



Analysis of The Influence of Situational Digital Advertising Through Online Video Sharing and Social Media Platform on Customers Intention to Purchase at E-Commerce Application Shopee

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Abstract

This research aims to determine the effect of advertising exposure on shopping interest. The paradigm used in this research is the positivism paradigm. This study uses a quantitative approach. This research uses non-experimental research methods with a type of method, namely the survey method. The population in this study were students. The number of samples in this research was 100. The primary data for this research uses data obtained from a questionnaire that has been distributed in the form of a Google Form. The linear regression test in this research uses product moments with SPSS version 24 for Windows. Based on the findings and discussion of the research that has been carried out, it can be concluded that the level of advertising exposure is in the medium category with a percentage of 60%. The level of interest in shopping through applications is also in the medium category, with a percentage of 40%. From the research results, it can be concluded that advertising exposure influences shopping interest. Based on the results of the t-value, namely $3.5 > 1.98$, The coefficient of determination in this equation has a positive value of 12.5%. This figure means that the advertising exposure variable does not have a big influence on shopping interest at 12.5%. Other factors that were not considered in this study contributed the remaining 87.5%. So the conclusion is that if the advertising exposure variable increases, then interest in shopping through the application will also increase. Vice versa, if advertising exposure decreases, shopping interest also decreases.

Keywords: Advertising, Shopping Interest, Youtube, Application.

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1. Introduction

In the current era of globalization, the internet has developed into a fast, large, and effective communication medium. The power of the internet today cannot be ignored because it has grown into a communication tool that can reach a wide range of people [1]. With increasing improvements in the internet, human activities are becoming easier. One of the conveniences that many people feel today is shopping. People can shop online anytime and anywhere. The more widespread online buying and selling activities, the more competition there is on the internet for selling online [2]. Online buying and selling platforms are emerging, and businesses are increasingly competing to attract people's buying interest. Therefore, to attract buyers' interest, advertising is needed to introduce the products and services to be offered and attract buyers' interest. Increasingly advanced technological developments and globalization have made internet media a medium that is very close to consumers. The internet is used massively by people of all ages because its presence makes several interactions and activities more practical and faster, regardless of distance and time [3]. As the number of internet users increases when marketing a product or service, conventional advertising strategies such as print media are starting to be abandoned due to their limitations and effectiveness [4]. So this is what is behind internet-based marketing, or what is usually called e-marketing, online marketing, and web marketing [5].

The number of world internet users has now reached more than 4.8 billion. This figure represents 60% of the world's population. Of course, this number has increased from previous years, with an increase of more than 190 million users and a total world population of 8 billion people. Of course, this is a large number; more than 50% of the world's population uses the internet [6]. These results show that social media has a significant role in the development of internet users, and social media in the era of technological progress has required every company to be able to use it as a means of advertising their products [7]. Facebook is still the most popular social media site in the world, based on a Statista survey report. Facebook is the social media site with the most active users, namely 3 billion users. Then in second place is YouTube with 2.5 billion active users, followed by WhatsApp with 2 billion

active users, and Instagram with 1.5 billion active users. Social media has become part of modern human life today. Social media is used as a tool to connect with and reach the outside world widely and easily [8]. Based on the social media user data presented above, the three social media that attract the highest attention are: This is interesting because when selecting an advertisement, what will be paid attention to is how popular the advertising medium is for consumers, so that the opportunity for the advertisement to be conveyed to consumers will be greater. The two social media sites most utilized by respondents are YouTube (92%), Instagram (91%), and Facebook (57%). TikTok (61%), Twitter (52%), and Facebook (57%), are the next most popular social media platforms in Indonesia [9].

YouTube itself is a video blog platform that can be accessed generally. YouTube has a concept of social media, which becomes a video portal like a television channel with the user's freedom to access and view YouTube videos or channels that they like. YouTube applies ad breaks at the beginning of the video or in the middle of the video while the video is playing [10]. The frequency of YouTube advertisements is quite high due to the various types of videos contained in the application, especially in children's broadcasts, and advertisements are still inserted in videos that will be played on YouTube [11]. The increasing popularity of advertising on social media, especially YouTube, has encouraged the author to research it further [12]. With the development of technology in the technological era and the emergence of the internet, advertisements were previously published in newspapers or television, so advertisements are now also available on internet media such as Facebook, YouTube, and Tik Tok. With the increasingly widespread development of the internet in Indonesia, Indonesian people consider advertising to be normal because it is everywhere [13]. Advertisements broadcast on social media, especially YouTube, are packaged with various interesting and persuasive things in order to attract buyers' interest and introduce goods or services so that buying and selling transactions occur [14]. Via specific channels, advertising is a communication process that generates ideas, sells products, and offers services in the form of convincing information. It is a powerful marketing instrument [15]. One method that businesses connect with their consumers is through advertising, which is a process of persuasion and invitation to do acts that will benefit the marketer [16].

The AIDDA theory (attention, interest, desire, decision, action) is an advertising model that is used to help plan advertising. Attention in this model is creating attention to the product, and interest is creating interest in the product. Desire is creating a desire to own a product, and action is inviting consumers to make a purchase. Advertisements with good planning will have an influence on increasing consumer purchasing decisions and provide a good image for the company [17]. Along with the increase in the number of internet users, internet media has become a medium that is popular with the public, creating new trends in society. Online buying and selling is a trend that has been in great demand since the advent of the internet. Online buying and selling is now a trend that has spread to all age groups, including the world of school and college [18]. The current of globalization that is emerging and developing increasingly rapidly is causing changes in behavioral patterns among people, including students [19]. The pattern of changes in student behavior can be seen in the new shopping habits of students. Previously, students shopped directly at the market, minimarket, or nearest shop; now this habit has been replaced by the new hobby of shopping online. The biggest contributors to the number of online shopping transactions and interest in shopping for products using online applications during the COVID-19 pandemic are millennials, or those aged 18–35 years [20].

This fairly high purchasing interest can reflect the high level of consumer satisfaction [21]. The decision to buy a product arises when consumers feel like it [22]. Then, they will have the intention to fulfill that feeling of liking. More specifically, purchasing interest is the decision to buy a product from a certain brand. There are several processes involved in buying interest, including recognizing needs, searching for information, and evaluating information, after which consumer buying interest will arise [23]. The high buying interest among consumers, especially students, in online shopping has created a trend for the emergence of several online buying and selling platforms, one of which is Shopee [24]. Shopee is a subsidiary of the online game developer from Singapore, namely Garena. It started operating in Indonesia at the end of 2015. We are currently operating in several countries in Southeast Asia, such as Malaysia, Vietnam, Singapore, Thailand, the Philippines, and Indonesia. Became the top e-commerce site in Indonesia in 2022 [25]. Had more than 960 million visits, namely 127 million from the web and 833 million from applications [26]. This achievement is thought to be due to advertisements that often appear on social media. Most people are interested in the advertisements that appear, which motivates them to carry out buying and selling transactions [27]. These advertisements are attractive because they often offer discounts, free shipping, and prize draws. One of the advantages and taglines it has is free shipping throughout Indonesia. Free shipping is a promotion that is relied upon to attract consumer buying interest [28]. Apart from that, the advertisements often provide promotional discounts and guarantee low prices [29]. Promotions that are often given on a large scale include big mobile shopping day, which provides discounts of up to 90% from various well-known brands such as Erigo, Jiniso, Aestro, and Wardah. Apart from that, it also offers cashback for credit, bills, and games [29].

The phenomenon of high buying interest during big sale events like this reflects the extraordinary enthusiasm of consumers towards the promotions and offers being provided [30]. For example, in the first 2 hours of the big sale,

there was a spike in product purchases of up to 15 times compared to normal days. Not only that, claims of 30 million vouchers by consumers as discounts or other incentives also indicate very high interest in shopping. This situation reflects that buying interest on the platform is at a very high level. Students were also aware of this increase in buying interest [31]. Since students' needs are evolving over time, this may be the result of their propensity to seek out more information. The presence of students as part of the youth group also has an impact, as most of them are interested in following popular trends in purchasing goods according to their wishes. Not only that, students also have a high level of curiosity about the development of online shopping. Because they tend to be familiar with the use of technology, students become more 'up to date' regarding changes and advances in the world of online buying and selling today [32]. All of these things strengthen the impact of high purchasing interest on online shopping platforms, especially in the student segment, which is made up of potential consumers who are active and involved in the current dynamics of online shopping.

2. Research Methods

A paradigm is a scientist's perspective on the strategic side that most determines the value of a scientific discipline itself. The paradigm used in this research is the positivism paradigm, where the achievement of data truth is based on events that actually occurred. This study uses a quantitative approach. The quantitative approach is a method of information acquisition that focuses on inductive (a method of thinking or thought patterns that starts from the specific to the general) and deductive (a method of thinking that starts from the general and then goes to the specific). This study employs the survey method, a kind of non-experimental research methodology. Students made up the study's population. The sampling strategy is determined by the size of the research population. The sample size in this study was established by the researchers using the Slovin formula. Next, proportionate stratified random sampling was employed by the researchers. There were one hundred samples used in this study. The primary data for this research uses data obtained from a questionnaire that has been distributed in the form of a Google Form. Secondary data in this research uses book, journal, internet, and thesis data that are related to the research object. Based on data collection techniques, this research is classified as an online survey research type. Because the SPSS (Statistical Product and Service Solution) program has a high level of statistical analysis capability, the data processing technique used in this study uses computational calculations from this program. The data management system is a graphical environment that uses 18 descriptive menus and straightforward dialog boxes, making it simple to use. SPSS version 24 for Windows's product moments are used in this study's linear regression test.

3. Results and Discussion

The analysis that has been carried out brings significant knowledge about the correlation between advertising exposure and shopping interest. From values such as a constant of 36.95 and an information exposure variable of 0.6, it can be concluded that the direction of influence of advertising exposure on shopping interest is positive. Significance testing shows a very low value, namely 0.00, providing the conclusion that advertising exposure has a very significant influence on shopping interest. This result is also strengthened by the t-count analysis, which shows a value that is much greater than the t-table ($3.5 > 1.98$), providing strong support that exposure to advertising really influences shopping interest. Despite the fact that advertising exposure has a demonstrably significant impact, the coefficient of determination value of 0.2 suggests that advertising exposure only accounts for about 12% of the variation or change in shopping interest. Other factors not included in this research model have an impact on the remaining portion, or about 88%. These findings highlight that, although advertising exposure has a clear role, there are still other factors that have a significant influence on shopping interest on online platforms. To better understand consumer shopping behavior on these platforms, a deeper understanding of other factors that may also contribute to shopping interest is needed. Thus, for a more effective and comprehensive marketing strategy, it is important to consider and include other factors that influence consumer shopping interest on online platforms.

Based on the research results, it appears that of the total respondents, 17.5% were classified as low in consuming advertising exposure, 64% were in the medium category, and 19% were in the high category. This shows that the majority of respondents, amounting to 64%, consume advertising exposure in the medium category. Meanwhile, regarding the shopping interest variable, it was found that 29% of respondents had shopping interest in the low category, 47% in the medium category, and 25% in the high category. Thus, it can be seen that the level of shopping interest of the majority, namely 46%, is in the medium category. Furthermore, the results of the coefficient of determination test show a figure of 0.12, or 12%. This value illustrates that the information exposure variable has an influence of 12% on the purchase interest variable. The remainder, around 88%, is the contribution of other factors not explained in this study. From these findings, it can be concluded that the majority of respondents have a level of advertising exposure and shopping interest that is in the medium category. Although exposure to information has a significant influence on shopping interest, there are still other factors that play a role in determining the level of shopping interest that are not covered in this research. Therefore, for a more

comprehensive understanding of the factors that influence shopping interest, it is necessary to carry out further analysis of other variables that can contribute to consumer shopping behavior.

Individual theory in the context of receiving messages from the media emphasizes that each individual has a different reaction to exposure to information, including advertising messages. Research showing a positive and significant influence between advertising exposure and purchase intention supports this concept. This is in line with the idea that the results of the influence of advertising exposure received by each individual can vary based on the unique characteristics and physical and psychological factors of each individual. Physical characteristics and factors such as social background, culture, education, and other demographic factors can influence how a person receives and reacts to advertising messages. Likewise, psychological factors, such as needs, preferences, attitudes, and personal values, also play an important role in influencing how individuals interpret and respond to the messages they receive. The use of advertising as a means to persuade consumers to make purchases is a common strategy used in marketing. However, responses to these advertisements can vary from one individual to another, according to the differences in characteristics and psychological factors mentioned previously. Therefore, understanding the uniqueness of each individual in responding to advertising messages is important for designing more effective marketing strategies. This requires an in-depth analysis of individual consumer preferences, needs, and characteristics so that advertising messages can be designed more precisely to influence purchasing interest effectively.

In research that tests the correlation between advertising exposure and shopping interest via online applications, the correlation test results show a significant and positive relationship between the independent variable (advertising exposure) and the dependent variable (purchasing interest). Factors such as frequency, intensity, and duration of advertising exposure are believed to have a correlation with the formation of purchasing interest through applications, with a correlation coefficient of 0.4. The correlation coefficient figure of 0.4 illustrates a "sufficient" relationship between advertising exposure and purchase interest. Although the correlation coefficient indicates a positive relationship between these variables, this figure represents a level of relationship that is not very strong. However, the existence of a sufficient relationship shows that there is an influence of exposure to advertising on purchasing interest through online applications. The importance of factors such as frequency, intensity, and duration in advertising exposure highlights that the more frequent, intense, and long the exposure to advertising, the greater the likelihood of forming purchase interest through the application. However, these results also show that there are still other factors that can influence purchasing interest apart from advertising exposure, because the correlation coefficient is classified as "fair" but not very strong. Therefore, although advertising exposure has a significant influence on purchase intention through apps, for a more comprehensive understanding, it is necessary to consider other factors that may also influence consumer shopping behavior in the context of online apps.

Based on the findings of the investigation that connected advertising exposure to a desire to shop, it seems that there is a strong positive correlation between the two variables. This suggests that the relationship between advertising exposure and interest in shopping is unidirectional, meaning that an increase in advertising exposure directly affects an increase in interest in shopping. Specifically, the establishment of shopping interest through the application is significantly influenced by exposure to active advertising carried out through the YouTube platform. Repeated exposure to advertising messages via YouTube triggers increased shopping interest and encourages the desire to continue observing the content on an ongoing basis. The long duration of the advertisement also creates curiosity, which moves individuals to carry out shopping transactions. The level of shopping interest is in the medium category with a value of 46%, indicating that advertising exposure has an influence on several aspects of shopping interest, such as transactional interest, referential interest, preferential interest, and exploratory interest. From these results, it appears that exposure to advertising can encourage individuals to take further action after being exposed to advertising. In detail, the influence of exposure to advertising causes some individuals to continue making shopping transactions (average 14%), then refer the application as an online shopping platform to others (average 18.5%). A number of individuals also chose this application as the main choice for online shopping (by 4.8%) and looked for more in-depth information after making a shopping transaction (by 14%). These findings show that exposure to advertising, especially through the YouTube platform, has a significant influence on shaping shopping interest and encouraging various consumer behaviors in the context of online shopping. This emphasizes the importance of effective and sustainable marketing strategies for utilizing social media and online platforms to influence shopping interest and consumer behavior.

A constant value of 36.9 and an information exposure variable value of 0.6 were discovered based on the outcomes of the simple linear regression test. This suggests that variable X has a positive direction of influence on variable Y. Testing also reveals that, by rejecting the null hypothesis (H_0) and embracing the alternative hypothesis (H_1), advertising exposure significantly influences consumers' desire to shop. This indicates that social media is not only a platform for building social networks but also provides significant benefits in individuals' daily lives. The presence of social media has become more than just a tool for social interaction. In this context, social media brings additional benefits by utilizing the social networks within it. In terms of shopping interest, social media is able to

provide convenience and facilities that contribute to individuals' daily lives. The role of social media in facilitating effective advertising exposure has opened the door to a powerful influence on consumer shopping intentions. Its ability to present information and promotions appropriately to its audience through an extensive social network helps in shaping preferences and purchasing decisions. Thus, the conclusion of this analysis confirms that social media is not only a place for social interaction but also an effective tool in influencing shopping behavior and helping to fulfill individuals' daily needs through the convenience and information presented.

The presence of YouTube can provide benefits for society, namely to gain knowledge, promote a product, and spread information quickly to all corners of the world. The number of YouTube users globally is around 2.56 billion. Users in Indonesia alone are around 250 million people, or 94% of the total population. This can certainly be a great opportunity for companies to market their products through advertising on YouTube. The high number of visits to a platform cannot be separated from the massive influence of advertising on YouTube. Attractive advertising with message stimuli is carried out with messages in the form of various promotions and ease of online shopping through interesting applications, arousing shopping interest among the audience affected by the advertisement. If we refer to the theory of individual differences in mass communication effects by Malvin de Fluor, the assumption is that when individuals as communicants are exposed to messages obtained through advertising, it will produce certain effects. This research proves that exposure to advertising has a positive and significant influence on purchasing interest. The results of this research also show that advertising exposure to purchasing interest is in the medium category with a percentage of 64%. Previous research has also explained that when communicants see advertisements on YouTube, they are interested in hearing and reading the contents of the advertising message conveyed, so that they can make decisions to carry out transactions according to the contents of the message.

4. Conclusion

Based on the findings and discussion of the research conducted, several important things can be concluded. The level of advertising exposure is in the medium category. A significant t-value supports research showing the impact of advertising exposure on shopping interest. The coefficient of determination value demonstrates that the advertising exposure variable only has that much influence on shopping interest through applications, with other factors not examined in this research influencing the remaining 88%. The conclusion is that increasing or decreasing advertising exposure has an impact on shopping interest via the app, indicating a direct relationship between the two variables. However, there is room for improvement in understanding other factors that also contribute to shopping interest. Looking at the research results and conclusions above, there are shortcomings in this research. For further research, it is recommended to be more creative in producing advertisements to attract the attention and buying interest of the audience. One suggestion is to consider using a type of video ad on YouTube in the non-skippable video ad format, where the ad cannot be skipped and must be watched until the end. Utilizing advertising formats that force viewers to watch in full can provide greater opportunities for companies to convey advertising messages more effectively to audiences. However, of course, this strategy must also be balanced with creativity in presenting interesting and informative content for users so that the results are more optimal. The use of advertising strategies that are more effective and attract attention can be an important step in increasing the influence of advertising exposure on shopping interest through applications and can be an interesting research topic to be explored further in future research.

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