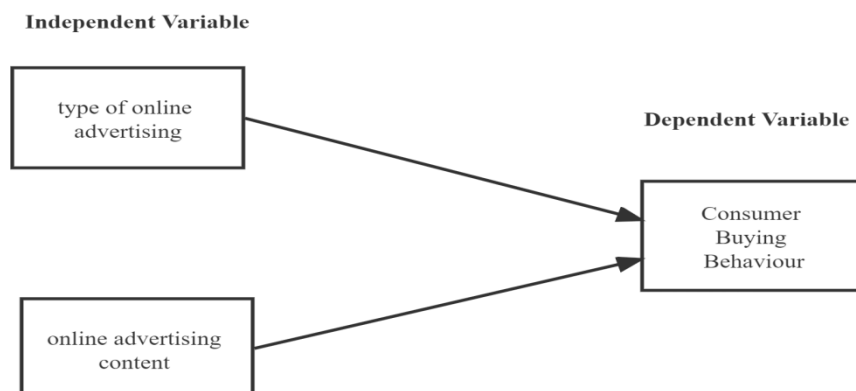

Figure 1 Conceptual Framework

4. METHODOLOGY

An online survey method was used in this study. In order to obtain scientific and reasonable data, questionnaires for this study were distributed through an online platform and a total of 429 questionnaires were received. After excluding invalid questionnaires, data from 422 valid questionnaires were collected for questionnaire analysis. This study used SPSS 26.0 for descriptive statistical analysis to obtain the means and correlations of the variables. Then, inferential statistics were used to analyze the results of this study.

5. Sample and Data collection

The research sample was collected in the form of an online questionnaire, which was distributed to tablet consumers and potential consumers of tablets of different genders, ages, levels of education, as well as different monthly incomes, and geographical areas. After a preliminary analysis of the research data, it was found that in the demographic characteristics, the participants were mainly between 19 and 35 years old, with a percentage of 73.4%. There were more people in the undergraduate and high school education, with a proportion of 60.9%, and the economic level was mostly between 2,501 and 6,000 RMB, with a proportion of 39.3%. Most of the survey respondents live in prefecture-level cities or counties, with a proportion of 58.8%.

6. Results and Finding

After a preliminary analysis of the research data, it was found that in the demographic characteristics, the participants were mainly between 19 and 35 years old, with a percentage of 73.4%. There were more people in the undergraduate and high school education, with a proportion of 60.9%, and the economic level was mostly between 2501 and 6000 RMB, with a proportion of 39.3%. Most of the survey respondents live in prefecture-level cities or counties, with a proportion of 58.8%.

- **Consumers buying tablets**

From the survey has shown that all response is 422 people, from198 people (46.9%) already got their own tablet, and 224 people (53.1%) no buy the tablet, but will consider buying tablet. As a result, the functional characteristics of the tablet, as well as the use of the scene. Make more than half of consumers are on the fence, and they will be potential consumers to buy tablets. The results of the analysis are shown in the figure below.

Table 1 Consumers buying tablets

1.Do you own a tablet product

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	198	46.9	46.9	46.9
	No, but will consider buying it	224	53.1	53.1	100.0
	Total	422	100.0	100.0	

- **Demographic characteristics of tablet consumers**

The Table 2 display the respondent' gender distribution, there have 201 male (47.6%) and 221 female (52.4%). The proportion of female consumers id more than of male.

Table 2 Consumer gender

2.Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	male	201	47.6	47.6	47.6
	female	221	52.4	52.4	100.0
	Total	422	100.0	100.0	

As shown in the table-3 involves the distribution of the responses by the age range Among the 422 respondents, 33 were under the age of 18, accounting for 7.8%. There are 150 young people aged 19 to 25, accounting for 35.5%. The highest proportion of respondents aged 26 to 35 was 37.9%, with 160 people. There are 60 people aged from 36 to 45, accounting for 14.2%. There are 19 people over 46 years old, accounting for 4.5%. It can be seen that consumers and potential consumers who buy tablet computers are mostly young people between the ages of 19 and 35, which may be related to the demand for electronic devices, as well as the pursuit of technology and convenience.

Table 3 Consumer age

3.Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	not over 18	33	7.8	7.8	7.8
	19~25	150	35.5	35.5	43.4
	26~35	160	37.9	37.9	81.3
	36~45	60	14.2	14.2	95.5
	46 and over	19	4.5	4.5	100.0
	Total	422	100.0	100.0	

As can be seen from Table 4, 121 people (28.7%) are currently in high school or below, 105 people (24.9%) are in junior college, 152 people (36.0%) are in bachelor's degree, and 44 people (10.4%) are in master's degree or above.

Table 4 Consumer degree

4.Degree

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	High School and below	121	28.7	28.7	28.7
	junior	105	24.9	24.9	53.6
	undergraduate	152	36.0	36.0	89.6
	master's and above	44	10.4	10.4	100.0
	Total	422	100.0	100.0	

Table 5 shows that 74 people (17.5%) belonged to the group with an average monthly income of less than RMB 2,500, while 166 people indicated that 39.3% belonged to the group with an average monthly income of RMB 2,501 - 6,000, which is the group with the highest percentage of the index, probably due to the fact that most of the respondents are school students or working groups who have just entered society and do not have an independent financial income or a medium financial income. 124 people (29.4%) belonged to the group with an average monthly income of RMB 6001 - 10000, and 58 people (13.7%) indicated that belonged to the group with a monthly income of more than RMB 10,001.

Table 5 Consumer monthly income

5.Monthly Income

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2500 yuan of the following	74	17.5	17.5	17.5
	2501-6000 yuan	166	39.3	39.3	56.9
	6001-10000 yuan	124	29.4	29.4	86.3
	More than 10001 yuan	58	13.7	13.7	100.0
	Total	422	100.0	100.0	

Table 6 shows that 135 (32.0%) of the respondents live in provincial capitals / municipalities, while 248 (58.8%) live in prefecture-level cities or counties, the highest percentage. And 39 (9.2%) live in townships.

Table 6 Consumer residence

6.Your place of residence

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Provincial capital city/municipality	135	32.0	32.0	32.0
	Prefecture-level city or county	248	58.8	58.8	90.8
	villages and towns	39	9.2	9.2	100.0
	Total	422	100.0	100.0	

In terms of brand preference for tablet computers, 120 people (28.40%) like the Apple brand, and 151 people (35.8%) prefer the Huawei brand, which accounts for the highest proportion. 90 people (21.3%) like the Xiaomi brand, 32 people (7.6%) like the Microsoft brand, 21 people (5.0%) like Lenovo, and 8 people (1.9%) like other brands, such as Samsung, ASUS, etc.

Table 7 Consumer prefer the tablet brand

7.Which brand of tablet do you like

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Apple	120	28.4	28.4	28.4
	Huawei	151	35.8	35.8	64.2
	Xiaomi	90	21.3	21.3	85.5
	Microsoft	32	7.6	7.6	93.1
	Lenovo	21	5.0	5.0	98.1
	other	8	1.9	1.9	100.0
	Total	422	100.0	100.0	

Views on tablet advertising

As shown in Table 8, of the 422 respondents, 22.5% said they used tablet computers for learning and believed that tablet computers were an important learning tool that could help them learn. 20.6% of respondents used computers to socialize and send information. 23.5% of respondents are willing to use the tablet to play games. Due to the product nature of the tablet, it has a larger screen, allowing users to have a pleasant game experience. In addition, 10.4% said they used tablets to browse information and 15.4% used tablets to work. 5.5% of people use tablets to listen to music and 2.1% use tablets for online shopping. It can be seen that tablet computer is a good assistant for people's life and work.

Table 8 Consumer use the tablet situation

8.What do you mainly do with your tablet

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	study	95	22.5	22.5	22.5
	Social networking, instant messaging	87	20.6	20.6	43.1
	play game	99	23.5	23.5	66.6
	Browse information	44	10.4	10.4	77.0
	Business office	65	15.4	15.4	92.4
	Video, music	23	5.5	5.5	97.9
	online shopping	9	2.1	2.1	100.0
	Total	422	100.0	100.0	

As shown in Table 9, 37.7% of the people expressed that they obtained tablet information from online advertising, accounting for the most. 21.6% of the people want to know about tablet information from outdoor advertising. 19.4% of the people paid attention to the information on tablet computers through magazines and newspapers. In addition, 7.8% said they heard about tablets from friends, and 13.5% said they learned about tablets from offline physical stores.

Table 9 Consumer get the tablet information channel

9.Where did you get information about tablets from

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	online advertising	159	37.7	37.7	37.7
	outdoor advertising	91	21.6	21.6	59.2
	press	82	19.4	19.4	78.7
	Friends told	33	7.8	7.8	86.5
	store	57	13.5	13.5	100.0
	Total	422	100.0	100.0	

In the survey, 106 people (25.1%) said they saw online advertisements for tablets on social software. 119 people (28.2%) often see advertisements for tablets in online videos, accounting for the most. 91 (21.6%) said they saw tablet ads on short video platforms, such as TikTok. 60 people (14.2%) saw tablet ads on online shopping platforms. In addition, 21 people (5.0%) saw tablet ads on search engines, 15 people (3.6%) saw tablet ads on portal

promotions, and finally, 10 people (2.4%) saw tablet ads on advertising pop-up windows. This means that many flat-panel businesses mainly promote flat-panel advertising in the form of video, and conduct a lot of publicity on social media to attract more consumers.

Table 10 Consumer often see online ads for tablet

10.Where do you often see online ads for tablet

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	social media	106	25.1	25.1	25.1
	online video	119	28.2	28.2	53.3
	short video platform	91	21.6	21.6	74.9
	online shopping platform	60	14.2	14.2	89.1
	Search engine recommendation	21	5.0	5.0	94.1
	Portal promotion	15	3.6	3.6	97.6
	Advertising pop-up	10	2.4	2.4	100.0
	Total	422	100.0	100.0	

The survey on the influencing factors of consumers' tablet purchase shows that 108 people (25.6%) pay attention to the functions of tablets, of which the highest proportion is another 123 people (29.1%) pay more attention to the price of tablets, and 114 people (27.0%) pay more attention to the brand of tablets. 57 people (13.5%) focused on the quality of tablets and 20 people (4.7%) tended to focus on the popularity of tablets. Therefore, we know that the price and brand of tablets and the function of the tablet are the factors affecting consumers' purchase of the tablet.

Table 11 the influence Consumer buying tablet factor

11.Which of these factors most affect your willingness to buy a tablet online

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	function	108	25.6	25.6	25.6
	price	123	29.1	29.1	54.7
	brand	114	27.0	27.0	81.8
	quality	57	13.5	13.5	95.3
	popular degree	20	4.7	4.7	100.0
	Total	422	100.0	100.0	

For the survey on what content consumers prefer to see, 152 people (36,0%) like to see the function introduction of tablets, 91 people (21.6%) prefer to see the appearance introduction of tablet advertisements, 123 people (29.1%) want to see the advertisements introducing the price of tablets, and 45 people (10.7%) pay more attention to tablet advertisements with after-sales service, Finally, 11 people (2.6%) thought they were inclined to see tablet advertisements with brand spokesmen. Therefore, the display of tablet ads with tablet functions and prices can better attract the attention of consumers.

Table 12 Consumer prefer the tablet ads content

12.What you'd like to see in a tablet Advertising

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	product function	152	36.0	36.0	36.0
	product appearance	91	21.6	21.6	57.6
	product price	123	29.1	29.1	86.7
	After Service	45	10.7	10.7	97.4
	spokesperson	11	2.6	2.6	100.0
	Total	422	100.0	100.0	

It can be seen from Table 13 that 130 people (30.8%) do not like low-quality tablet advertisements, 100 people (23.7%) do not like tablet advertisements with poor advertising quality, 68 people (16.1%) do not like mandatory advertisements, 91 people (21.6%) do not like advertisements that will affect the online experience, and 31 people (7.3%) do not like frequent advertisements. Compared with the characteristics of advertising, consumers do not want to see advertisements with poor quality, mandatory viewing, and affecting the online experience. These characteristics will greatly reduce consumers' purchase motivation.

Table 13 the tablet advertising don't motivate the consumer to buy reasons

13.why tablet ads don't motivate you to buy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	The truth of advertising is low	130	30.8	30.8	30.8
	Poor quality of advertising content	100	23.7	23.7	54.5
	Ultramercials	68	16.1	16.1	70.6
	This affects your online behavior	91	21.6	21.6	92.2
	Excessive advertising	31	7.3	7.3	99.5
	other	2	.5	.5	100.0
	Total	422	100.0	100.0	

As can be seen from Table 14, in the survey which is more popular with consumers, tablet ads implanted with social media advertorials attract the most attention of consumers, accounting for 26.5%, followed by video ads, accounting for 25.1%, and finally, floating window ads, accounting for 15.6%. This reflects how social media has become an effective marketing channel for promoting brands and products. Due to the prominent advantages of social media advertising, users can be differentiated according to their gender, age, region, interest, and even purchase process, and advertising can be launched to build a bridge between brands and consumers, making it one of the most effective promotion channels for tablet.

Table 14 Consumer like the online tablet advertising form

14.Which form of online tablet advertising do you prefer

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Pop-up link ads	41	9.7	9.7	9.7
	Video Ads	106	25.1	25.1	34.8
	floating ad	66	15.6	15.6	50.5
	E-mail Advertising	43	10.2	10.2	60.7
	Advertorial product placement	112	26.5	26.5	87.2
	Web sidebar ads	25	5.9	5.9	93.1
	other	29	6.9	6.9	100.0
	Total	422	100.0	100.0	

7. DISCUSSION AND CONCLUSION

This study discusses the impact of Chinese consumers' tablet purchase behavior from the perspective of online advertising. The purpose of this study is to find the factors that affect consumers' purchase of tablets through online advertising in consumer groups. The results show that there is still a lot of room for development in China's tablet market. Although there is still little research data on China's tablet industry, many Chinese tablet companies believe that the diversification of tablet usage scenarios will make the growth and competition of the tablet market more intense in the next few years. Although China is currently the world's largest tablet computer sales market, at the same time, the demand of different user groups shows a trend of differentiation. In the wave of digital upgrading, when consumers choose tablets, they pay more attention to the price and functions of tablets, which have become the decisive factors for consumers to choose when buying tablets. The potential consumer groups of tablets range from provincial capital cities to prefecture-level cities and county-level cities, indicating that there is still a large growth space in non-first-tier cities in the future. Tablet merchants can consider non-first-tier cities to increase the sales of tablets.

Due to the epidemic, the offline consumption scene is limited, and users' online consumption habits have been stabilized and strengthened again. People have started the mobile conference and online learning, and online e-commerce channels have become the main way of purchase. Therefore, consumers' consumption behavior is changing. With consumers' deep dependence on online consumption channels, traditional media forms are being digitally transformed, and the digital marketing value of online advertising will be amplified. Online advertising is an important channel and means of user marketing touch. Its purpose is to use the characteristics of faster, lower cost, and richer data to promote customer intention more efficiently. Nowadays, the media form with a short video as the core has become the mainstream. According to the survey results, many consumers' understanding of tablet computers comes from online short videos and social media advertising. We can see that the emerging new media of short videos are integrated information display forms such as pictures, videos, and words. Such overlapping information can bring customers a better experience, So as to make customers have a deep impression on the brand imperceptibly, then the promotion of products and brands will play a greater value. As long as customers have a deep impression, when consumers have a demand for flat products, they must choose the brand that impresses them. In this sense, compared with other online advertising forms, live videos and short videos are the most important marketing and publicity channels for flat-panel businesses. They can interact with users during the publicity process, improve interest and authenticity, and enable the brand to obtain feedback on consumers' products in time. Secondly, short videos and live videos can also fit the fragmented time of users and show more information users want to know.

However, the limitation of this study is due to the regional and epidemic situation. This study adopts the online convenient sampling method and issues the questionnaire through the online platform. For the huge Chinese tablet computer consumer group, the sample size of this study is small, so the data presented is not perfect. In future research, the sample size should be expanded to make the research results more meaningful. Secondly, in the research process, there are few research materials on the theme of tablet online advertising, and the references to relevant topics are also limited. Therefore, future research will pay more attention to the further development of this research field and provide an appropriate reference. As mentioned earlier, enterprises should understand and perceive the essence of consumers' demand for tablets, understand the benefits of online advertising in the digital environment, and monitor the changes in consumers' behavior and preferences. For example, tablet merchants can continue to increase the proportion of investment in digital advertising marketing. As an efficient form of advertising, social media is an effective way to improve the efficiency of tablet online advertising. The content and promotion methods used in online advertising are more in line with customers' tastes and meet their needs. At the same time, make good use of the means of digital marketing, through the channel of online advertising, and realize the intimate connection between online platforms with the content that consumers are most concerned about, so as to better tap the needs of consumers and provide them with a better consumption experience.

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