

Research on Incentive Advertising to Promote the Digital Participation of Middle-aged and Elderly Groups from the Perspective of User Experience

Ting Yao

School of Journalism and Communication, Pingdingshan University, Pingdingshan 467000, Henan, China

ABSTRACT

Digital transformation has become a major trend in today's society, but in the process of adapting to this change, middle-aged and elderly groups face obstacles of technology acceptance, operating habits and so on, so their participation on digital platforms is low. Incentive advertising has effectively promoted the participation of young groups through the reward mechanism, but its application in the middle-aged and elderly groups has not been fully explored. Therefore, this paper discusses the role of incentive advertising in promoting the digital participation of middle-aged and elderly groups, in order to provide theoretical basis for advertising design and promote the wider integration of middle-aged and elderly groups into the digital society.

KEYWORDS

user experience; incentive advertising; middle-aged and elderly groups

The popularization of the Internet and smart devices has accelerated the transmission of information and also changed people's lifestyles and consumption habits. In the middle-aged and elderly groups, the degree of digital participation directly affects their social interaction, information acquisition and quality of life. But in this process, technology acceptance, equipment operation proficiency, information filtering and discrimination and other factors affect the enthusiasm and frequency of middle-aged and elderly groups for participating digital platforms to varying degrees. Therefore, from the perspective of user experience, this paper will discuss how incentive advertising can enhance the participation of middle-aged and elderly groups in the digital environment, and provide theoretical support for relevant advertising design and implementation.

1 The Concept and Development of Incentive Advertising

1.1 Definition and Characteristics of Incentive Advertising

As an innovative form of advertising, incentive advertising mainly uses material or spiritual rewards to guide user behavior, attract user participation, change the audience's passive attention to active attention, and even make them participate in the content of advertising activities, so as to achieve the purpose of marketing. Different from traditional advertising forms, incentive advertising not only relies on information transmission, but also emphasizes interaction and participation. When users receive advertising information, they are led to participate in certain predetermined actions, such as filling out surveys, watching videos or buying products, due to the stimulation of the reward mechanism. In this process, the nature, manner and timeliness of the reward have an impact on the advertising effect. The characteristics of incentive advertising lies in its high interaction and participation. Through the embedding of reward mechanisms, advertising is no longer a one-way information transformation, but can promote the positive interaction between the audience and the advertising content. There are various ways to reward, including material rewards, such as cash, points and coupons, and spiritual rewards, such as virtual medals and honorary titles, which can stimulate users' motivation to participate through instant feedback and encourage them to continue to be active in a specific platform or environment^[1].

1.2 The Development Process and Current Situation of Incentive Advertising

As a unique marketing tool, incentive advertising can be traced back to the end of the 20th century. At that time, the communication of advertising still mainly relied on traditional media, and the mode of information transmission was relatively simple. However, with the rise of the Internet, advertisers gradually realize that it is difficult to meet the increasingly complex market demand by relying only on the one-way output of advertising content. Therefore, incentive advertising comes into being and becomes a new advertising mode driven by technological innovation and consumer behavior. In the early days, incentive advertising is largely focused on the gaming industry, and mainly provides virtual rewards to stimulate player engagement. At this stage, the rewards are mostly virtual items and points, and their design is rudimentary and relies on stimulating instant gratification. At present, the application of incentive advertising has

expanded to a number of industries, covering e-commerce, finance, education and other sectors. With the continuous evolution of technology, the forms of incentive advertising also show a diversified trend, including traditional material rewards, and more complex incentive factors such as emotional value and social identity. By refining personas and accurately evaluating user behaviors and preferences, the effect of incentive advertising is continuously optimized, and incentive advertising gradually becomes a means to improve user stickiness and increase conversion rates.

1.3 The Application of Incentive Advertising in the Middle-aged and Elderly Groups

Due to the low technology acceptance and conservative consumption habits of middle-aged and elderly groups, it is difficult for traditional advertising to motivate them to participate, while incentive advertising can effectively break through the barriers to digital participation for this group through the reward mechanism and promote their more active integration into the digital platform^[2]. Specifically, the expectations and responses of middle-aged and elderly groups to rewards are more unique. Material rewards, such as coupons or cash return, can usually trigger their immediate interest demands. And rewards with more social identity, such as honorary titles or family members' participation, can also stimulate their deeper emotional motivation. When designing incentive advertising, advertisers should fully consider the requirement characteristics of this group and formulate diversified incentive schemes to increase their acceptance and engagement with advertising content. At the same time, the digital behaviors of middle-aged and elderly groups are more conservative and diverse, and advertising designers must flexibly adjust the reward content and interaction mode based on the using habits and interest preferences of this group. Moreover, the communication channels should also be optimized according to the media contact mode of middle-aged and elderly groups, and appropriate digital platforms and communication forms should be selected to improve the communication efficiency and effect of advertising.

2 Digital Participation from the Perspective of user Experience

2.1 The Concept and Connotation of User Experience

User experience is a purely subjective feeling established by users in the process of using a product, which covers all aspects of user interaction with products or services from initial contact to continuous use. Specifically, user experience is deeply dependent on the overall optimization of system design, which is not only a simple evaluation of product design, but also a comprehensive reflection of interaction design, information architecture, visual design, content strategy, and user emotional feedback. A good user experience should provide pleasant sensual pleasure and emotional resonance on the basis of satisfying functional needs, and stimulate users' participation motivation and loyalty. At the same time, the key elements of user experience include usability, accessibility and learnability. Usability emphasizes the simplicity of user operation to avoid complex operation steps and excessive information loads. Accessibility focuses on the adaptability of products or services to different groups. Learnability requires users to quickly master the basic functions of the system and reduce learning costs^[3].

2.2 Key Features of Digital Participation

Digital participation refers to the use of digital technologies and Internet platforms by individuals or groups to participate in social, political and public affairs, and exert their own voice and power. Its core features are interactivity, timeliness, personalization and cross-platform, which constitute the uniqueness of digital participation. Interactivity refers to the two-way or multi-way interaction between users and content, other users and systems on digital platforms, emphasizes user active participation and feedback, and enhances the sense of engagement and optimize the delivery of information. Timeliness means that through Internet technology, users can carry out immediate operations and feedback at any time and place, which has unique advantages in emergency information transmission and social event response. Personalization refers that through big data analysis and algorithm recommendation, digital technology can make the information flow and content display more accurately connect with the interests and needs of users, which enables users to choose content and participation methods according to their preferences, thus enhancing their motivation and satisfaction of participation. Cross-platform is reflected in the fact that users can synchronize data and behavior in different hardware environments, thus breaking through the limitations of time and space.

2.3 The Influence of User Experience on Digital Participation of Middle-aged and Elderly Groups

The influence of user experience on digital participation of middle-aged and elderly groups is profound and multidimensional. The availability and operability of digital platforms are the key to stimulate the participation motivation of this group. On the one hand, middle-aged and elderly groups pay attention to the practicality and functionality of

information during digital interaction, and also have a high demand for emotional resonance and social interaction. The user-friendly interface, friendly voice guidance and feedback of social identity can effectively stimulate the emotional participation of the group, thereby enhancing their activity on the platform. By strengthening the emotional connection, the platform can provide a experience with personalization and a human touch for middle-aged and elderly users, thereby increasing their willingness to engage in the long term. On the other hand, as technology advances, digital platforms, through data analysis and intelligent algorithms, are able to deliver personalized content based on user behaviors and preferences. This precise matching can enhance the user's sense of participation, and effectively solve the problem of information overload of middle-aged and elderly users, help them find content that meets their needs more quickly, and provide impetus for their integration and continuous use in the digital environment.

3 The Role of Incentive Advertising in Promoting Digital Participation of Middle-aged and Elderly Groups

3.1 Design Elements of Incentive Advertising and User Response

The effectiveness of the design elements of incentive advertising in the middle-aged and elderly groups will directly affect their willingness to participate and the degree of response. Specifically, the setting of incentive mechanisms is the main factor affecting the user response. The types and ways of rewards should be highly compatible with the interests and needs of middle-aged and elderly groups. For example, monetary rewards, discounts or physical gifts can more directly attract the attention of the group and stimulate their participation. Through clear and attractive reward targets, incentive advertising can effectively stimulate the desire of middle-aged and elderly users to participate and promote their activity on the platform. In addition, the content of the advertisement fits the emotional needs of the audience, which is also the key to determining user response. Middle-aged and elderly groups pay more attention to emotional resonance and social identity when they participate in digital advertising interaction. The advertising design should incorporate elements with affinity, such as warm visual style, language expression easy to be understood and content in line with the values, so as to enhance the emotional appeal of the advertisement to the group and enhance their enthusiasm and sustainability in participation^[4].

3.2 The Interactive Relationship between User Experience and Incentive Advertising

The acceptability of middle-aged and elderly users to digital advertising depends on the intuitiveness and operability of advertising presentation. Good user experience can effectively reduce their resistance to complex technology and promote their positive response to incentive advertising content. On the one hand, the timeliness of the reward and the transparency of the feedback will directly affect their recognition and engagement of the advertisement. Instant rewards can lead to higher satisfaction and increases motivation, and clear feedback can eliminate uncertainty and increase trust and engagement of users. Through deep integration with user experience, incentive advertising can effectively enhance the willingness of middle-aged and elderly groups to participate in digital platforms and break their resistance to complex forms of advertising^[5]. On the other hand, the emotional elements in advertising design are closely related to the psychological needs of middle-aged and elderly groups. The emotional resonance of this group in digital advertising will become an important driving force for their participation in decision-making. The emotional value and social identity conveyed by advertising can resonate with the emotional experience of users, thus promoting their continuous interaction in advertising activities.

3.3 The Mechanism of Incentive Advertising in Promoting Digital Participation of Middle-aged and Elderly Groups

Among middle-aged and elderly groups, the key role of motivational advertising is to stimulate their motivation to participate through reward mechanisms, and deepen their immersion and belonging in digital platforms through personalized content and emotional design. Specifically, the reward mechanism is designed to provide middle-aged and elderly users with clear participation goals and instant psychological satisfaction. Through various forms of incentives such as money, discounts, and goods, advertising can trigger their motivation to participate, and also continuously consolidate their positive attitude toward the platform in the process of participation. The timeliness and clarity of the reward reduces the anxiety of the middle-aged and elderly groups about the operation of the digital platform and enhances their willingness to continue to participate. At the same time, the personalized content recommendation mechanism plays a role in promoting the participation of middle-aged and elderly groups. Through big data and algorithm recommendation, advertising can accurately push relevant content according to individual behavioral

characteristics and preferences, so that users can find interested advertising forms or products more efficiently. Such accurate matching improves the relevance of advertising, increases the fit between advertising and users, reduces the confusion and rejection of middle-aged and elderly users in information overload, and enhances their enthusiasm for participation.

4 Conclusion

This paper identifies the key role of incentive advertising in promoting digital participation of middle-aged and elderly groups, and discusses the relationship among its design elements, user experience and advertising interaction. By analyzing the impact of incentive mechanism, personalized recommendation and emotional resonance on middle-aged and elderly users, this paper reveals how incentive advertising successfully lowers the threshold of digital participation of middle-aged and elderly groups through precise reward mechanisms and emotional design, and stimulates their higher participation motivation and continuous interaction. Therefore, incentive advertising should pay more attention to the demand characteristics of middle-aged and elderly groups, optimize the simplicity and operability of advertising content, and strengthen the timeliness and transparency of rewards, so as to promote the integration of middle-aged and elderly groups on digital platforms and promote the in-depth development of their digital participation.

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About the Author

Ting Yao, Master, Lecturer, Research Fields: Brand Management, Advertising Psychology, New Media.

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