

The Effectiveness of Advertising by Using Social Media

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Abstract: This study aimed to investigate the effectiveness of advertising by using social media. The findings of this study will represent the factor which contributes to the effectiveness of the advertising method such as the market expense, target audience and flexibility. Quantitative methods were applied in this study and data were collected through the distribution of questionnaires to 120 respondents who are employees of Berjaya Starbucks Coffee. In addition, the findings showed a significant relationship social media and social media advertising. The study also found that many people prefer social media as advertising medium. It is also found that social media is a good medium to use for advertisement because it is quick and budget friendly. Social media has been proved as the better medium compared to traditional Media. Hence, this study contributes to the field of communication through the establishment of a more comprehensive variables related to social media in advertising.

Keywords: Advertising, Social Media, Target Audience, New Media, Traditional Media, Social Media Advertising

1. Introduction

In fulfilling the needs of current media happened in the world, there are many ways and factors to cope with what is happening now. In digital media advertising, there are a lot of platforms that can be used by the people to advertise their product to the public. When I said, there are a lot of platforms, it means, they can channel their products to every kind of audience. A research by, Voorveld, Noort, Muntinga & Bronner (2018) "Engagement with Social Media and Social Media Advertising: The Differentiating Role of Platform Type", they stated that, on each digital platform, their targeted audiences are different, for example, Youtube, Twitter and Facebook. These platforms will reach different type of audience and their contents also are different. They said, the more the engagement of the social media platform, the higher the probability of success to advertise the produce. It means, a good social media platform ensure the stability of the advertisement.

Other than that, in Malaysia, we are a developing country. According to Muller (2020), he made a research and stated that, “As of January 2020, about 81 percent of the Malaysian population were active social media users. This was about a one-third increase compared to 2016, in which the social media users amounted to approximately 60 percent of the total population in Malaysia. Among all social media platforms available there, Facebook was the leading social media platform.” That means, it is four over five of Malaysians are exposed to social media. Malaysian population is 31.53 million. So according to the research, over 25 million people in Malaysia are exposed to social media. That is a big number of people to reach.

Furthermore, in this era, we are heading towards the new media. As far as we can observe, the traditional media nowadays are not very popular to sell products and also to showcase your show or content. According to Desjardins (2016), he showed the chart of the slow death of traditional media. He provides the different between 2014 and 2019. From the chart, the rise of the new media can be seen and the slow incomes of traditional media can be obviously recognized on the chart. That means, in order to make sure you want to advertise anything to the public, the platform choose needs to be consider perfectly as this new era, the people are more to social media or new media. Whenever a company wants to advertise their product, they need to measure the reachable of audience, flexibility and also market expense.

2. Problem Statement

Communication is really important in any places. In order to provide information or share it with others, communication is the way to make it possible. According to Diggory (2019), communication is the transfer of information from one place to another. In relationships, communication allows you explain to someone else what you are experiencing and what your needs are. The act of communicating not only helps to meet your needs, but it also helps you to connect with the other person. In business, communication skills are highly valued in leaders. In the case of many relationship breakdowns, lack of good communication is often cited as the reason. Communication stops the inevitable issues which arise in any relationship from simmering under the surface for too long and becoming toxic.

But in this study, in advertising, communication is the key to the successfulness of the advertisement. The social media is a big platform and there are different levels of audience in each platform. According to Statista and TNW (2019), two big social media platforms, Youtube and Facebook have the highest engagement of audience. At the end of 2018, Youtube reached 2 billion of users while Facebook reached around 1.5 billion. There will be factors for a company or product to consider when they want to publish their advertisement. One of the main factors is the target audience. After that, as has been mentioned before, over 25 billion people in Malaysia spend their time on social media. That means, they are exposed to that platform more than the traditional media. We need to keep remind that, these people are the one controls the market. The power of buying is from these people. According to Our World in Data (2019), the youth are the ones conquering the social media.

Last but not least, as far as we can observe, nowadays, company and product are eager to join the flow of using social media to advertise the products, for example, Hari Raya Aidilfitri advertisement by Petronas. Previously, they show the whole ads on the television but these past few years, they advertise their full ads on social media (Youtube). This is one of the actions taken by a big company in social media advertising. The result can be seen by the views of the post.

3. Research Questions

- i. What are the types of social media that are using for advertising?
- ii. What is the reason social media used for advertising?
- iii. What is the relationship between effectiveness of advertising and social media?

4. Research Objectives

- i. To identify types of social media that are using for advertising.
- ii. To identify reason social media used for advertising.
- iii. To examine the relationship between effectiveness of advertising and social media.

5. Literature Review

5.1 Advertising

As per Cohen (1988), publicizing is a business movement, applying innovative procedures to plan powerful sort of correspondence broad communications that advances thoughts, products, and administrations in a way reliable with the accomplishment of the promoter's goal, the conveyance of purchaser fulfillment and the improvement of social and financial government assistance. In light of the definition given, it expressed that promoting is a kind of assignment in a media. As per Sengupta (1990), Advertising is the disclosure and correspondence of an influential contrast for a brand to the objective possibility. It very well may be obviously observed that, promoting fundamentally center more around convincing individuals or the crowd.

According to Ward (2018), advertising is the attempt to influence the buying behaviour of customers or clients with a persuasive selling message about products and/or services. In business, the objective of advertising is to attract new customers by characterizing the target market and reaching out to them with an effective ad campaign. According to Taflinger (1996), Advertising is the non-individual correspondence of data generally paid for and normally powerful in nature about items, administrations or thoughts by distinguished backers through the different media. As per Baksi (2018), Advertising is bringing an item (or administration) to the consideration of potential and current clients. Promoting is centred around one specific item or administration. In this manner, a publicizing plan for one item may be altogether different than that for another item. Promoting is ordinarily finished with signs, leaflets, advertisements, direct mailings or email messages, individual contact, and so on.

To be specific on business's point of view (POV), according to Hamlett (2019), she stated that advertising will help to promote product, increase brand image, competing with other similar business and retention of existing customers. According to Hudgins (2019), there are few techniques for advertising. They are the use of repetition, claims relating to a product, associate and connect with customers, convince customers and promotion and rewards. Based on LaMarco (2018), she stated that there are 10 kinds of advertising which are; display ad, social media ad, newspaper and magazine, outdoor advertising, radio and podcast, direct mail and personal sales, video ads, product placement, event marketing and email marketing. According to Ashley (2017), in the research for positive and negative effect of advertising, there are 10 positive impacts in advertising. They are public service announcement, community welfare, economic welfare, public health, relative advertising, free entertainment, fund investment, brand image, mass communication and general appeal. But, for the negative sides, according to the same scholar, Ashley (2017), advertising gives negative impact as well. These are the negative impacts; misinterpretation, false image towards brand, unreasonable expectation and political influence.

The role of advertising is to enhance more on the selling product by a certain brand. But based on Klein (2020), the main purpose or objective of advertising is to introduce product to the market. So here, he stated that, introduction of product is the main purpose of advertising. While according to Kokemuller (2019), there are three main purpose of advertising. He categorized by three category which are to inform, to persuade and to remind. For inform, he stated that the objective is the introduction of product. For persuade, he stated that the objective is to emphasize of the product.

5.2 Social Media

According to Hudson (2020), refers to sites and applications that are proposed to allow people to share content quickly, capably, and ceaselessly. While various people will electronic life through mobile phone applications, this particular instrument started with PCs, and online life can imply any web specific mechanical assembly that grants customers to exhaustively share substance and attract with everybody.

According to Laudon and Traver (2008, 2010), Facebook is one of the major and quickest raising interpersonal organization locales, which has set up into a worldwide organization? Their point is to turn into the operational arrangement of the Internet and to make the world more uncovered and straightforward by giving everybody the option to share and associate. Berthon (2012) stated, Networks (e.g., Facebook) are administrations on which online media clients can discover and add companions and contacts, send messages to companions, and update individual profiles. Miniature online journals (e.g., Twitter) are long range interpersonal communication benefits that empower clients to get and peruse short message, which are generally limited by the quantity of characters, while video-sharing sites (e.g., YouTube) grant clients to transfer and share recordings.

5.3 Social Media Advertising

Consumers believe advertising as a significant wellspring of data since item data introduced in notices help them in making the educated and right buy results expressed by Polly and Mittal (1993). Imran (2012) additionally find her examination that online media publicizing was significant for the worldwide organizations which expected to promote their items and administrations through web-based media networks in South Asia. According to Blue Fountain Media, there are many benefits of using social media as the tool for advertising. First, it can increase brand awareness to the public. Then, you can attract more number of people to become your buyers. The third one is, you can get higher customer satisfaction. This is when you can actually get direct and fast feedbacks from your customers. According to Edkent Media (2020), their reasons why social media is good platform to advertise are, it improves brand recognition. Then, it improves brand loyalty. It also improves brand conversion rates. It can also reduce budget and last but not least, it can increase the exposure of the brand on the search engine.

Based on a research from Bhat (2018), there are positive impacts of using social media as a marketing tool. They are increase the brand awareness, brand loyalty of customers, customer service and competing with other brand that are in similar market. According to Sharma (2018), he stated that social media affect the buyers. So when people want to find something they want to buy, they refer on social media. Based on Tomas (2018), he said that social media advertising is the easiest way to connect and engage with your targeted audience. According to the same scholar, Thomas (2018), among all social Medias in the world, Youtube is the best one as it reaches a lot of audience and it is variety in terms of production.

6. Methodology

In this research, researcher used quantitative method, which is uses questionnaire in order to get the outcome by distributing the questionnaire to the participant involved by giving them the question through Google Form. There are two types of questionnaires which are close and open ended. Both techniques are often used to collect data whenever a research to be made.

The researcher chooses employees from Berjaya Starbucks Company to be the participants in the research. Starbucks® in Malaysia is operated by Berjaya Starbucks Coffee Company Sdn Bhd, a license of Starbucks Coffee International.

7. Data Analysis

Table 1 : Table 7.1 Correlation Inter Item for Variable Effectiveness of Social Media in Advertising

| | Cronbach's Alpha if Item Deleted |
|---|----------------------------------|
| I believe social media advertising is interesting and approachable | .842 |
| Social media advertising is better than mass media advertising | .849 |
| Advertisement in social media is more easy to get the information than mass media advertising | .849 |
| My purchase affect by the feedbacks on social media | .853 |
| Engagement between advertiser and audience is high in social media advertising | .851 |
| I feel encouraged to voice out your opinion and feedback when you bought items through social media | .851 |
| Advertisement on social media is more memorable than mass media advertising | .838 |
| I notice there are advertisements on social media | .850 |
| I prefer online advertisement than radio, tv and printed advertisement | .840 |
| I've purchased something I saw from the social media advertisement | .836 |
| I like to receive on new offer/product via advertisement on social networking | .854 |
| I skip any advertisement on social media if the content is not as per my likings | .834 |
| I trust advertisement that goes through social media | .833 |
| I attract to a certain brand that shown in social media advertisement | .833 |
| I get an updated information through advertisement on social media | .833 |
| I will share the advertisement that I like to my friend and family | .834 |

Based on the finding, this research is success to achieve its objective. First objective in this study is to identify types of social media that are using for advertising. The hypothesis is, there are different purposes on different types of social media that are used for advertising.

First of all, every social media has their own purpose. For example, Instagram and Facebook. For Instagram, the main objective is image sharing site. In the application, you may able to share pictures and videos of you. But, for Facebook, their main objective is to be a social networking site. In this application, you may socialize with your network friend there. This is important for any product, brand and company to choose which platform they need to advertise. The reachable rate of both channels is different so they need to know the different of these two channels first before they want to proceed.

This finding is similar with the past research like, Hudson (2020), Kakkar (2012), Berthon (2012), Laudon (2008), Traver (2010) and Jolly (2020). The past researches were found that different type of social media will have different purpose in advertising.

In this research also, we are focusing on social media as it is one of the new Media which focus on second objective in this study. Here, want to look at how to choose the right platform on social media. Different social media has different level of audience. To advertise anything in it, it depends on your product and also your targeted audience. For example, when you want to advertise trendy apparel, you

need to advertise it at a platform that full with youth. Social media is a very fast and easy platform to be used. They are also saying that, social media is way better than mass media especially in terms of advertising.

The past researches were found that there are many new Medias in the world that are used on advertising such as This finding is similar with the past research like, Hudson (2020), Keller and Kotler (2009), Elizabeth (2010), Voorveld (2018), Polly and Mittal (1993) and Imran (2012).

Third objective in this study is to examine the relationship between effectiveness of advertising and social media.

In this research, we are focusing on how social media makes advertising an effective tool. Here, want to look at how plays a big role to make an advertising become a very successful medium. By finding the factors that make digital ads become good ads to the public can be the references for the company to look at when they want to advertise anything. There are many factors that lead to an advertisement a good one. These will help a lot whenever they want to plan to advertise and all. By planning according to these factors as well, it leads to the company successfully advertise their product to the targeted audience. As for this research, the findings stated that, social media adverting is more likeable than mass media advertising.

This finding is similar with the past research like, Keller and Kotler (2009), Elizabeth (2010), Voorveld (2018), Polly and Mittal (1993), Imran (2012), Ward (2020) and Bhat (2018). The past researches were found that there are many new Medias in the world that are used on advertising.

8. Conclusion

Social media is undeniably effective in advertising. There are many social media that can be used to advertise your product such as Facebook and YouTube. Both social Medias have different purpose. One is for sharing image and the other is for social networking. But work very effectively in advertising any product.

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