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An Empirical Investigation of Factors Influencing Offline to Online Interaction of Outdoor Advertising
戶外廣告線下線上互動效果的影響因素研究

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摘要

戶外媒體在當今的廣告投放中逐漸佔據重要的地位。隨著移動互聯網時代的到來，廣告主對戶外媒體的要求也越來越高，戶外廣告不能只停留在傳統的單向輸出和難以衡量的廣告效果上，它需要引起消費者的主動關注，產生心理或者行動上的互動。同時，廣告主也需要通過一定的方法獲悉戶外廣告的效果並進行改進和完善。近年來，各類互動體驗技術更跌不休，加之眾多社交平臺和消費者的口碑轉播，戶外廣告迎來了新的發展機遇和挑戰——線下戶外媒體與移動終端（手機）聯結，促使廣告受眾完成從線下到線上的互動。

本研究立足於目前戶外廣告發展中面臨的機遇和挑戰，以線下戶外媒體與移動端的結合為突破口，運用實驗室實驗和現場實驗的方法探究影響戶外廣告線下線上互動的關鍵性因素。本研究從戶外廣告設計和互動激勵兩個方面尋找促進廣告受眾從線下到線上轉移的方法，並且為戶外廣告設計提出切實可行的的建議。

本研究從戶外廣告互動、廣告效果和影響廣告效果的因素等方面對國內外的研究現狀以及比較重要的研究進行了回顧和總結，從文獻回顧中尋找理論支撐，同時發現研究缺口，進一步展開我們的研究。此外，本文還對框架效應的三種重要的形式（目標框架效應、風險框架效應、屬性框架效應）進行了系統的梳理，為後文中部分假設的提出奠定理論基礎。

在回顧了相關文獻之後，我們也分析了三維立體戶外廣告的精彩案例和場景融合的戶外廣告，同時回顧了一部分近幾年比較優秀的線下線上互動的戶外廣告。通過這些經典廣告案例的分析，我們在實踐中總結出一些戶外廣告吸引受眾注意、激發受眾互動的相通點。

隨後，本文構建了戶外廣告線下線上互動的概念模型並且提出假設。戶外廣告設計和互動激勵這兩方面都會影響廣告受眾的線下線上互動。廣告設計包括廣告形式的維度、廣告訴求和人物符號；互動激勵包括行為召喚、確定性和激勵形式；線下線上的互動用四個指標衡量，分別是：掃碼、點擊、驗證和深入互動。

作為現場研究的前測階段，本文進行了實驗室實驗。第一個實驗是人物符號和廣告訴求對互動意願及品牌效果的影響。第二個實驗是廣告設計和互動激勵對互動意願和品牌效果的綜合影響。實驗一發現廣告訴求同時影響受眾的互動意願和品牌效果，理性廣告訴求會產生比感性訴求更好的互動和品牌效果。戶外廣告設計中的人物符號對受眾的互動意願沒有直接影響，但是有人物符號的戶外廣告可以產生更好的品牌效果，尤其是對於感性訴求的廣告。實驗二在證實理性訴求

作用的基礎上，發現提供互動激勵可以顯著的提高受眾的互動意願，但是卻不會對品牌效果產生影響。此外，實驗室研究沒有發現廣告設計和互動激勵的交互作用。

在實驗室實驗之後，本文展開戶外廣告的現場研究。現場研究採用地鐵拉手媒體上的戶外廣告，包括三個子實驗，子實驗一檢驗廣告設計對線下線上互動的影響；子實驗二檢驗互動激勵對線下線上互動的影響；子實驗三是一個線上頁面呈現形式對互動轉化程度的拓展研究。子實驗一發現廣告設計中的廣告形式顯著影響互動效果，三維立體的廣告形式在四個階段的互動效果都明顯比二維平面形式好；而廣告訴求只對深入互動的效果產生影響，理性廣告訴求產生的深入互動比率明顯高於感性訴求。子實驗二發現，在戶外廣告的互動激勵方面，積極框架的行為召喚產生的線下線上互動效果要明顯好於消極框架；線下廣告中不確定的互動激勵也會產生高於確定性激勵的掃碼和點擊比率；激勵形式對互動效果的作用受到其他因素的影響，其中最顯著的就是確定性的影響，線上下確定顯示激勵內容時，正面框架的贈品產生的線上互動效果更好，而當線下不顯示激勵內容時，線上提供負面框架的折扣產生的互動效果更好。子實驗三是一個拓展研究，我們發現線上上展示贈品的時候，當贈品有圖像並且圖像大小突出主產品時，消費者線上點擊的比率要高於贈品沒有圖像的頁面的點擊率。

最後，在實驗室實驗和現場研究的基礎上，本文進一步探討了研究結果的實踐啟示。為了促進戶外廣告的線下線上互動，廣告主和戶外廣告設計者可以利用三維立體效果來吸引受眾注意力、通過理性廣告訴求準確傳達資訊並加強深入互動，利用人物符號提升品牌內涵。在互動激勵方面，積極框架的行為召喚能夠直接號召互動，不確定的激勵形式可以引發受眾好奇心增加掃碼率，而在合適的時候利用適當的屬性框架提供獎勵則更容易在互動中留住消費者。本文提出戶外廣告線下線上互動中，一共有四個階段的互動：掃碼、點擊、驗證、深入互動。四個階段受眾的關注點不同，吸引他們互動的因素也存在差異。掃碼階段的關鍵字是“吸引”，點擊階段的關鍵字是“興趣”，驗證階段的關鍵字是“適合”，深入互動階段的關鍵字是“喜歡”。廣告主和廣告設計者可以根據每個階段的關鍵字來設計戶外廣告。此外，本文也進一步指出了研究的不足之處和存在的局限性，為未來的研究提供了新的方向。

關鍵字：戶外廣告，線下線上互動，影響因素，廣告設計，互動激勵，廣告互動

Abstract

Outdoor media are gradually gaining mainstream status in today’s advertising. With the advent of the mobile Internet era, advertisers are imposing stricter requirements on outdoor media, which should put more emphasis on consumer's active attention with psychological and active interaction beyond the traditional unidirectional production and hard-to-measure advertising effectiveness. On top of that, the advertiser needs certain means to gauge the effectiveness of the outdoor advertisement for improvement if any. In recent years, numerous interactive technological advancements have sprung up, which, together with word-of-mouth communication through numerous social media platforms and consumers, have brought in new development opportunities and challenges for outdoor advertising: the combination of the offline outdoor media and mobile terminal (cell phones) to bridge the offline target audience to online interaction.

This study, based on development opportunities and challenges that the current outdoor media face, delves into cohesion of the offline outdoor media and mobile terminals and identifies the key factors influencing the offline and online interaction of outdoor advertisement by using methods of field study and lab-experiment. In addition, this study also seeks methods to bridge the offline advertisement audience to online interaction from the perspectives of outdoor advert design and interaction incentive and proposes practical and feasible approaches for the outdoor advert design.

A retrospect and summary of some critical studies and the current domestic and foreign researches on the outdoor advertisement interaction, effectiveness and factors influencing the effectiveness, are also given to find a theoretical basis from available documents and discover tactics to further our study. Besides, a systematic elucidation of the three framing effects (attribute, risk choice and goal) is conducted to pave the theoretical foundation for some of the later hypotheses.

After reviewing the relevant literature, an analysis is also given to some of the brilliant cases of 3D outdoor advertisements, some outdoor advertisements featuring ambiance infusion approaches, and some outstanding outdoor advertisements

featuring offline-online interaction in recent years. The commonality through which some outdoor advertisements attract audience and stimulate their engagement is also identified and summarized in our practice.

Immediately onward, this paper proposes a conceptual model and hypotheses for the offline and online interaction of outdoor advertisement. The outdoor advert design and interaction incentive have influence on the offline and online interaction. The advert design includes the advertising dimensions, appeal and human image, and the interaction incentive involves the call-to-action, certainty and incentive form, while the offline and online interaction is measured by using four indicators—QR code scanning, tapping, verification and in-depth interaction.

After establishing the conceptual model, this paper moves into the lab experiments. Experiment I is for the influence of human image and advertising appeal on the interaction intention and brand effect. Experiment II is for the combined effect of the advertising design and the interaction incentive on the interaction intention and brand effect. Experiment I finds the simultaneous effect of the advertising appeal on the audience’s interaction intention and brand effect and the rational advertising appeal generates better interaction and brand effect than that of the emotional appeal. The human image of the outdoor advertising design has no direct influence on target audience’s interaction intention, however, an outdoor advertisement generates a better brand effect if with human image, especially, for those with emotional appeal. Experiment II in the attempt to confirm the effect of a rational appeal discovers that the interaction incentive offering can significantly promote audience’s interaction intention, but has no influence on brand effect. Furthermore, the lab experiments do not find the interaction between the advert design and the interaction incentive.

After the lab experiments, we carry out field study of outdoor advertisement. It takes on the handgrip media on the metro, including three subtests, of which Subtest I aims at the influence of advert design on the offline and online interaction, Subtest II at the influence of interaction incentive on the offline and online interaction, and Subtest III at influence of the online presentation format on the interaction bridging effect. Subtest I discovers that the format of the advert design has a significant swaying effect on the interaction, while the 3D has a better effect than 2D in all four stages of interaction. The advertising appeal only has effect on the in-depth interaction. A rational advertising appeal has a significant higher ration in the in-depth interaction than that of the emotional appeal. Subtest II finds the call-to-action under the positive framing generates a better effect on the offline and online interaction than that under the negative framing; the uncertain interaction incentive produces higher ratios in QR code scanning and tapping than those of the certain one; the incentive form of the interaction effect is affected by other factors, of which the most significant one is the certainty. As the offline certainty determines the incentive, the gifts under the positive framing produce better online interaction effect, while the offline shows no incentive content, the online creates a better interaction effect with a discount offering under the negative framing. Subtest III is an explorative study, during which the research team discovers that the online gift offering with images that underline the main product presented, the consumers' online tapping rate becomes higher than that of those without gift images.

Finally, based on the field study and lab experiments, this paper further explores the practical inspiration of the study results. To bridging the offline and online interaction, the advertiser and the advert designer may use the 3D effect to attract the attention of the audience, accurately communicate the message and strengthen interaction through rational advertisement appeal, and promote the brand content with the human image. In interaction incentive, the call-to-action under the positive framing can directly generate interaction, the uncertainty approach of interaction incentive can increase audience's curiosity and the QR code scanning rate before giving out reward under an appropriate attribute framing to retain, more easily, the consumers. This paper proposes a four-stage interaction in the offline and online interaction of outdoor advertisement: QR code scanning, tapping, verification and in-depth interaction. In the four stages, audience's focuses are different, so are the interaction attractions. The keyword in the QR code scanning is "attraction". The keyword for the Tapping is "interest". The keyword for the Verification is "appropriate", and the keyword for in-depth interaction is "appealing". The advertiser

and the advertising designer can proceed with the keyword of each stage to design the outdoor advertisement. Moreover, this paper also lists the limitations of this study as a possible direction for future studies.

Keywords: Outdoor advertisement, Offline and online interaction, Influencing factors, Advert design, Interaction incentive, Advertisement interaction

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