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# How Can Context and Information Content of Advertising Increase Sales of Advertising Products on Social Media? Evidence from Journal Marketing Publications

**Nurmala**

Politeknik Negeri Pontianak, Indonesia

Corresponding author email: [ibu.nurmala@gmail.com](mailto:ibu.nurmala@gmail.com)

**Abstract---***This paper aims to understand how the information presented on social media can move the roads and business partners today. The author believes that the more attractive the content and where an advertisement is on social media, the more business sales will increase sales. As a result of a good review and high reliability. After a series of reviews and discussions of the results, advertising content information on various social media platforms has been proven to increase business sales results. This happens because today's social media is a place for friendship and teaching for the promotion and advertising of various business products and services. It is hoped that these findings will become a scientific repertoire of similar study approaches in the future.*

**Keywords---***advertisement, business contact, content, increase, social media*

## Introduction

Business advertising is now entering an era where prospective consumers and advertising communicate in real-time, along with technological advancements that are increasingly being updated (Saravanakumar & SuganthaLakshmi, 2012). Online advertising provides convenience and benefits for business people because internet advertising generates a higher income than manual advertising. This advertising has increased very drastically based on yearly studies. According to Leeflang et al. (2014), short ads on various social media are now growing the fastest on various social media platforms (Kumar & Gupta, 2016). Advertising is, on average, between 10 to 20 seconds. In 2020, a report from the information section of the internet network in Europe released that more than 600 million short video users in the hemisphere, or an estimated 70% of internet users in the world, have made short videos as an advertising tool for their products, enabling these advertisements to be reached by many parties. Through social media platforms. That includes advertising development in an era where technology has innovated all business advertising activities worldwide (Evans, 2010). Thus this study wants to understand the context of advertising information on how to increase product sales on several social media. We collect a series of scientific fields from various publications to answer this issue.

With the rapid advancement of technology and increasingly widespread technology users, short video applications via mobile access have increasingly advanced advertising at various levels of young consumers (Yuen et al., 2011). Through applications on mobile phones, many advertising users, including businesses, share their short advertising videos for product and promotional purposes and personal life. Technology users can obtain the needs for advertised products on various media platforms by simply clicking on the screen after they watch the advertising video. An interesting question is what impact video ads can have on selling business products and services, especially considering that ads that increase sales are very much tied to the quality of the shared advertising content. According to Van Dijck (2013), various social media platforms are beautiful because of the ability of these platforms to penetrate layers of users. Likewise, according to Di Gangi & Wasko (2016), the socialization of video advertisements tends to be for young people where their choice is to be together rather than themselves. Likewise, short video advertisements allow video views to interact with ad users and technology users, such as pressing the like button giving each other and even sharing advertising videos that they find interesting to other friends. This is where

the effectiveness of advertising videos spread through social media has increased its function not only as social media but as a business networking medium.

As a result, it is critical to look at the influence of social video advertising on product sales. Aside from friendliness, another critical feature to evaluate is the sharpness of short video commercials (Ge et al., 2021). Clarity is "the representational richness of a mediated environment as characterized by its formal aspects; that is, the way information is conveyed to the senses in an environment. According to Muehling & Pascal (2012), the clarity of advertising reflects the advertisement's richness or how consumers respond to the stimuli supplied by the advertisement's richness. Previous studies on the impact of graphic content features in adverts on web-based advertising produced contradictory results. Regarding all sorts of advertising, some advocate for a good and robust influence, others for no impact, and others for negative repercussions. Text and picture advertising pales in comparison to video commercials. As one of the numerous varieties of video ads, short video advertisements must be more lively than other media ads (Mäkelä, 2018).

According to Mitchell et al. (2012), all social exchange theories see social life as a sequence of sequential transactions between two or more people. Advertisers or friends can send online adverts to customers via social networking applications, which they can praise, remark on, or share. According to Riggle et al. (2016), these activities, such as extending assistance, are considered early in social exchange theory. Their social media contacts may praise, comment on, or share detailed adverts. The success and value concept states that customer action results in a favorable outcome and a particular degree of value. Consumer sociability as a result of the commercial should inspire customers to engage with their friends more. These behaviors, according to Cropanzano et al. (2017), are responses, and the progression of these effective complementary trades may transform the trade relationship into a great social trade relationship, which is included in the definition of sociability, which states that sociability is the proclivity to associate with other people and prefer being with them over being alone. As a result, customer-initiated socializing toward advertising via online entertainment may be referred to as fostering friendliness, which should involve consumers' commenting, praising, and sharing activities (Borgonovi & Andrieu, 2020).

As a result, when users use apps to connect with others, social media advertising is expected to perform better. With their level of socialization, a consumer is more likely to meet more people interested in the advertised product, increasing the likelihood of increased sales. Therefore, we recommend that the social appeal of user-generated short video advertisements aids product sales. The ease with which users connect and socialize is one of the significant advantages of user-generated short video commercials on mobile platforms. Short movies are generally between ten and fifteen seconds long. According to Na et al. (2015), client socializing behavior may be classified as aloof or dynamic. The dynamic style of functioning suggests that web users contribute data, comments, and other user-created material online. Short video advertisements created by users can be liked, commented on, and shared by platform users for social exchange. As per Wu et al. (2016), when two parties participate in social exchange, they will be rewarded with higher-value or lower-cost activities. Many academics have used social exchange theory to diverse empirical data sets. According to Lash & Zhao (2016), the number of comments considerably impacts movie box office income. Zhang et al. (2016), demonstrated the importance of film surveys on ticket sales.

As stated by Cropanzano et al. (2017), the social exchange hypothesis posits that the early actions of offering support launch the social exchange process on social platforms. Most consumers utilize social endorsement because they love the material and perceive it as a method to show their support. Targets generally respond to positive beginning activities with more positive reciprocating responses, which are referred to as reciprocating (Cropanzano et al., 2017). Users can show their social endorsement of a short video commercial by liking, commenting, or sharing the material to exhibit their support and participate in positive reciprocal interactions with the short video advertisement providers. As a result, the number of comments will have a favorable influence as one of the sociability aspects of user-generated short video commercials (Chen et al., 2011; Stephen, 2016; Subawa et al., 2020).

## Research Method

This study is to get an understanding of how advertising information content on social media can increase sales of writing products with the foothold that the better the advertising content posted on social media, the more attractive it will increase and ultimately will increase the sales productivity of a product (Arifin, 2018). In order to understand the problems and stretch the themes above while the data search has determined the publication of various business journals and advertisements on social media, we then examine the criminological approach, which, among other things, involves an evaluation data coding system according to data interpretation and drawing conclusions that are in line with answering your problem (Bengtsson, 2016).

This study is designed in a descriptive qualitative manner which follows the flow of the Turkish business country study, which collects data released between 2010 and 2022. This section depends on the paper itself, which is a contractive study relying on secondary data such as the procedure for carrying out studies that have started from pharmacy home data search problems data analysis and conclusion drawing and final reporting (Farrelly, 2013).

## Result and Discussion

### *Social media and business advertising*

A few features and benefits that draw individual users include making new friends, sharing thoughts, and interacting with others. Social media presents a one-of-a-kind opportunity for businesses to reach potential customers more precisely and efficiently. As a result, businesses are constantly using social media to interact with customers and promote their brands and products (Yun et al., 2020), marketer-generated content is now businesses' most common social media marketing strategy. Content distribution is significantly quicker and more widespread on social media platforms, particularly those designed for mobile devices. However, despite the widespread use of social media, businesses still need to establish whether MGC impacts marketing performance. Businesses continue to determine their social media marketing strategies despite needing a performance evaluation (Wardati & Mahendrawathi, 2019; Li & Suh, 2015; Kim & Ko, 2012).

According to Jones & Altadonna (2012), one well-known automaker, General Motors, decided to end its Facebook advertising campaigns due to inadequate marketing efforts. In the interim, some businesses support online entertainment and are prepared to use it. Dell won the lawsuit. Dell kept tweeting MGC from 2007 to 2009 to announce its exclusive deals with customers, which generated \$3 million in revenue. Because the effects of social media marketing can vary between businesses that sell various kinds of products, these two distinct instances suggest that marketers must evaluate their efforts on social media. First, we examine how firm social media marketing affects sales at the product level and across various businesses. Goh and others are examples of previous research on the impact of social media marketing at the individual (consumer) level that focuses solely on a single company. In addition; they were based on multiple businesses offering various product categories; our study's findings are more applicable. Second, our investigation into the potential effects of content types on corresponding product sales provides new evidence (Rapaccini et al., 2020).

Customers may find helpful information, so they follow the stores they choose for more content. With the launch of online stores like Shopee, consumers now have a quasi-experiment to measure the impact of social media marketing on product sales. To understand the impact of various social media content, Shopee content is categorized as informative, persuasive, and promotional. In less than four days, the average increase in sales after Shopee marketing was 51.47 percent, which shows that social media marketing has a positive and significant impact on product sales. Conversely, informative content is generally more successful in driving product sales than persuasive and promotional content (Ernst et al., 2010).

Additionally, we investigated whether this effect varied by product category-small service businesses: Advertising attitudes and use of digital and social media marketing. Service Marketing Quarterly Valuable substance is more viable for selling high-contribution items than compelling or time-limited content selling low-inclusion items. Our findings apply to various robustness assays. This research can be helpful for content marketing and advertising on social media. First, measuring the economic impact of corporate social media marketing at the product level contributes to the literature on the return on investment of social media marketing (Leung et al., 2013).

To understand social media and advertising, we examine how vital social media marketing impacts sales at the product level and across businesses. The findings of (Oh et al., 2017), are an example of previous research on the impact of social media marketing at the individual (consumer) level, which only focuses on one company. Because it is based on multiple businesses offering multiple product categories, our research findings are more applicable. Second, our investigation of the potential impact of content type on related product sales provides new evidence. In contrast, existing research on the impact of MGC on social media has mainly focused on MGC metrics such as volume and valence. Goh and others are the only examples in the literature looking at product content. However, there are inconsistencies in their findings. Lee et al. (2018), found that informative content outperformed viral advertising content in terms of its persuasive ability. In 2016 classified MGC into informative and persuasive content and found that the selling effect of social media marketing was achieved through persuasive communication.

Third, we look at previously unstudied aspects of how MGC content impacts product category sales. Our primary research questions are: Does MGC on social media influence product sales? If so, which marketing content drives sales more effectively? Also, do content effects vary by product category? Introducing a store-oriented

microblogging service like WeiTao on the mobile platform, Taobao in November 2013 provided us with a unique opportunity to answer this research question. This service links corporate social media marketing content, such as store microblogs, with product sales (Lindsey-Mullikin & Borin, 2017; Constantinides, 2014; Curana et al., 2022). At the Shopee stage, Bagus stores can create a brand network and post content (MGC). Examples of such content include product and brand information and sales promotions. Customers can find helpful information, so they follow the store on WeiTao to get more content. With the launch of WeiTao, we now have a quasi-experiment to measure the impact of social media marketing on product sales. To understand the impact of various social media content, WeiTao content is categorized as informative, persuasive, and promotional (Allen, 2016).

In less than four days, the average increase in sales after Shopee marketing was 51.47 percent, which shows that social media marketing has a positive and significant impact on product sales. In contrast, informative content is generally more successful at driving product sales than persuasive and promotional content. Additionally, we investigated whether these effects varied by product category. The valuable substance is more suitable for selling high-contribution goods than interesting or time-limited content for selling low-inclusion goods (Aydm, 2016). Our findings apply to various robustness assays. This research can be helpful for content marketing and advertising on social media. First, measuring the economic impact of corporate social media marketing at the product level contributes to the literature on return on social media marketing investment. Our findings motivate businesses to engage customers proactively through social media marketing; Second, it looks at what different types of promotional content mean for the sale of goods and observes that instructive substance is, for the most part, more enjoyable (Biggs & Collis 2014).

#### *Engagement on a Wide Range of Social Media Platforms*

Many social media studies have been directed at identifying advertising experience models that can shape social media commitment by explaining the use of communication transport data and other scientific evidence so that advertising activities can bring benefits to businesses (Zayani, 2021). Social media engagement studies with business people who carry out advertising activities have focused a lot on social media in general, with the experiences and solutions provided by social media directly comparable to promotion methods other than social media. Then the best solution for business people who want to use social media to actively carry out campaigns for various strategies is based on understanding how social media functions, characteristics, content, and other things that will make it easier for product advertising. Even though the understanding of social media is interpreted differently from one group to another, when a business is quickly built through conducive advertising, the foundation for the correct understanding is that this technology allows the creation and exchange of information on advertising content to work (Fisher & Smith, 2011).

Examples of social media include Facebook, Snapchat, Instagram, Twitter, Linkin, and all social media that are business-oriented and service consumers. This is an opportunity for users to post various videos and other advertising models to get the most followers and allow posting advertisements continuously. This is a conceptual comparison between the involvement of social media users and the desire to post business advertisements (Coles, 2017). This is an opportunity for social media users and business people to develop a business. Media is a reference for many users related to business content and other friendships through social media (Can & Kaya, 2016; Dolega et al., 2021; Guesalaga, 2016).

Other injections include the relationship between social media and users, especially with the ability to present individual messages, such as Facebook and Linkin. Then other social media with very independent profiles provide opportunities for users to communicate with each other making it easier for advertising to be achieved on targets like the features of social media Twitter. Likewise, other social media where users can share various interests and hobbies on various social media platforms by having creativity-based content such as YouTube and Instagram. Another model of social media is that it allows collaboration to occur with the exchange of content, allowing users to interact with questions and answers, provide suggestions, and provide updates on news information and other exciting content. Social media has rich features and characteristics that determine business benefits and establish relationships online (Mihailidis, 2014).

Just as online journals are content networks that enable informal communication everywhere with games and virtual games, and so on, the social media capital mentioned above occurs in various vital components in social media interactions with various platforms whose identities match the wishes and needs that can be identified by users, both for advertising companies and for making business collaboration friends. So far, quite a lot of social media users exchange information, manipulate information, and receive content and presence virtually so that social media users can access, establish relationships and also mutually benefit from each other to advance a business

reputation that can identify one business and also through various social media platforms (Xu & Saxton, 2019). Various models and types and applications and content are displayed, complete with privacy settings and other connectivity features, all of which are useful for advertising and business friendships.

### *The Importance of Social Media Advertising Participation*

Even so, the authors believe that the relationship between social media users and business drivers who need promotion and advertising, we believe that this relationship involves a variety of social media with advertising effectiveness that supports businesses so that they can quickly benefit when they want to advertise business products (Chu, 2011). Thus understanding the involvement of advertising parties with social media will undoubtedly affect advertising results. When theoretically it is understood that there is an influence on media involvement and evaluation of advertising, the role of social media in carrying out advertising messages is likely understood as one that provides mutual benefits. The commitment of social media to publish the desired advertising is a commitment of social media to promote what they are committed to working with. This confirms the leading theory of social media. According to various experts in the context of influencing the way social media works in promoting business advertising, it is undoubtedly critical to understand how advertisements are run and summarize all the wishes desired by the customer and how social media consumers can be affected by the advertisements delivered (Ashley & Tuten, 2015).

Although the relationship of Hypothesis 3 holds for social media, it is impossible to investigate a direct relationship between media engagement and advertising efficacy because intervening variables can explain the relationship (Tajudeen et al., 2018). As a result, we studied whether interactions with social media ads affect ad ratings. When theoretical explanations for the effect of media involvement on advertising judgments are studied, the explanatory function of advertising engagement is often assumed but rarely formally tested. The hypothetical clarifications we examine in the following sections highlight the possible residual effects of media commitment to promoting commitments rather than assessments of media commitment to publish commitments regarding a corpus of literature. There are three main theoretical explanations for the influence of that context. Each interaction with a social media site impacts how this hypothetical embodiment is encapsulated and focuses on how media consumption influences advertising engagement (Chu & Choi, 2011).

So, according to Chu, background "activates related material semantic information that guides attention and determines ad interpretation," based on priming increasing the likelihood that ads will be embedded on platforms deemed relevant in terms of social media engagement). They also have experiences like this. Furthermore, according to mood-accessibility-congruence theory, "advertising settings frees handling from enhancing with an analogous state of mind or affect and makes a given state of mind or impact more accessible. For example, suppose a consumer sees an ad for taking a break on Facebook and finds Facebook relaxing. In that case, similarities between the two will improve processing and, as a result, ad rankings (Fu et al., 2020). The congruity principle is the third explanation. Gibson et al. (2020), defines congruity as "the point at which the media and the marketed brand merge and become increasingly comparable in customers' thoughts." On the other hand, ads will be considered necessary components of the site if a user views Instagram as a peaceful experience. Instead of depending on these theoretical explanations to explain why media engagement affects advertising assessments, we suggest that assuming a link between media engagement and advertising engagement is more acceptable.

As a result, if social media platforms and the advertising integrated inside them are a good fit, advertising assessments will be more favorable (Moorman et al., 2002; Voorveld & Valkenburg, 2015). A good fit between a platform's engagement dimensions and its embedded advertising is more likely to result in advertising that serves customers' demands as they use the platform, regardless of whether the advertisement is addressed or avoided. For example, Twitter can supply clients with comforting facts and promises that they are outstanding. In that case, Twitter advertising may be obliged to give up crucial and up-to-date customer data to be appreciated. Other aspects of involvement may be more prevalent on other social media platforms; as a result, integrated advertising must target engagements like these. Normally, circumstances may complicate this connection. However, it would be fascinating to determine how much of a correlation exists between using a social media platform and integrated advertising, as well as whether or not different advertising engagement experiences are tied to social media advertising assessments for various platforms (Chi, 2011).

## Conclusion

We can summarize the results of the study with the title how can contact information content at home increase product on social media? Through a review of several literature materials related to the variables above, we can finally conclude that promotional content for business products with advertisements on social media is a product and service marketing strategy in an era where social media is no longer just a place for friendship but as a business and network. Among other results, we have collected how social media has become a business partner in the promotion and advertising on the belief in the ability of social media to innovate business and other human activities. Since the presence of social media, more and more individuals depend on social media not only for friendship but to run businesses, especially for advertising and promotion, so there is an increase in quality and business services. This happens when the involvement of business people on various social media platforms has only one goal: to develop their business into one that competes with all the facilities provided by various Telkomsel media, which will increase business growth. Likewise, social media is essential to participating in and advertising products and services today. This is possible because the powerfulness of social media has penetrated all sectors of life, not only for friendship but for business-to-business operations.

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