



Influence of Advertisement and Selling Promotion on Buying Decision

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Abstract

The development of e-commerce in Indonesia has continually increased. The e-commerce has been seen as a new system for the business world by using the information technology. The e-commerce has been mostly used by the digitally-based marketing media. The activities of online selling and buying or e-commerce have been preferred. The rapid development of e-commerce has caused the e-commerce-based industries and motivated them to closely compete with each others in order to be mostly preferred by the consumers. Each e-commerces have formulated their strategies in order to compete with others. This research conducted on Shopee e-commerce in Bogor City, West Java Province, Indonesia, aims to analyze the influence of advertisement and selling promotion on buying decision. Method of this research corelationally and statistically analyzes data to test hypothesis. Results of this research generally conclude three findings. *Firstly*, advertisement positively and significantly influences buying decision. *Secondly*, selling promotion positively and significantly influences buying decision. *Thirdly*, advertisement and selling promotion positively and significantly influence buying decision.

Keywords: advertisement; buying decision; consumer behavior; e-commerce; selling promotion.











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1. Introduction

The aim of marketing is to meet and satisfy target customers' needs and wants better than competitors. Marketers must have a thorough understanding of how consumers think, feel, act and offer clear value to each and every target consumer. Successful marketing requires that companies fully connect with their customers. Adopting a holistic marketing orientation means understanding customers – gaining a 360-degree view of both their daily lives and the changes that occur during their lifetimes so the right products are always marketed to the right customers in the right way [9]. Consumer behavior focuses on how individuals, groups, and organizations select, buy, use and dispose of goods, services, ideas, or experiences to satisfy their needs and wants. Marketers must fully understand both the theory and reality of consumer behavior [9]. The development of e-commerce in Indonesia has continually increased. The e-commerce has been seen as a new system for the business world by using the information technology. The e-commerce has been mostly used by the digitally-based marketing media. The activities of online selling and buying or e-commerce have been preferred. The rapid development of e-commerce has caused the e-commerce-based industries and motivated them to closely compete with each others in order to be mostly preferred by the consumers. Each e-commerces have formulated their strategies in order to compete with other e-commerce industries [10].

The report of Databoks KataData Indonesia (2020) indicated Shopee as e-commerce that had the most monthly web visitor averages during Quarter II-2020. Total monthly visitors of Shopee, namely 93.4 million. The next ranks were Tokopedia that had 85.1 million visitors and Bukalapak that had 35.4 million visitors. Shopee placed the first rank, namely e-commerce that had the most visitors during Quarter II-2020 [3]. During Quarter III-2019, there were 56 million visitors of Shopee [1, 2] and in Quarter II-2020 the visitor average of Shopee had 93.4 million. The visitors of Shopee in Quarter II-2020 increased 37.4 million [3]. The report of Similiar Web (2021) indicated the shift of rank position among e-commerces. Tokopedia leads as a customer-mostly preferred e-commerce that had 132 million monthly visitors. Shopee placed the second rank that had 118.6 million monthly visitors. Bukalapak placed the third rank that had 31.11 million monthly visitors. Tokopedia became a number one e-commerce that obtained the mostly visitors during Quarter I-2021 and succeeded to overcome Shopee [13] (see Table 1).

Table 1: E-Commerces That Have Most Visitors During Quarter I-2021.

Domain	Traffic Share (%)	Cange (%)	Rating	Monthly Visitor (million)	Unique Visitor (million)
 tokopedia.com	33.07	↑ 11.81	#222	132.00	40.62
 shopee.co.id	29.73	↑ 5.60	#225	118.60	35.67
 bukalapak.com	7.79	↑ 5.34	#1.442	31.11	12.77
 lazada.com	7.45	↑ 13.60	#1.256	29.75	11.90
 blibli.com	4.86	↑ 1.26	#3.037	19.41	10.07
 iprice.co.id	2.28	↑ 7.63	#7.583	9.11	6.317
 amazon.com	2.23	↑ 3.06	#12	8.899	6.110
 cekresi.com	1.22	↑ 11.83	#19	4.868	3.304
 ralali.com	1.21	↑ 14.22	#17	4.849	1.354
 jd.id	0.93	↑ 9.51	#15	3.700	1.687

Source: Similiar Web (2021)

Before this research, the researchers conducted preliminary survey to obtain a preliminary description regarding advertisement, selling promotion and buying decision of the customers of Shopee e-commerce in Bogor City, West Java Province, Indonesia. The preliminary survey indicated three facts. *Firstly*, 44.2% respondents stated advertisement of Shopee e-commerce interested in attention and 55.8% respondents stated advertisement of Shopee e-commerce less interested in attention. *Secondly*, 42.3% respondents stated promotion of Shopee e-commerce interested in attention and 57.7% respondents stated promotion of Shopee e-commerce less interested in attention. *Thirdly*, 42.3% respondents decided to buy product of Shopee e-commerce and 57.7% respondents did not decide to buy product of Shopee e-commerce. The preliminary survey briefly indicated that the customers of Shopee e-commerce in Bogor City felt advertisement and promotion of Shopee e-commerce less interested in attention. From preliminary survey, consumer's buying behavior or buying decision is influenced by advertisement and selling promotion [16, 17]. Based on the background, this research aims to analyze the influence of advertisement and selling promotion on buying decision.

2. Theoretical Framework

This research constructs a theoretical framework that states the influence of advertisement and selling promotion on buying decision.

2.1 Advertisement

Kotler and his colleagues (2018) and Kotler and his colleagues (1999) define advertising as any paid form of non-personal presentation/communication and promotion of ideas, goods or services through mass media such as newspapers, magazines, television or radio by an identified sponsor. Advertising is used by many organizations to communicate specific messages about themselves, their products and services, or their modes of behaviour to a predefined target audience, in order to stimulate a response from the audience [7, 8]. Kotler and his colleagues (2018) state attention, interest, desire, and action as indicators to measure the advertising [7].

According to Kotler and his colleagues (1999), the first step in developing an advertising programme is to set advertising objectives. These objectives should be based on decisions about the target market, positioning and marketing mix, which define the job that advertising must achieve in the total marketing programme. An advertising objective is a specific communication task to be accomplished with a specific target audience during a specific period of time. Advertising objectives can be classified by purpose: that is, whether their aim is to inform, persuade or remind: (1) Informative advertising is advertising used to inform consumers about a new product or feature and to build primary demand. (2) Persuasive advertising is advertising used to build selective demand for a brand by persuading consumers that it offers the best quality for their money. (3) Reminder advertising is advertising used to keep consumers thinking about a product [8].

2.2 Selling Promotion

Kotler and his colleagues (1999) view sales promotion as short-term incentives to encourage purchase or sales of a product or service. An increasingly important communication tool is sales promotion. This promotional vehicle has traditionally been labelled the 'poor relation' of advertising. Advertising assumed significance

because there was greater scope for advertising agencies to differentiate brands through creative campaigns, which also helped to enhance their organization's profile. However, a number of pressures have fueled the recent growth in emphasis on sales promotions. Sales promotion consists of short-term incentives, in addition to the basic benefits offered by the product or service, to encourage purchase or sales of that product or service. Whereas advertising offers reasons to buy a product or service, sales promotion offers reasons that would achieve immediate sales. It seeks to motivate the customer to buy [8, 6].

Kotler and his colleagues (1999) state that sales promotion objectives vary widely. Sellers may use consumer promotions to: (1) increase short-term sales; (2) help build long-term market share; (3) entice consumers to try a new product; (4) lure consumers away from competitors' products; (5) encourage consumers to load up on a mature product; or (6) hold and reward loyal customers [8]. Kotler and his colleagues (2018) and Kotler and his colleagues (1999) state discounts, coupons, cash refund offers, frequency programs or buying intensities, and rewards (contests, lotteries, games) as indicators to measure the selling promotion [7, 8]. Kotler & Keller (2012) view promotion as activities that communicate the merits of the product and persuade target customers to buy it [9]. According to Kotler and his colleagues (1999), sales promotion is designed to stimulate consumer purchasing, including samples, coupons, rebates, prices-off, premiums, patronage rewards, displays, and contests and sweepstakes [8].

2.3 Buying Decision

Kotler & Keller (2012) state that buying decision is a process of problem solving consisting of analyzing or recognizing a need and identification, information searching, assessment of selection sources to alternative purchases, buying decisions, and buying behavior towards a product [9, 11]. According to Kotler & Keller (2012), consumers have a long process that ultimately decided to buy the product. The buying process is all their experience in learning, choosing, using, even disposing of a product, that is their experience in understand, choose, use, or even dispose of the product [9]. According to Kotler and his colleagues (2018), the definition of purchase intention is consumer behavior when the consumer is stimulated by external factors and comes along to decide on purchases based on their personal characteristics and processes decision making. Purchase intention is consumer behavior in buying process to understand, choose, and use products of their own personal characteristic and process decision making [7, 14].

Smart companies try to fully understand customers' buying decision process – all the experiences in learning, choosing, using, and even disposing of a product. Kotler and his colleagues (1999) and Kotler & Keller (2012) develop a five-stage model of the consumer buying decision process. The consumer typically passes through five stages: need recognition, information search, evaluation of alternatives, purchase decision, and postpurchase behavior. Clearly, the buying process starts long before the actual purchase and has consequences long afterward. Consumers don't always pass through all five stages – they may skip or reverse some. When you buy your regular brand of toothpaste, you go directly from the need to the purchase decision, skipping information search and evaluation. The five-stage model provides a good frame of reference, however, because it captures the full range of considerations that arise when a consumer faces a highly involving new purchase [8, 9, 6].

2.4 Framework and Operational Definition

The theoretical framework that states the influence of advertisement and selling promotion on buying decision is shown in Figure 1.

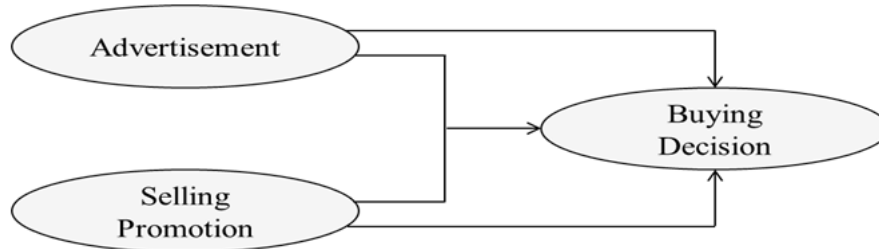


Figure 1: Theoretical Framework of Advertisement, Selling Promotion, and Buying Decision.

Variables of advertisement, selling promotion and buying decision are operationally defined in Table 2.

Table 2: Operational Definition of Advertisement, Selling Promotion, and Buying Decision.

Variable	Definition	Indicator	Source
Advertisement	Any paid form of non-personal presentation and promotion of ideas, goods or services through mass media by an identified sponsor	Advertising designed to persuade attention, interest, desire, and action of consumers	Kotler & Keller (2012), Kotler, Armstrong & Opresnik (2018), Kotler, and his colleagues (1999)
Selling Promotion	Activities that communicate the merits of the product (ideas, goods or services) and persuade target customers to buy it	Short-term incentives to encourage purchase or sales of a product or service through discounts, coupons, cash refund offers, frequency programs or buying intensities, and rewards (contests, lotteries, games)	Kotler & Keller (2012), Kotler, Armstrong & Opresnik (2018), Kotler, and his colleagues (1999)
Buying Decision	Consumer behavior in buying process to understand, choose, and use products of their own personal characteristic and process decision making	Buying decision through problem recognition, information search, evaluation of alternatives, purchase decision, postpurchase behavior	Kotler & Keller (2012), Kotler, Armstrong & Opresnik (2018), Kotler, and his colleagues (1999)

3. Method

This research constructs a framework that states the influence of advertisement (X_1) and selling promotion (X_2) on buying decision (Y) and formulates hypothesis as follows as:

- a. H_0 : Advertisement (X_1) positively and significantly does not influence buying decision (Y). H_1 : Advertisement (X_1) positively and significantly influences buying decision (Y).

- b. H_0 : Selling promotion (X_2) positively and significantly does not influence buying decision (Y). H_1 : Selling promotion (X_2) positively and significantly influences buying decision (Y).
- c. H_0 : Advertisement (X_1) and selling promotion (X_2) positively and significantly does not influence buying decision (Y). H_1 : Advertisement (X_1) and selling promotion (X_2) positively and significantly influence buying decision (Y).

This research was conducted to the users of Shopee e-commerce, namely 140 respondents, in Bogor City, West Java Province, Indonesia during three months (from January to March, 2021). Primary data stem from questionnaires regarding advertisement, selling promotion, and buying decision. Data of questionnaires are analyzed by using multiple regression, multiple correlation, determination coefficient, t_{test} , and F_{test} .

Firstly, multiple regression [4, 5] is used to predict the value of buying decision based on the value of advertisement and selling promotion. *Secondly*, multiple correlation [15] is used to know the correlation of advertisement and selling promotion on buying decision. The value of correlation coefficient is interpreted on the following category: coefficient interval 0.00 – 0.19 categorized as lowest, 0.20 – 0.39 (low), 0.40 – 0.59 (moderate), 0.60 – 0.79 (strong), 0.80 – 1.00 (strongest) [15]. *Thirdly*, determination coefficient is used to both partially and simultaneously know the contribution of advertisement and selling promotion on buying decision. To know the contribution, the value of determination coefficient is interpreted on the following category: coefficient interval 0% – 20% categorized as lowest, 21% – 40% (low), 41% – 60% (moderate), 61% – 80% (high), 81% – 100% (highest) [12, 15].

The hypothesis of this research is partially tested on t_{test} and simultaneously on F_{test} [4, 5]. *Firstly*, t_{test} is used to test the partial influence of advertisement (X_1) and selling promotion (X_2) on buying decision (Y). The criteria of significance test (α) = 0.05 (2-tailed) based on the rule of drawing conclusion are: (a) if $t_{test} < t_{table}$, H_0 is received, and (b) if $t_{test} > t_{table}$, H_0 is rejected. *Secondly*, F_{test} is used to test the simultaneous influence of advertisement (X_1) and selling promotion (X_2) on buying decision (Y). The criteria of significance test (α) = 0.05 (2-tailed) based on the rule of drawing conclusion are: (a) if $F_{test} < F_{table}$, H_0 is received, and (b) if $F_{test} > F_{table}$, H_0 is rejected.

4. Results and Discussion

4.1 Results

Results of this research regarding the influence of advertisement and selling promotion on buying decision of Shopee e-commerce in Bogor City, West Java Province, Indonesia are analyzed by using multiple regression, multiple correlation, determination coefficient, t_{test} , and F_{test} .

4.1.1 Result of Multiple Regression

The value of buying decision based on the value of advertisement and selling promotion is predicted by the multiple regression as shown in Table 3.

Table 3: Multiple Regression.

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	8.392	1.291		6.503	.000
	Advertisement	.349	.088	.330	3.950	.000
	Selling Promotion	.314	.073	.359	4.290	.000

a. Dependent Variable: Buying Decision

Multiple regression in Table 3 indicates that, *firstly*, constant value 8.392 indicates that buying decision (Y) is not influenced yet by advertisement (X₁) and selling promotion (X₂). *Secondly*, value of regression coefficient X₁ 0.349 indicates that advertisement (X₁) positively influences buying decision (Y). It means that if other variables are held constant, increase of advertisement (X₁) by one unit will influence buying decision (Y) 0.349. *Thirdly*, value of regression coefficient X₂ 0.314 indicates that selling promotion (X₂) positively influences buying decision (Y). It means that if other variables are held constant, increase of selling promotion (X₂) by one unit will influence buying decision (Y) 0.314. *Fourthly*, value of regression coefficients X₁ 0.349 + X₂ 0.314 (0.663) indicates that advertisement (X₁) and selling promotion (X₂) positively simultaneously influence buying decision (Y). It means that if other variables are held constant, increase of advertisement (X₁) and selling promotion (X₂) by one unit will simultaneously influence buying decision (Y) 0.663.

4.1.2 Result of Multiple Correlation

The multiple correlation is used to analyze the relation of advertisement and selling promotion to buying decision as shown in Table 4.

Table 4: Multiple Correlation.

		Advertisement	Selling Promotion	Buying Decision
Advertisement	Pearson Correlation	1	.592**	.543**
	Sig. (2-tailed)		.000	.000
	N	140	140	140
Selling Promotion	Pearson Correlation	.592**	1	.554**
	Sig. (2-tailed)	.000		.000
	N	140	140	140
Buying Decision	Pearson Correlation	.543**	.554**	1
	Sig. (2-tailed)	.000	.000	
	N	140	140	140

**Correlation is significant at the 0.01 level (2-tailed).

Multiple correlation in Table 4 indicates that, *firstly*, advertisement to selling promotion has positive, significant and moderate correlation (having value of correlation coefficient 0.592). *Secondly*, advertisement to buying

decision has positive, significant and moderate correlation (having value of correlation coefficient 0.543). *Thirdly*, selling promotion to buying decision has positive, significant and moderate correlation (having value of correlation coefficient 0.554).

4.1.3 Result of Determination Coefficient

The value of determination coefficient indicates the contribution of advertisement and selling promotion to buying decision as shown in Table 5.

Table 5: Determination Coefficient.

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.615 ^a	.378	.369	2.56886

a. Predictors: (Constant), Advertisement, Selling Promotion

Multiple correlation of all variables of this research (advertisement, selling promotion, and buying decision) as shown in Table 5 has strong correlation (value of multiple correlation coefficient 0.615). Value of R_{square} 0.378 indicates that the contribution of advertisement (X_1) and selling promotion (X_2) to determine buying decision (Y) is 37.8% categorized as low determination coefficient, whereas 62.2% of buying decision is influenced by other variables.

4.1.4 Result of t-Test

The t_{test} is conducted to partially know the influence of advertisement (X_1) on buying decision (Y) and selling promotion (X_2) on buying decision (Y) as shown in Table 6.

Table 6: t-Test (Partial Test).

Model		Unstandardized Coefficients		Standardized Coefficients		Sig.
		B	Std. Error	Beta	t	
1	(Constant)	8.392	1.291		6.503	.000
	Advertisement	.349	.088	.330	3.950	.000
	Selling Promotion	.314	.073	.359	4.290	.000

a. Dependent Variable: Buying Decision

The t_{test} in Table 6 indicates that, *firstly*, the influence of advertisement (X_1) on buying decision (Y) obtains t_{test} 3.950 and t_{table} ($df=n-k-1$ or $df=140-3-1=136$, $\alpha/2=5\%$) = 1.978, and value of significance 0.000. Result of this test indicates $t_{\text{test}} > t_{\text{table}}$ and signifikansi < 0.05 , meaning that there is a positive and significant influence of advertisement (X_1) on buying decision (Y). Therefore, H_0 is rejected and H_1 is received. *Secondly*, the influence of selling promotion (X_2) on buying decision (Y) obtains t_{test} 4.290 and t_{table} ($df=n-k-1$ or $df=140-3-1=136$, $\alpha/2=5\%$) = 1.978, and value of significance 0.000. Result of this test indicates $t_{\text{test}} > t_{\text{table}}$ and signifikansi < 0.05 , meaning that there is a positive and significant influence of selling promotion (X_2) on buying decision (Y).

Therefore, H_0 is rejected and H_1 is received.

4.1.5 Result of F-Test

The F_{test} is conducted to simultaneously know the influence of advertisement (X_1) and selling promotion (X_2) on buying decision (Y) as shown in Table 7.

Table 7: F-Test (Simultaneous Test).

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	549.900	2	274.950	41.665	.000 ^b
	Residual	904.072	137	6.599		
	Total	1453.971	139			

a. Dependent Variable: Buying Decision

b. Predictors: (Constant), Advertisement, Selling Promotion

The F_{test} in Table 7 indicates that the influence of advertisement (X_1) and selling promotion (X_2) on buying decision (Y) obtains F_{test} 41.665 and F_{tabel} ($df_1=2, df_2=137, \alpha=5\%$) = 3.062, and value of significance 0.000. Result of this test indicates $F_{test} > F_{table}$ and significance < 0.05, meaning that there is a simultaneous positive and significant influence of advertisement (X_1) and selling promotion (X_2) on buying decision (Y). Therefore, H_0 is rejected and H_1 is received.

4.2 Discussion

4.2.1 Influence of Advertisement (X_1) on Buying Decision (Y)

Hypothesis – stating that advertisement (X_1) positively and significantly influences buying decision (Y) – is received. It is indicated on the value of t_{test} 3.950 > t_{table} 1.978 and value of significance 0.000. Meanwhile value of regression coefficient X_1 0.349 indicates that advertisement (X_1) positively influences buying decision (Y). It means that if other variables are held constant, increase of advertisement (X_1) by one unit will influence buying decision (Y) 0.349.

4.2.2 Influence of Selling Promotion (X_2) on Buying Decision (Y)

Hypothesis – stating that selling promotion (X_2) positively and significantly influences buying decision (Y) – is received. It is indicated on the value of t_{test} 4.290 > t_{table} 1.978 and value of significance 0.000. Meanwhile value of regression coefficient X_2 0.314 indicates that selling promotion (X_2) positively influences buying decision (Y). It means that if other variables are held constant, increase of selling promotion (X_2) by one unit will influence buying decision (Y) 0.314.

4.2.3 Influence of Advertisement (X_1) and Selling Promotion (X_2) on Buying Decision (Y)

Hypothesis – stating that advertisement (X_1) and selling promotion (X_2) positively and significantly influence buying decision (Y) – is received. It is indicated on the value of $F_{\text{test}} 41.665 > F_{\text{table}} 3.062$ and value of significance 0.000. Meanwhile value of regression coefficients $X_1 0.349 + X_2 0.314 (0.663)$ indicates that advertisement (X_1) and selling promotion (X_2) positively simultaneously influence buying decision (Y). It means that if other variables are held constant, increase of advertisement (X_1) and selling promotion (X_2) by one unit will simultaneously influence buying decision (Y) 0.663.

5. Conclusion

This research indicates that advertisement and selling promotion to buying decision have positive, significant and moderate correlation. Contribution of advertisement and selling promotion to determine buying decision is 37.8% categorized as low determination coefficient, whereas 62.2% of buying decision is influenced by other variables. This research generally concludes three findings. *Firstly*, the advertisement positively and significantly partially influences the buying decision (having value of regression coefficient 0.349 and value of significance 0.000). *Secondly*, the selling promotion positively and significantly partially influences the buying decision (having value of regression coefficient 0.314 and value of significance 0.012). *Thirdly*, the advertisement and the selling promotion positively and significantly simultaneously influence the buying decision (having more value of $F_{\text{test}} 41.665$ than $F_{\text{table}} 3.062$ and value of significance 0.000). The more advertisement and selling promotion are well done, the higher buying decision increases.

6. Recommendation

Based on the conclusions, this research suggests two recommendations. *Firstly*, this research recommends for Shopee e-commerce to variously intensify the quantity and quality of advertisement and selling promotion as important variables that influence buying decision of consumers. *Secondly*, for the next research, result of this research indicates that the contribution of advertisement and selling promotion to determine buying decision is 37.8% categorized as low determination coefficient, whereas 62.2% of buying decision is influenced by other variables. The next researches can focus on identifying other variables that stem from other marketing communication mix and testing other variables that influence buying decision.

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