
ONLINE ADS THAT ATTRACT THE ATTENTION OF INDONESIAN CONSUMERS

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Abstract

This study examines the impact of using creative online advertising and informative online advertising on product reviews, then examines the impact of increasing product reviews on product sales. Electronic word of mouth in the form of providing product reviews by customers with user generated techniques is used to solve problems where the use of online advertising alone is not able to have a significant impact. This research is quantitative research with 398 respondents of online marketers in Indonesia. The results of this study indicate that there is a significant impact on the use of creative online advertising and informative online advertising designs on product sales by increasing product reviews provided by customers. However, in this study, it is known that the use of creative advertising designs does not have an impact on informative advertising designs, and vice versa. Creativity and providing the right information in advertisements directly have an impact on customer interest in providing product reviews which indirectly increase product sales.

Keywords: Creativity, Information, Review, Product Sales

INTRODUCTION

Technological developments affect the growth of online marketplace applications that facilitate online marketers to expand their market reach. The online market in addition to providing a place to offer goods/products also provides space for customers to convey their impressions and suggestions on the goods/products that have been purchased as well as to online marketers themselves.

Electronic word of mouth (*e-WoM*) is a form of customer feedback and reviews that is often not observed by marketers and has an impact on online sales. Currently *E-WoM* is used by online marketers to find out how much Online Brand Image (*OBIM*) is received by customers for the goods/products offered. *OBIM* can be understood into 3 parts, namely favourability, strength, and uniqueness (Mitra & Jenamani, 2020).

Online marketers' knowledge of *OBIM* received by customers is the key to the success of online marketers in marketing goods/products, marketers utilize *E-WoM* through user generated to create appropriate advertisements to increase product reviews and good product ratings so that sales are expected to increase (Alzate et al., 2021).

The online market cannot be separated from promotion, one of the promotional mixes that can be controlled by online marketers is advertising. Good advertising will be able to attract customer attention and influence customer purchasing decisions (Scott, 2015). The hedonistic lifestyle of today's society will be more easily influenced by creative advertising services and informative advertising services. Advertising is expected to be able to attract the attention of customers by creating an attraction according to the tastes or preferences of the intended customer, besides the image formed by advertising has persuasive power to the subconscious of the customer.

Signalling theory reveals that each individual has a different way and level of understanding information so that the information received by each individual will not be the same. The difference in information received by each individual makes the information received asymmetrical (Dunham, 2011:225). Providing interesting and informative information in online advertising is expected to be able to attract the attention of customers and provide feedback and product reviews to other customers, customers will more easily accept input or information provided by fellow customers.

This study will use the concept of Word of Mouth (*WoM*) to solve the problem where the advertising displayed is not able to increase sales as revealed by (Abiodun, 2011) there is no significant effect between the use of advertising on sales volume.

Research (Chakraborty et al., 2013) states that an item / product will still be in demand even without advertising. Researchers suspect that there has been advertising those online marketers are not aware of, namely user generated where customers indirectly participate in advertising goods/products with *WoM*. These customers tell their experiences using the goods/products they buy to customers around them. (Dwidienawati et al., 2019) in her research stated that customers in the online market buy goods/products because they are influenced by reviews and feedback which are a form of *e-WoM*, as well as trust in online marketers who provide such advertising.

The use of online advertising is considered unable to significantly increase sales, therefore the hope of online marketers to provide advertising services in order to obtain increased sales will be greater with this research. The need for the right information on online advertising and attractive packaging is a solution in inviting customers to provide feedback and product reviews that have an impact on sales.

Therefore, the purpose of this study is to reveal the effect of creative online advertising and informative online advertising, as well as product reviews on product sales. It is hoped that with this research, marketers will be able to solve sales problems using online advertising on product sales.

The conceptual framework that will be used to complete this research is shown in Figure 1.

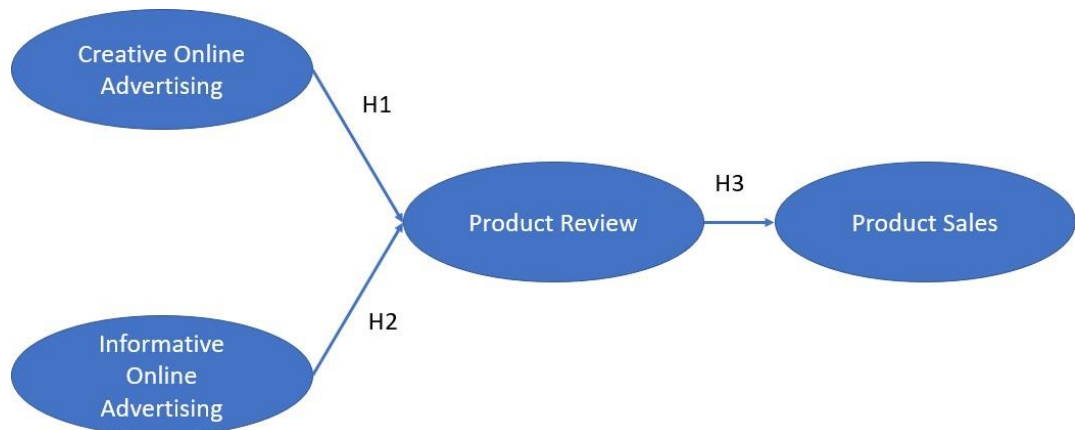


Figure 1. The conceptual framework

Creative online advertising and Informative online advertising

Creativity in advertising, especially in online advertising, is able to shorten the time of online marketers in conducting research and determining ideas for advertisements to be displayed, besides that online advertising is able to attract the attention of customers where customers are able to search for keywords that suit their needs (Mishra et al., 2019). Thus, the use of creativity in online advertising is able to attract the attention of customers in looking for the desired goods/products (H1), besides those informative online advertisements help customers to find information about products (H2).

Creativity and information in online advertising are interrelated because creativity without providing the information needed by customers will not be able to give a persuasive effect, while informative online advertising without creativity will not attract customers to see the ads.

Product reviews and Product sales

The use of user generated techniques is a technique where customers provide product reviews of the goods/products they have purchased to provide indirect advertising to other customers which will give a greater persuasive effect to other customers (Herhausen et al., 2020), so that it is expected that there will be an increase in product sales (H3).

Research update

The absence of research investigating the relationship between creativity and information on online advertising services and product reviews on product sales will bring new contributions to online marketing research.

METHOD

This study is a quantitative study with random sampling that investigates the relationship between creative and informative online advertising services and

product reviews, then investigates the relationship between product reviews and product sales.

The population is online marketers who use the online market in Indonesia, while the sample used is based on an unknown population using the lameshow formula, as shown in Figure 2:

$$n = \frac{Z^2 \times P(1 - P)}{d^2}$$

Figure 2. Lameshow formula

n = number of samples

Z = 95% confidence index = 1.96

P = maximum estimate 0.5

d = alpha (0.05) or 5% sampling error

if calculated it will get the value:

$$n = \frac{Z^2 \times P(1-P)}{d^2} = \frac{1,96^2 \times 0,5(1-0,5)}{0,05^2} = \frac{0,9604}{0,0025} = 384,16$$

So, the minimum sample used is 385 samples.

To obtain data, researchers used an online survey (google form) which was distributed through WhatsApp, Line, Facebook, and other online social media both personally and collectively.

Concept definition

Creative online advertising can be understood as an online advertising service that displays something that attracts customers' attention both audio and visual. Meanwhile, informative online advertising is an online advertising service that provides information about goods/products in a concise, clear and concise manner.

Product reviews are a form of word of mouth, namely impressions and suggestions from customers regarding the goods/products they have purchased as well as to online marketers themselves. Product sales are not only understood as the number of goods/products sold at this time but changes in the number of goods/products sold from time to time, as well as changes in stock of goods.

Variable indicator

The variables to be investigated are construct variables, namely variables that can only be assessed through direct or indirect statements.

Creativity in online marketing can be observed in advertisements that display bright colours and unique shapes (Terkan, 2014) and advertisements that are able to change according to the customer's environment (Altay & Tekin, 2016). While informative advertisements are advertisements that are not complicated, namely advertisements whose sentences are short, use correct spelling, easy-to-understand language, do not discuss topics other than the goods/products offered, and sentences are arranged regularly (Ramdani et al., 2021; Wiguna & Wijayanti, 2019; Han et al., 2017).

Product reviews according to (Zhao et al., 2020) can be seen from the increase in the number of reviews (*volume of reviews*) and the rating given to reviews (*valence of reviews*). The products offered are actively discussed by customers, either through product reviews (Campbell & Farrell, 2020).
Meanwhile, product sales according to (Cui et al., 2012; Li et al., 2020) can be observed from an increase in the volume of goods (*product volume*), namely changes in the number of stock items and also an increase in the number of sales from time to time (*Generates more item sales*).

Table 1. Variable indicator

Variable	Researcher	Indicator
Creative online advertising	(Terkan, 2014)	Colourful advertising display. (x1.1)
		Display ads are different from other ads. (x1.2)
	(Altay & Tekin, 2016)	The sentence in the ad can be changed. (x1.3)
		The image on the ad can be changed. (x1.4)
Informative online advertising	(Ramdani et al., 2021; Wiguna & Wijayanti, 2019)	Ads contain no more than 15 words. (x2.1)
		Ads use the correct spelling. (x2.2)
		Advertisements do not use foreign languages/terms. (x2.3)
Product review	(Cui et al., 2012)	The reviews given are increasing. (z1)
		Rating of goods/products changed. (z2)
		The reviews given are positive. (z3)
	(Campbell & Farrell, 2020)	The products offered are actively discussed by customers. (z4)
		The products offered are actively discussed by customers by providing feedback on the products purchased. (z5)
Product sales	(Alzate et al., 2021)	The stock of goods/products increases. (y1)
		The demand for goods/products increases. (y2)
	(Li et al., 2020)	Goods/products sold increase over time. (y3)

Data analysis technique

The data received will be processed using the *SPSS* application to test the validity and reliability of the questionnaire with 50 preliminary samples, after the

questionnaire is declared valid and reliable, the data will be filtered up to 400 samples to meet the lameshow requirements, which is a minimum of 385. The filtered data will be used to test the feasibility of each -each variable is valid and reliable for further processing with *SEM-AMOS*.

In *SEM-AMOS* processing, the model used will be tested whether the model is feasible and able to represent each hypothesis in order to solve the problem being tested. After the model is declared FIT or feasible, then proceed with testing the relationship between variables.

RESULT AND DISCUSSION

Test validity and reliability of the questionnaire

To ensure that the questionnaire used is valid and reliable, it needs to be tested with Corrected Item-Total Correlation, after which each variable is tested with valid indicators with Cronbach's Alpha using *SPSS*, the results of the questionnaire validity test are presented in Table 1. And the reliability test is in Table 2.

Table 1. Validity test

Variable	Indicator	Validity of Criteria		Decision
		Corrected Item-Total Correlation	Rule of Thumb	
Creative online advertising (x1)	X1.1	0,578	$\geq 0,30$	Valid
	X1.2	0,494	$\geq 0,30$	Valid
	X1.3	0,655	$\geq 0,30$	Valid
	X1.4	0,736	$\geq 0,30$	Valid
Informative online advertising (x2)	X2.1	0,652	$\geq 0,30$	Valid
	X2.2	0,593	$\geq 0,30$	Valid
	X2.3	0,720	$\geq 0,30$	Valid
Product review (z)	Z1	0,732	$\geq 0,30$	Valid
	Z2	0,795	$\geq 0,30$	Valid
	Z3	0,256	$\geq 0,30$	Invalid
	Z4	0,633	$\geq 0,30$	Valid
	Z5	0,629	$\geq 0,30$	Valid
Product sales (y)	Y1	0,635	$\geq 0,30$	Valid
	Y2	0,516	$\geq 0,30$	Valid
	Y3	0,584	$\geq 0,30$	Valid

Because item z3 “*The reviews given are positive*” is invalid, the question item z3 is excluded from the product review variable indicator (z).

Table 2. Reliability test

Variable	Number of valid items	Cronbach's Alpha	Decision
Creative online advertising (x1)	4	0,796	Reliable
Informative online advertising (x2)	3	0,782	Reliable
Product review (z)	4	0,865	Reliable
Product sales (y)	3	0,722	Reliable
<i>Rule of thumbs</i>		$\geq 0,60$	

Descriptive Statistics

Table 3. Descriptive

Variables	Indicator	Min	Max	Mean	SD
Creative Online Advertising (X1)	X1.1	3	5	4.58	0.505
	X1.2	3	5	4.40	0.661
	X1.3	3	5	4.34	0.656
	X1.4	3	5	4.43	0.597
Informative Online Advertising (X2)	X2.1	3	5	4.43	0.630
	X2.2	3	5	4.41	0.635
	X2.3	3	5	4.38	0.634
Product Review (Z)	Z1	3	5	4.53	0.548
	Z2	3	5	4.35	0.678
	Z4	2	5	4.45	0.590
	Z5	2	5	4.42	0.596
Product Sales (Y)	Y1	3	5	4.46	0.587
	Y2	3	5	4.49	0.571
	Y3	3	5	4.57	0.506

SEM Assumption Test

Normality distribution

In *SEM* analysis, it is not required to have a normal data distribution because the *SEM* analysis uses the maximum likelihood estimation (*MLE*) estimation technique, where this estimation technique is more efficient and unbiased when used in abnormal data distributions. Analysis using *SEM* has a large sample data of more than 100 so it is not affected by abnormal data. Therefore, this study will not examine the normality of the data distribution (Hair *et al.*, 2014:575; Solimun *et al.*, 2017:72)

Multivariate Outlier

Outliers are defined as observational data, either multivariate or univariate, that shows extreme values. Extreme values in data refer to values that are significantly or completely different from the majority of the other data in the group.

In this study, there were 2 correspondents who had outlier answers; therefore these 2 correspondents would be excluded from the research sample. In other words, the number of samples to be analysed by *SEM* is 398 samples.

Measurement Model Fit

Table 4. Goodness of Fit Indices

Fit Measure		Critical Value	Structural Model	
			Index value	Decision
Absolute Fit Indices	Prob. χ^2	> 0.05	0.060	Good fit
	Cmin/DF	\leq 3.00	1.272	Good fit
	GFI	\geq 0.90	0.969	Good fit
	RMSEA	\leq 0.08	0.026	Good fit
	SRMR	\leq 0.08	0.029	Good fit
Incremental Fit Indices	CFI	\geq 0.95	0.990	Good fit
	TLI	\geq 0.95	0.987	Good fit
	NFI	\geq 0.90	0.956	Good fit
	RFI	\geq 0.90	0.944	Good fit
Parsimony Indices	AGFI	\geq 0.90	0.954	Good fit

Test construct validity and reliability

After the questionnaire was declared valid and reliable, then the analysis continued by testing the validity and reliability between variables using 398 samples.

Table 5. Construct Validity

Variable	Indicator	Factor Loading	Decision
Creative Online Advertising (X1)	X1.1	0.618	Valid
	X1.2	0.730	Valid
	X1.3	0.744	Valid
	X1.4	0.723	Valid
Informative Online Advertising (X2)	X2.1	0.760	Valid
	X2.2	0.715	Valid
	X2.3	0.774	Valid
Product Review (Z)	Z1	0.651	Valid
	Z2	0.784	Valid
	Z4	0.687	Valid
	Z5	0.651	Valid
Product Sales (Y)	Y1	0.806	Valid
	Y2	0.734	Valid
	Y3	0.662	Valid

Table 6. Construct Reliability

Variable	Construct Reliability	AVE	Decision
Creative Online Advertising (X1)	0.798	0.518	Reliable
Informative Online Advertising (X2)	0.794	0.563	Reliable
Product Review (Z)	0.788	0.504	Reliable
Product Sales (Y)	0.779	0.542	Reliable
Rule of thumbs	≥ 0.70	≥ 0.50	

Structural Equation Modelling (SEM) Analysis
Output of structural equation modelling (SEM)

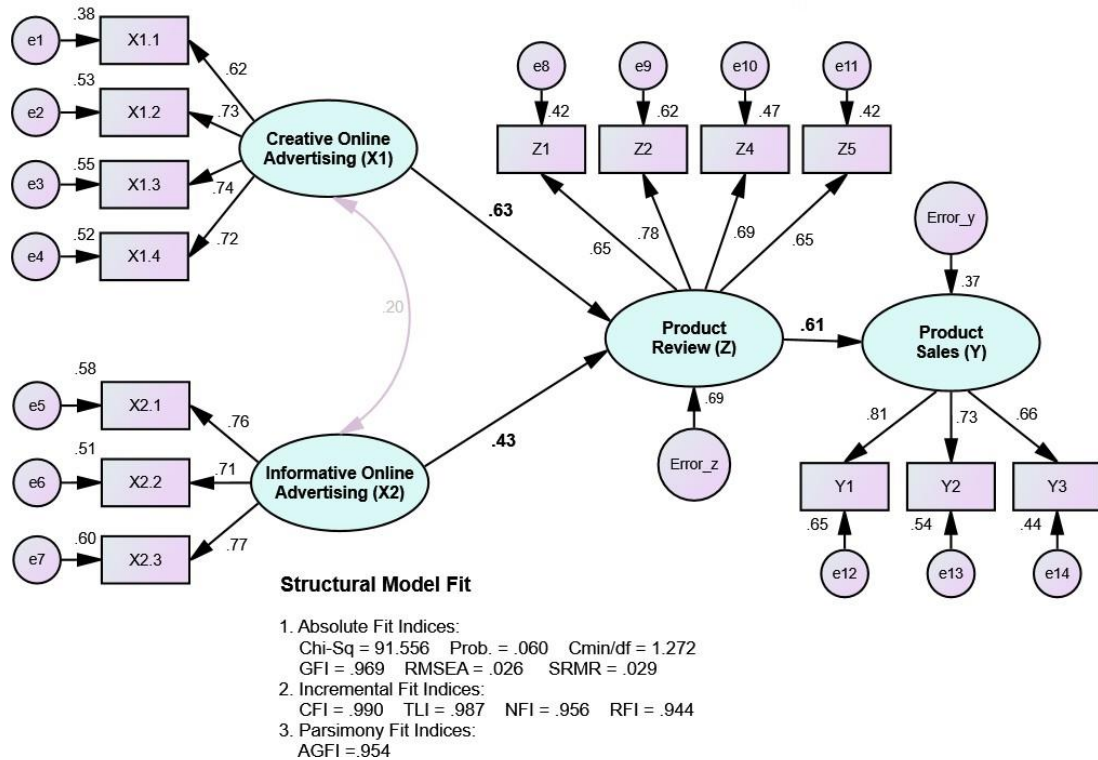


Figure 3. Structural model
Direct effect analysis

Table 7. Testing of Structural Relationship

Structural Relationship	Std. Estimate	C.R.	P Value	Decision
Creative Online Advertising (X1) → Product Review (Z)	0.633	8.570	0.000*	H ₁ Accepted
Informative Online Advertising (X2) → Product Review (Z)	0.429	7.429	0.000*	H ₂ Accepted
Product Review (Z) → Product Sales (Y)	0.611	8.944	0.000*	H ₃ Accepted

*. Significant at the 0,05 level n.s. Not significant

	Estimate	S.E.	C.R.	P	Label
X2 <--> X1	.029	.010	3.016	.003	par_10

Total effect analysis



Figure 4. total effect on product sales

CONCLUSION

There is a significant direct influence on the use of creative online advertising designs on product reviews, as well as the use of informative online advertising designs on product reviews. The results of this study support the opinion (Mishra et al., 2019) that creative and informative advertising designs are able to have an impact on customers to talk about and recommend the goods/products they have purchased.

However, the causal effect of using creative online advertising and informative online advertising designs is not significant, meaning that the use of creative online advertising designs will not significantly impact the use of informative online advertising designs, and vice versa.

Product reviews are able to significantly increase the number of sales of goods/products, according to research conducted by (Dwidienawati et al., 2019; Herhausen et al., 2020).

The use of creative online advertising and information online advertising is able to have an impact on product sales, which means the results of this study reject research conducted (Abiodun, 2011) that the use of advertising has no impact on product sales.

Both the use of creative online advertising and informative online advertising that are able to increase product reviews will have a more significant impact on sales. This also rejects the opinion (Chakraborty et al., 2013) that advertising does not affect customer buying interest.

Suggestion

Online marketers need a creative and informative advertising design in order to increase customer interest in providing product reviews so that it has an impact on the sale of goods/products.

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