

Successful advertising and promotion strategies
——Taking OTG Select Shop as An Example

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ABSTRACT

Advertising and promotion models will determine the choice of a purchasing agent for consumers. According to the ideas and buying behavior patterns of different customer groups, we will understand which advertisements and promotions in the purchasing agents are the most beneficial to help purchasing merchants. Therefore, we decided to cooperate with OTG select shop. The store conducts a joint research and analysis of the university-industry cooperation case to discuss the most effective way to improve the company's marketing.

The purpose of this study is two directions : one is how the company's advertising promotion affects consumers' purchase intention. Another is to analyze the impact of promotional activities on customers.

This study hopes to provide an in-depth analysis of "Successful advertising and promotion strategies": technically, this study uses the "strategy analysis" technique to analyze and explore the main factors of successful advertising and promotion strategies; at the same time, it leads to consumer preferences. And purchase intention, through

analysis and content analysis, the author can find out a most suitable business strategy, and provide better marketing suggestions for the company to improve.

This research takes marketing strategy as a research case, and conducts research on the general consumer by way of questionnaires. There are 237 valid questionnaires to verify this. The results show that the advertising effects of celebrity endorsement, product function and humor are different among the constructs. The three constructs all have a positive influence on consumers' purchase intention. The effect of celebrity endorsement advertisements and humorous advertisements in advertising strategies has a partial mediating effect on consumers' purchase influence relationship.

The results of the study show : (1) The factors that consumers consider when choosing a purchasing agent ; (2) The influence of advertising on customers ; (3) How the promotion strategies attracts customers. From the survey results of this research, it is found that moderate advertising effects and promotion strategies can effectively improve consumers' preferences and have a good impact on purchasing agents. This finding can be used for reference.

Keywords: Advertising strategies, Promotion strategies, Consumer preference, Purchasing intention, and Considerations