Stimuli for Individual Motivation of Consumer-Generated Advertising in Social Media

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Abstract: "Consumer-generated advertising" is an emerging marketing model that overturns traditional marketing concepts, and is mainstream in the new economy of "Internet+". Marketing model in the new economy of "Internet+". Based on social interaction theory, reciprocity theory, and attachment theory, this paper investigates individual motivation in "consumer-generated advertising", and hypothesizes the factors of "consumer-generated advertising". Based on social interaction theory, reciprocity theory, and attachment theory, this paper investigates individual motivation in "consumer-generated advertising", and hypothesizes the factors that stimulate individual motivation. Through questionnaires, and in-depth interviews, we investigate the factors that stimulate individual motivation in "consumer-generated advertising".

Keywords: Consumer-Generated Advertising, Individual Motivation, Stimuli, Social Media

1. Introduction

Under the new economic model of "Internet Plus", word-of-mouth marketing based on social media such as WeChat and Weibo has gradually become a mainstream marketing approach in China. From the performance of Facebook, Flickr Blogger, My Space, Stupid Videos, Wikipedia, YouTube, and self-media, it can be seen that with the rise of Web 2.0, the content created by daily consumers can influence potential consumers.[1] According to Avery's survey, more than 70% of consumers agree that "I trust word-of-mouth recommendations more than advertisements", and the first driving factor for them to purchase goods is "recommendations from friends/netizens".[13]

Born between 1995 and 2010, Generation Z is digitally savvy and heavily influenced by the Internet, instant messaging, and social media. It is a group of people who have been living in the electronic virtual and real world since childhood. As the main force of consumers in the new era, they are familiar with social media platforms such as WeChat and their circle of friends, understand the way of survival in social media, and do not resent or even enjoy the behavior of sharing advertisements in the social circle.

According to QuestMobile data, as of January 2023, the number of active WeChat app users reached 1.045 billion, which fully proves that network users use the WeChat platform extremely frequently, and this huge user base makes the exposure rate of advertisements placed on the WeChat platform much higher, which generates incomparable business value.

Through reading the relevant literature, we can find that the existing studies focus on reward levels, brand image, corporate honor, and other aspects. However, most of these studies are based on the corporate perspective and focus on the effect and impact of "consumer-generated advertising". Their individual motivations and the factors that stimulate these individual motivations have not been explored in depth.

Therefore, based on the above discussion, this paper takes the stimulus→motivation→CGA behavioral influence path developed by Yao Xi and Jane Yufan (2016) as a framework to conduct an in-depth study on the stimulus factors of individual motivation by taking "consumer-generated advertisements" in the WeChat circle of friends as an example.

2. Literature Review

2.1. Consumer-Generated Advertising

Consumer-Generated Advertising (CGA) According to Colin Campbell and Leyland F. Pitt et al, "consumer-generated advertising" refers to any publicly disseminated, consumer-generated advertising message for a brand that is generally recognized by consumers. The advertising message of a brand is generally recognized by consumers.[2] By definition, CGA is the online behavior of consumers associated with a brand, and Muntinga and Moorman classify CGA into three types: consumption, contribution, and creation, specifically, "consumption" refers to consumers reading, listening, and watching brand-related information; "contribution" refers to consumers reading, listening, and watching brand-related information; and "contribution" refers to consumers' use of brand-related information. Contributing" refers to consumers engaging with and commenting on information about the brand; "Creating" refers to consumers actively creating and writing about the brand. [3]

According to Fengping Li (2014), consumer-generated advertising in a broad sense includes any brand-related content generated by consumers, such as brand recommendations, reviews of products, and the creation of advertisements in the form of.[14] According to Wang Ping, Fan Xucheng, Zhang Jianjun, et al. (2017), "consumer-generated advertising" refers to the production of relevant videos online by ordinary consumers for a company's products or services, which are viewed and watched by other consumers, thus having an impact on the purchase decisions of these consumers.[15]

According to the literature review, the concept of CGA has been discussed differently at home and abroad, but the central connotation of the concept is the same: "Consumer-generated advertising" refers to the behavior of consumer-generated brand-specific advertising information and public dissemination of such information. Commenting, retweeting, and creating are the three main forms. [16]

2.2. Individual Motivation

2.2.1. Individual Motivation - Intrinsic Enjoyment

Ping Wang, Patrick Fan, and Jianjun Zhang (2017) believe that "intrinsic enjoyment" refers to the process in which people with artistry use certain skills to feel pleasure and enjoyment in the process of creating advertisements; [15] Xin Chen found that consumers can relieve stress and gain pleasure from generating content. [21] Yao Xi and Jane Yufan (2016) argued that intrinsic enjoyment is the behavioral intention of consumers to generate generated advertisements based on their interest, entertainment, self-interest, and sense of accomplishment. [16]

2.2.2. Individual Motivation - Self-Promotion

Yang Zhou Zhang Zeng Deguo (2017) argues that "self-enhancement motivation" refers to how consumers pursue certain outcomes to attract potential employers (client companies or advertising agencies). [20] Christodoulides et al. categorize the motivation of CGAs into four dimensions: self-concept, empowerment, co-creation, and community. Christodoulides et al. categorize CGA motivations into four dimensions: self-concept, empowerment, co-creation, and community. [7] Self-concept refers to the sharing of advertising ideas as a way for consumers to gain self-expression and self-improvement, construct new identities, and then gain peer recognition and a sense of belonging in the community. [8] Yao Xi and Jane Yufan (2016) believe that self-promotion motivation is manifested in consumers' needs to build up their good image, establish their authority, express their strengths, emotions, feelings, and so on. [16]

2.2.3. Individual Motivation - Social Interaction

Muniz (2007) investigated "consumer-generated advertising" in Apple's brand community and showed that consumers are smart creators of advertisements that use high-quality copycat behavior to avoid competition between brands and strengthen community relationships.[6] Christodoulides notes that Community motivation refers to the idea that members of a community do not passively consume brand values, but actively co-create brand messages through interaction within the community, thereby strengthening community ties and identity. [8] A study of corporate sponsorship of online communities found that when recognized by peers and corporations, consumers participate in the community and create more and better content. [7] Social interaction motivation is more likely to be characterized by consumers' need to communicate with other members of the community, establish or maintain relationships, and ask for help from others.

2.2.4. Individual Motivation - Helping Others

Yang, Zhang, and Zeng (2017) suggest that Yang, Zhang, and Zeng (2017) propose the "change of viewpoint motivation", which is the idea that consumers want to have a specific impact on the target group through advertisements, to change their way of thinking and perceptions to achieve the sought-after effect. [20] Christodoulides et al. (2000), argue that the empowerment motive refers to "consumer-generated advertising", which enables consumers to define a brand on their own and influence the perceptions of other consumers, thus giving them a sense of power and control.[9] Yao Xi and Jane Yu-fan (2016) argue that the motivation to help others comes from having some knowledge of the brand and wanting to help others get information about the product and brand (Figure 1).[16]
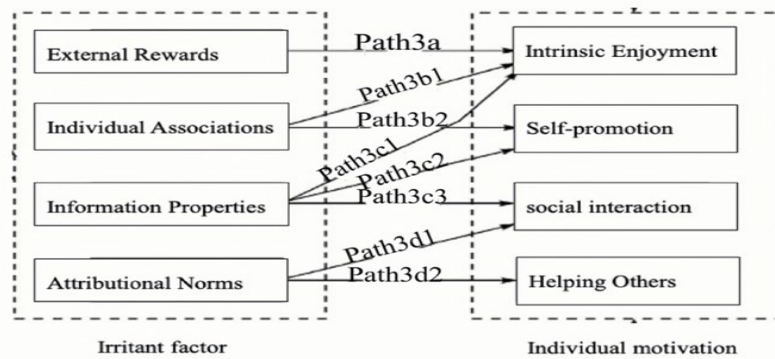

Figure 1: CGA-EESM pathway model diagram [16]

Different stimuli produce different motives for CGA behavior,,and these motives ultimately trigger CGA behavior.[16]

2.3. Irritant Factor

2.3.1. Stimuli - External Rewards

Wang et al. found that external incentives (entertainment, benefits, etc.) affect consumer participation and information exchange within virtual game communities.[4] Yi-min Zhu's research shows that if companies offer material incentives, cash incentives are more likely than other rewards (e.g., shopping coupons) to motivate "consumer-generated advertising" behavior[18] . According to the Reciprocity Theory, people reciprocate gifts, rewards, and benefits they have received; [12] when consumers feel they have a vested interest, they feel a psychological pressure to return the benefit, which they perceive as an obligation.[17] When companies give favors, due to the psychology of reciprocity, consumers will engage in transactions with the company to get rewarded and also generate a sense of well-being.

Thus H1 hypothesizes that external reward mechanisms stimulate consumers' motivation to generate advertisements.

H1a External reward mechanisms stimulate consumers' intrinsic enjoyment motives.

2.3.2. Stimuli - Individual Associations

The theory of Attachment (TOA) refers to the fact that consumers develop strong emotional and cognitive attachments to certain brands, which are mainly manifested by having positive thoughts and feelings about the brand and the brand-self relationship.[5] According to Zhu Huawei (2016), consumers will have a higher willingness to buy when the brand image matches their mental schema.[19] Consumers will also be more motivated to generate advertisements for them. Yao Xi, and Jane Yu-fan (2016) argued that there is a connection between the brand as well as the product information and the consumer's self-interests, ongoing things, and interests, and that these connections motivate consumers' intrinsic enjoyment and self-promotional behaviors.[16]

Therefore H2 hypothesizes that brands that are emotionally associated with individuals stimulate individual motivation for CGA.

H2a Brands that are emotionally connected to individuals stimulate intrinsic consumer enjoyment motives.

H2b Brands that are emotionally connected to individuals stimulate consumer self-promotion motives.

2.3.3. Stimuli - Information Properties

According to Yang Fang-ling (2016), the original image is the initial impression of the enterprise to obtain consumers' attention and the starting point of "consumer-generated advertising".[22]   Gotsi & Lson (2001) pointed out that corporate reputation is the stakeholders' evaluation of the long-term existence of the enterprise. According to Meng Lei and Chai Jinping, a company's established reputation and consumers' recognition of the company have an impact on the behavioral intentions of consumer-generated advertising.[23]

Thus H3 hypothesizes that firm information characteristics stimulate the motivation of CGAs.

H3a Corporate reputation information properties can stimulate consumers' intrinsic enjoyment motives.

H3b Corporate reputation information properties can stimulate consumer self-promotion motives.

H3c Corporate reputation information properties can stimulate consumer social interaction motivation.

According to Yang Fang-ling (2016), the effectiveness of advertisements is based on conversion and response rates, and the four aspects of the advertisements themselves, namely topicality, knowledge, entertainment, and usefulness, are the key to getting consumers to respond to the advertisements.[22]

Thus H4 hypothesizes that advertising message properties can motivate CGAs.

H4a The informational properties embedded in the content of the advertisement stimulate intrinsic enjoyment motives

The informational properties embedded in the content of H4b advertisements can motivate self-promotion.

The informational properties embedded in the content of H4c advertisements can motivate social interaction.

2.3.4. Stimuli - Attributional Norms

In her doctoral dissertation, Bei-lei Chen proposed and verified that social network connections have a positive effect on users' motivation to create and that the virtual community atmosphere has a positive effect on users' motivation to create. Granovetter, M.S. pointed out the favorable effect of an individual's positional centrality in a network on knowledge exchange.[10]

Thus H5 assumes that the community atmosphere can stimulate CGA motivation.

H5a positive virtual community atmosphere stimulates social interaction motivation.

H5b Positive virtual community atmosphere stimulates motivation to help others.

On the one hand, providing users with more privacy protection is conducive to enhancing the authenticity of consumer-generated advertisements. On the other hand, if too much of users' personal information is disclosed, resulting in high privacy costs for users, their privacy concerns will become more serious, which will have an impact on their willingness to consume and their consumption behavior.[11,25] When using media technologies, users' perceptions of privacy and security can have an impact on their willingness to create content.

The H6's good safety and security stimulate the motivation to eliminate CGA.

H6a Good safety and security stimulate social interaction motivation.

H6b Good security stimulates motivation to help others.

3. Research Design and Methodology

3.1. Questionnaire Design

The research method used in this paper is quantitative research, this questionnaire is designed with

38 questions, part one is a basic statistical questionnaire with 4 items, and part two is a quantitative questionnaire with 34 items. In total, there are two dimensions, which are stimulus factors and individual motivation. Stimulus factors are categorized into four dimensions: reward mechanisms, individual associations, information characteristics, and attributional norms; individual motivation is categorized into four dimensions: intrinsic enjoyment, self-promotion, social interaction, and helping others. The question design is mainly from experts and previous mature studies, and the content validity of the scale is reasonable.

3.2. In-Depth Interview

After pre-testing and preliminary analysis of the questionnaire, it was found that consumers were less likely to recognize "reward mechanism", "individual association", "characteristics of the advertising message", "safety and security", "safety and security", "safety and security", "safety and security", and "safety and security". "Safety and security". Therefore, to better understand the consumer psychology of Generation Z, in-depth interviews are necessary. Therefore, we conducted in-depth interviews with 5 Generation Z users while the questionnaire was being distributed.

4. Data Collection and Analysis

Table 1: Variable correlation and data summary table (authors' own)

Factor	Variant	Nominal Load Factor	Average Variance Extracting, AVE	Combined Reliability CR
External Rewards	Q1	0.749		
	Q2	0.68	0.546	0.782
	Q3	0.781		
Individual Associations	Q4	0.731		
	Q5	0.765	0.56	0.793
	Q6	0.75		
Corporate Information Properties	Q7	0.723		
	Q8	0.793	0.575	0.802
	Q9	0.754		
Advertising Information Properties	Q10	0.684		
	Q11	0.695	0.473	0.782
	Q12	0.675		
	Q13	0.695		
Community Atmosphere	Q14	0.733		
	Q15	0.713	0.522	0.814
	Q16	0.748		
	Q17	0.698		
Security	Q18	0.758	0.578	0.733
	Q19	0.763		
Intrinsic Enjoyment	Q20	0.725		
	Q21	0.768	0.549	0.829
	Q22	0.729		
	Q23	0.737		
Self-promotion	Q24	0.774		
	Q25	0.673	0.533	0.82
	Q26	0.715		
	Q27	0.752		
Social Interaction	Q28	0.786	0.581	0.735
	Q29	0.736		
Helping others	Q30	0.732		
	Q31	0.731	0.512	0.758
	Q32	0.678		

Based on the research concept of positivism, the valid questionnaires were analyzed for reliability and validity using SPSS software, and the valid scales were analyzed for reliability and validity, correlation, and regression using statistical analysis methods. This survey uses the questionnaire star platform to form the questionnaire, the investigator uses the mobile platform to answer, a total of 340 questionnaires were recovered, excluding the samples that did not carry out the "consumer-generated advertising" behavior, the remaining 325 valid questionnaires, the validity rate of 95.55%. Among them, 82.154% were under 30 years old; 46.46% of the samples were male and 53.54% were female; 81.84% had a bachelor's degree or above.

In terms of reliability, Cronbach's alpha reliability coefficient was used as the index of reliability test, and the overall Cronbach'Alpha coefficient of the questionnaire was 0.962, and in terms of validity, the KMO value and Bartlett's test of sphericity were used as the main indexes of validity analysis, and the KMO value of the validity analysis was 0.97; therefore, it is considered that the questionnaire has good consistency and high reliability.

A validated factor analysis was conducted on the items and after excluding the irrational items: x^2=575.113, df=419, chi-square degrees of freedom ratio=1.373, GFI=0.91, RMSEA=0.034, RMR=0.041, CFI=0.974, NFI=0.91, and NNFI=0.969. The results of the data showed that the model has a good fit model.

According to the data in Table 1: the standardized loading coefficient values of the variables were all large (24 items > 0.7 and 8 items > 0.6), all exceeded the minimum loading value of 0.5, and all were highly significant (p < 0.001), and the validity of the scale possessed a certain degree of reasonableness.

5. Findings

5.1. Related Analysis

In this paper, Pearson correlation coefficient analysis was used to correlate the data, and the results of the correlation analysis in the above table show that the significance between the dimensions is 0.000***, which is less than 0.05, then we can consider the correlation between the variables to be established, and whether there is a positive stimulus relationship will be further verified in the regression analysis.

5.2. Regression Analysis

Table 2: Matrix of regression coefficients of stimuli on intrinsic enjoyment (author's own)

	Unstandardized Coefficients		Standardized Coefficients						
	B	standard error	Beta	t	P	VIF	R²	Adjusted R²	F
a constant	0.601	0.129	-	4.651	0.000***	-			
External Rewards	0.081	0.049	-0.085	-1.656	0.099*	1.932			
Individual Associations	0.108	0.062	0.114	1.746	0.082*	3.126			
Corporate Information Properties	0.148	0.064	0.159	2.313	0.021**	3.482			
Advertising Information Properties	0.113	0.077	0.11	1.476	0.141	4.074	0.568	0.56	F=69.709 P=0.000***
Community Atmosphere	0.494	0.063	0.498	7.096	0.000***	2.923			
Security	0	0.055	0	0.001	0.999	2.651			
Dependent variable: Intrinsic Enjoyment									
Note: ***, **, * represent 1%, 5%, and 10% significance levels, respectively.									

According to the analysis of the results of the F-test in Table 2, it can be obtained that the P-value of the significance of the reward mechanism is 0.099* (>0.05), the P-value of the significance of the individual correlation is 0.082* (>0.05), the P-value of the significance of the advertisement information characteristics is 0.141 (>0.05), all of them presenting non-significance at the level, and the rejection of the original hypothesis, and the hypothesis of H1a, H2a, and H4a is not valid. Corporate Information Characteristics P-value of 0.021** (<0.05) presents significance at the level of VIF = 3.482 (<5), there is no problem with multicollinearity, and the model is well constructed, so hypothesis H3a is valid.

According to the analysis of the results of the F-test in Table 3, it can be obtained that the individual association significance P-value of 0.186, (>0.05) advertising information characteristics P-value of 0.983 (>0.05) does not present significance at the level of the rejection of the original hypothesis, the hypothesis of H2b, H4b does not hold. Corporate Information Characteristics P-value 0.043** (<0.05), presenting significance at the level, VIF = 3.482 (<5), no multicollinearity problem, good model construction, therefore hypothesis H3b is valid.

Table 3: Matrix of regression coefficients of stimuli on self-promotion (authors' own)

	Unstandardized Coefficients		Standardized Coefficients						
	B	standard error	Beta	t	P	VIF	R^2	Adjusted R^2	F
Constant	0.568	0.131	-	4.333	0.000***	-			
External Rewards	0.07	0.049	0.074	1.421	0.156	1.932			
Individual Associations	0.083	0.063	0.088	1.325	0.186	3.126			
Corporate Information Properties	0.132	0.065	0.143	2.035	0.043**	3.482			
Advertising Information Properties	0.002	0.078	0.002	0.021	0.983	4.074	0.55	0.541	F=64.722 P=0.000***
Community Atmosphere	0.479	0.063	0.485	7.543	0.000***	2.923			
Security	0.029	0.056	0.032	0.53	0.604	2.651			
Dependent variable: Self-promotion									
Note: ***, **, * represent 1%, 5%, and 10% significance levels, respectively.									

Table 4: Matrix of regression coefficients of stimuli on social interaction (authors' own)

	Unstandardized Coefficients		Standardized Coefficients						
	B	standard error	Beta	t	P	VIF	R^2	Adjusted R^2	F
Constant	0.55	0.163	-	3.369	0.000***	-			
External Rewards	0.04	0.061	0.038	0.653	0.514	1.932			
Individual Associations	0.139	0.078	0.131	1.781	0.076*	3.126			
Corporate Information Properties	0.201	0.081	0.194	2.493	0.013**	3.482			
Advertising Information Properties	0.034	0.097	0.029	0.346	0.729	4.074	0.447	0.437	F=42.891 P=0.000***
Community Atmosphere	0.369	0.079	0.333	4.667	0.000***	2.923			
Security	0.025	0.07	0.025	0.363	0.717	2.651			
Dependent variable: Social Interaction									
Note: ***, **, * represent 1%, 5%, and 10% significance levels, respectively.									

Table 5: Matrix of regression coefficients of stimuli on helping others (author's own)

	Unstandardized Coefficients		Standardized Coefficients						
	B	standard error	Beta	t	P	VIF	R^2	Adjusted R^2	F
Constant	0.848	0.141	-	6.014	0.000***	-			
External Rewards	-0.005	0.053	-0.005	-0.094	0.925	1.932			
Individual Associations	-0.004	0.067	-0.005	-0.066	0.947	3.126			
Corporate Information Properties	0.109	0.07	0.12	1.569	0.118	3.482			
Advertising Information Properties	0.227	0.084	0.224	2.709	0.007***	4.074	0.466	0.456	F=46.215 P=0.000***
Community Atmosphere	0.427	0.068	0.439	6.262	0.000***	2.923			
Security	-0.039	0.06	0.044	-0.654	0.513	2.651			
Dependent variable: Helping Others									
Note: ***, **, * represent 1%, 5%, and 10% significance levels, respectively.									

According to the analysis of the results of the F-test in Table 4 and 5, it can be obtained that the

P-value of the significance of the corporate information characteristics is 0.013** (<0.05) VIF = 3.482 (<5), the P-value of the significance of the community atmosphere is 0.000*** (<0.05) VIF = 2.923 (<5), there is no problem of multiple covariations, and the model is well-constructed so that hypotheses H3c, H5a are valid. The significance p-value of advertising information characteristics is 0.729 (>0.05), the safety and security significance p-value of 0.717 (>0.05) level does not present significance, the original hypothesis is rejected, and hypotheses H4c, and H6a do not hold.

The analysis of the results of the F-test can be obtained, the community atmosphere significance P-value 0.000*** (<0.05) level presents significance, VIF = 2.923 (<5), there is no problem of multiple covariance, the model is well constructed, and therefore hypothesis H5b is valid. The significance p-value of safety and security, 0.513 (>0.05), presents non-significance at the level, rejecting the original hypothesis H6b does not hold.

6. Research and Discussion

6.1. Discussion of Results

According to the analysis of the questionnaire and the results of the in-depth interviews, the "reward mechanism" is not able to stimulate the motivation of CGAs. According to the descriptions of the in-depth interviewees, the rewards for forwarding the advertisements on WeChat are very few, and there are a lot of limitations on the completion of the tasks, such as "public number lucky draw", "free tickets for collecting likes", and so on. There are a lot of restrictions, such as "public number lucky draw" and "free tickets for collecting likes", etc., all of which restrict the number of likes and so on. In the process of completing the "so-called" tasks over and over again, the rewards offered are not enough to make up for the efforts and favors spent by consumers, and may even cause consumer resentment, which is counterproductive.

According to the results of the study, "advertising message characteristics" cannot be a stimulus for CGA motivation. For advertisements that need to be retweeted, most of the content is fixed copy and pictures, or ready-made public content, which is very salty and hard to ignore its "advertising" attributes. It is hard to ignore its attribute of "advertisement". For "Generation Z" consumers, the WeChat circle of friends is a "front stage" where they can construct, reshape and beautify their images, and they want to use the WeChat circle of friends to present an idealized version of themselves. Users in in-depth interviews said that fixed copy and pictures, and strongly sales-oriented public content can make them feel like they are selling, which is a very "low" behavior and does not match their temperament and image.

According to the results of the study, "individual association" is not able to stimulate the motivation of CGAs. Through in-depth interviews with Generation Z, it is understood that they generate ads for brands with "individual association" because they want to get the attention of the brand and interact with the brand, but they do not get the attention of the brand due to the limitation of their traffic. However, due to the limitation of their traffic, they don't get the attention of the brand, which greatly affects the passion of consumers in generating ads; in addition to this, it is also understood that the stimulus of "individual association" is accidental, and can't constitute a long-term influence. Take skin care products as an example, respondents said that when the brand they use comes out with a new product, they will not easily engage in CGA behavior because they do not know about the new product.

According to the results of the study, "safety and security" cannot be a stimulus for CGA motivation. First of all, the circle of friends are basically friends who know each other and even acquaintances, and Generation Z users have already accepted the attribute of "openness" of the content posted in the circle of friends; secondly, social media advertisements like WeChat's circle of friends are precise advertisements built based on big data, and the information of the users in the background will be recorded, and consumers are psychologically prepared for this, based on the relatively strict auditing mechanism of the WeChat platform and trust in the platform. Secondly, social media advertisements such as WeChat's circle of friends are based on big data and are placed accurately, so it is inevitable that user information will be recorded in the background, and consumers are psychologically prepared for this. However, it is worth noting that "safety and security" does not constitute a stimulus for CGA motivation, but can constitute a disincentive. Users interviewed in-depth generally indicated that their willingness to engage in CGA would drop sharply if they were required to provide sensitive information such as their name, ID number, bank card number, etc., in the process of generating advertisements, given the risks of privacy leakage.

6.2. Discussion Takeaways

6.2.1. Being Charitable and Building a Reputation

According to the results of the questionnaire analysis, "corporate information characteristics" is a significant stimulus for CGA motivation, and users are very concerned about corporate reputation when they engage in CGA behavior. Taking Honstar Erke as an example, the act of "rushing to help Henan" during the flood in Henan has attracted countless fans, and netizens have been proud of supporting Honstar Erke and national products. Enterprises should strengthen word-of-mouth marketing, actively practicing social responsibility, and public welfare activities, which is also the embodiment of the enterprise's "responsibility".

6.2.2. Cooperate and Complement Each Other

According to the results of the questionnaire analysis, the "community atmosphere attribute" is a significant stimulus for CGA motivation, and a good community atmosphere will stimulate consumers' social interaction and motivation to help others. Brands can cooperate with consumers to do a good job of relationship marketing, emphasizing the strength of WeChat's circle of friends and the strong connection attribute, and can adopt the circle communication method to target specific consumer groups to further enhance the sense of belonging.

6.2.3. Respect for Privacy and Openness

In response to the study's finding that the "reward mechanism" does not stimulate CGA's motivation, we can see that the "Generation Z" group has been mixing in cyberspace since they were young and is familiar with the rules of the Internet game, so when conducting the "reward mechanism", companies can give CGA consumers the most favorable rewards based on the principle of openness and honesty and reduce unnecessary restrictions. When implementing the "reward mechanism", enterprises can give the most favorable rewards to CGA consumers based on the principle of openness and honesty, reduce unnecessary restrictions, decentralize autonomy, and allow users to selectively block members of the circle of friends, which not only respects the privacy of users but also facilitates the construction of their own image and stimulates their willingness to CGA.

6.2.4. Guided Creativity and Integration

According to research findings, "advertising message characteristics" cannot stimulate CGA well, and obvious advertising content is easily avoided by Generation Z. The solution is to guide consumers to create their content. A reasonable solution is to guide consumers to create on their own, establish topics and trigger discussions. For example, the No Memorization App encourages consumers to create on their own, show their real experiences and feelings on the online platform, and there is no restriction on copywriting and content, which not only makes the advertisements not look like advertisements but also shapes the real brand image in the eyes of consumers by outputting their values in the process of CGA. Brand image enhances credibility as well as loyalty.

6.2.5. Downfield Interaction to Stimulate Interest

According to the research finding that "individual association" cannot stimulate CGA well, it can be seen that consumers pay great attention to the interaction with the brand, and WeChat's advertising in the circle of friends has the advantage of the interactive function. In the interactive process, to improve the user's unilateral sense of participation at the same time, but also to strengthen the interaction between the brand and the user, such as making good use of the comment function under the tweet of the public number, and inviting the creator to become the brand's experience hall, etc., to enhance the stickiness of the user.

7. Conclusion

The conclusions obtained in this paper are of practical significance, but there are still some issues that need to be further discussed. First of all, consumer behavior theory points out that the direct influence factor of consumer behavior is consumer motivation, but it is worthwhile to conduct an in-depth study on whether CGA motivation to behavior is affected by other factors; secondly, this paper is based on the questionnaire survey, which is a cross-sectional study, and it has certain limitations in terms of dynamics and changes; finally, the experimental object of this paper focuses on the "Generation Z" group, and does not focus on specific types of advertisements. Finally, the experimental object of this paper focuses on the "Generation Z" group, without focusing on specific types of

advertisements, and other age groups or specific types of advertisements can be studied in the future.

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