Analysis of E-Advertising on Sales

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ABSTRACT

The purpose of this research is to analyse the increase in product sales using social media advertising. The research was conducted using literature study method and questionnaires that distributed to sellers who used social media advertising in marketing their products. The results show that selling products on social media using advertisements can generate more sales and cunsomers. With social media advertising, sellers can choose the type of potential customers according to the product being sold. The sellers can determine the type of prospective customer based on thier age, residence, and/or hobbies to it easier for the seller to divert the sale of their product. Therefore, social media advertising helps sellers who market their products to generate more sales.

INTRODUCTION

Alalwan (2017) stated that people are aware that social media influences their lives. Customers easily engage in interactions using social media such as Facebook, Google+, Snapchat, YouTube, and Twitter. Duffet said that advertising on social media could be a solution for companies that wanted to increase their sales value. By advertising, companies can achieve marketing goals. Advertising will make potential customers to be more familiar with the company's products and motivate the consumers to buy products (Duffett, 2015). The popularity of social media is growing rapidly as a new advertising platform, which allows users to meet and interact with brands. On the other hand, online market has a significant increase due to the growing number of online users aged 18 to 35. The results reveal that brand awareness has an impact on users' attitudes towards social media advertising, which then influenced their behavioural responses to social media advertising and interest in buying luxury goods (Chu, et al., 2013). Marketing science stated that social media has become an important platform that is closely related to the product marketing (Lund, 2019). Technopreneurship is part of entrepreneurship that emphasizes business activities on technology, namely the ability of science and technology in business activities (Soegoto, 2014).

Social media is useful for knowing about competitors' movements and analyzing communication trends that are exchanged within the scope of individual consumers. It is making it easier for companies to develop solutions according to their target customers and prospects (Liu, et al., 2019). In addition, the use of advertising on social media becomes an important thing that must be done in marketing luxury branded products. This is because consumers who have an understanding of a brand have a high interest in advertising on social media and will act according to the information they get. In addition, previous studies have shown that people who understand brands will feel anxious about people's views of them if they do not use goods with these luxury brands (Chaudhry, et al., 2019).

Based on other research related to the use of advertisements on Facebook pages, a total of 70 global brands show that these companies are updating their information daily. On average, there is always an information about their products. In addition, they use of social media is to ask for ratings from consumers or just to share their experience or testimonial when using their products. This is done to establish a good relationship with consumers (Quesenberry, et al., 2019). The impact of using e-Wom is the dissemination of information on a product in the form of recommendations distributed by one consumer to another consumer that can be trusted more than the company directly promotes the product. This can influence consumer decisions regarding a product from the information it gets. Although some of the consumers do not have many contacts to forward the message, this method should simplify the advertisers when trying to reach other consumers who are easily affected (Reichstein & Brusch, 2001). Ads posted on billboards such as display ads are the most preferred advertisers for marketers. Display ads have good effectiveness on social media. Companies that use display advertisements posted on billboards will form an informed and targeted audience. Display ads are defined as graphic advertisements on websites appearing next to the content of web pages, instant messaging applications, e-mail messages, and other forms of communication on a website (Davis & Cameau, 2020).

The purpose of this research is to analyse the increase in product sales using social media advertising. The research was conducted using literature study methods and questionnaires that distributed to sellers who had used social media advertising in marketing their products.

RESEARCH METHODS

This study used a questionnaire method by distributing questionnaires to businessmen who have marketed their products through social media advertising using Google Form. The second method used in this research is the literature study method by discussing international journals related to this study.

RESULTS AND DISCUSSIONS

The results of the questionnaire show that 95% of businessman chose Instagram in marketing their products. While 5% respondent chose Facebook to market the product. Instagram is currently the most suitable social media for businesses to market their products. People prefer to see photos or videos than just looking at text. Based on We Are Social data, 80% of Indonesians use Instagram social media.
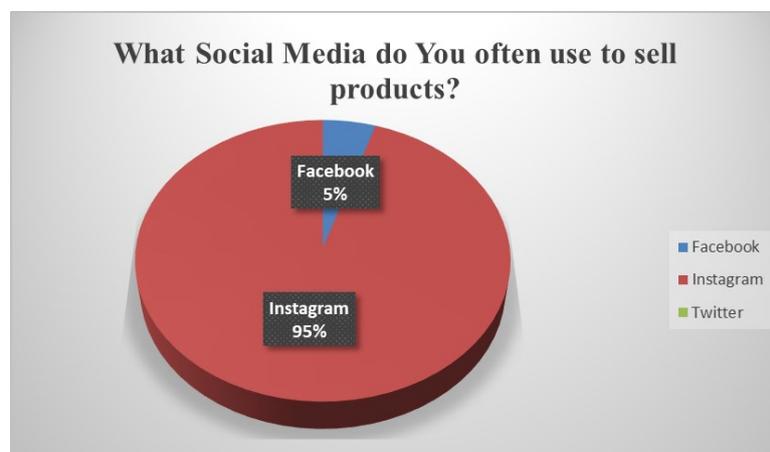

Figure 1. 95% of Respondents Choose Instagram to Sell Their Products

Based on Figure 1, from the total of 150 million social media users in Indonesia, around 120 million people have used Instagram. This number puts Instagram as the 4th place in social media with most users. With so many Instagram users in Indonesia, utilizing Instagram in marketing has a promising potential to be a place for businessmen in marketing their products as can be seen from the following figure:

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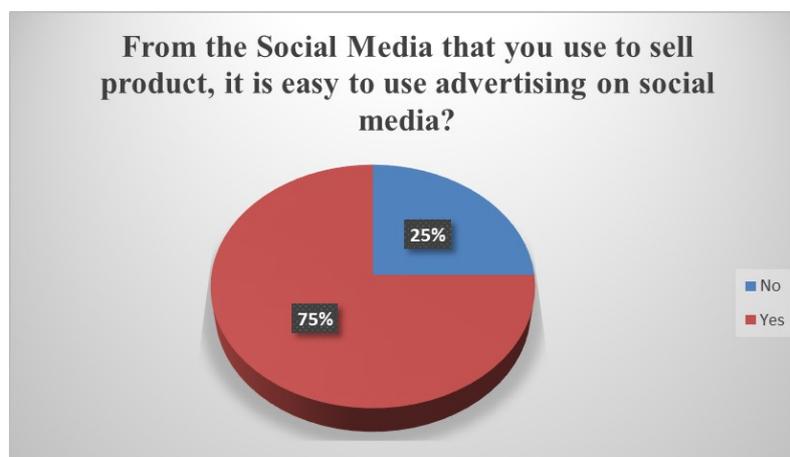*https://doi.org/10.21009/JOBBE.005.2.01*

Figure 2. 75% Respondents Answered That Advertising on Social Media Is Easy

From Figure 2, the result shows that 75% considered advertising on social media is easy because the advertising features on social media have instructions on how to advertise which helps online businesses to advertise easily. Not only that, many online courses are offered by social media advertising practitioners for businessmen who want to learn to use online advertising. This online course helps businessesmen to improve their advertising techniques (as can be seen in the following figure).

Figure 3. 100% Respondents Claimed that They Experienced an Increase in Sales of Their Products when Advertising.

From Figure 3, we can find out that all respondents who answered the question-naire admitted that their product sales have increased when using social media adver-tising. By using advertisements, online businessmen or respondents can reach more targeted potential customers so they can increase sales of their products.

CONCLUSION

In the decade of this year, technology has developed rapidly. One media that is often used by the millenials today is social media. At this time, online businessman can market their products on social media. Social media like Instagram, Facebook, and Twitter provide advertising features. Social Media Advertising became a solution when online businessman needs to increase their sales value. Moreover, steps on how to advertise online are easy. Instagram, Facebook, and Twitter have provided the steps to run product advertisements that will be marketed. On the other hand, many Youtube channels have given lessons on how to advertise. By advertising online, businessmen can reach more targeted consumers according to the product being sold. This can in-crease sales value quickly.

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