



# Optimizing Sales Growth for Millennial-Owned Small and Medium-Scale Businesses in Malang City: The Influence of Product Design and Copywriting Strategies

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**Abstract.** This research examines how product design and copywriting affect sales in Malang City millennial-owned enterprises. This exploratory study uses a representative sample to determine the variables' relationships. The Goodness of Fit Model in PLS analysis showed that product design and copywriting techniques drove 71.5% of sales growth. Other factors contributed 28.5%. These data show that product design and copywriting tactics help Malang City millennial-owned enterprises boost sales. Our analysis found a p-value of 0.009 between product design and sales growth. This shows how product design and copywriting boost Malang City millennial-owned firms' sales. Our investigation illuminates these factors' efficacy. It emphasizes their role in sales growth, emphasizing the importance of product design and copywriting tactics for organizations. This research adds to the literature on how product design and copywriting tactics affect sales for Malang City millennial-owned enterprises. These characteristics drive sales growth and must be integrated into corporate operations to be competitive in today's changing business climate.

**Keywords:** Copywriting · Design Product · Sales Increase · The Millennial Generation

## 1 Introduction

Individual and collective business entities must continuously adapt and innovate in today's fast-paced business environment if they are to remain competitive and ensure their survival. This is emphasized by the dynamic nature of markets, characterized by rapid changes in consumer preferences, technological advancements, and expanding globalization. As a result, companies must take proactive steps to ensure their sustained relevance and success. This may involve investing in research and development, boosting marketing efforts, and nurturing an innovative culture within the organization. The design of a product is essential for attracting consumers and being regarded as high-quality, as it

must outperform competitors and provide exceptional customer satisfaction. Consumers have high expectations for products and services, so product proprietors must prioritize the development of high-quality goods that foster consumer loyalty through gratifying design.

Product design is a factor in attracting consumers and differentiating a brand's product from similar products. Uniqueness and aesthetic appeal are frequently determining factors in consumer purchasing decisions. According to Kotler and Armstrong [1], a product's design can be its defining characteristic that distinguishes it from competing brands, making it a distinguishing characteristic that can influence purchasing decisions.

As Luchs and Swan [2] noted, product design is a combination of form and function that can be separated or integrated. Similarly, copywriting is conveying messages through language that can be used in marketing communications to increase sales. Copywriting can generate a unique message for a brand through multiple channels, including print, electronic media, websites, sales, and product packaging. Pradani [3] states that including pertinent keywords and a call to action in copy can increase sales.

Examining the relationship between product design, copywriting strategies, and sales growth, this study focused on millennial business actors in Malang City, selected from the area's large population of small and medium-sized business owners, in order to examine the relationship between product design, copywriting strategies, and sales growth. Notably, the Malang urban area has a population large enough to support small and medium-sized industries and other business activities, making it an appropriate location for this study.

### **1.1 Formulation of the Problem**

- How does a well-executed product design strategy influence the sales development of millennial business actors in Malang City?
- How does the use of effective copywriting influence the sales development of millennial entrepreneurs in Malang City, and what are the most effective copywriting techniques for this demographic?

### **1.2 Research Objectives**

This research examines how product design and copywriting affect sales growth for Malang-based millennial businesses. The study questions examine how product design and copywriting affect Malang City millennial entrepreneurs' sales growth. Millennial entrepreneurs in Malang City will be studied using a quantitative research technique. Millennial entrepreneurs' product design, creative, and sales development tactics will be surveyed for a given time. Statistics will be used to assess how product design and copywriting affect sales growth. This research will add to the literature on product design and copywriting's impact on millennial entrepreneurs' sales growth and influence Malang City's small and medium-sized firms' marketing strategies.

## 2 Literature Review

Organizational goals need product design strategy. It requires developing a conceptual framework and technology to achieve the desired outcome. Grant [4] highlighted that a method may help, but various variables affect performance. Success requires intelligent and proactive reactions to a competitive environment, resource management, and vulnerability management. Berber and Aksel [5] advised investing in specialist product development units to stay competitive. In conclusion, a good product design strategy, couple, and other essential success elements may help a firm accomplish its goals and stay competitive.

### 2.1 Product Development Approach

Grant [4] defines strategy as an instrument for accomplishing goals, which includes concepts, frameworks, and techniques for formulating and implementing a strategy. However, a strategy alone cannot guarantee success. Several factors contribute to success, including simple, consistent, long-term objectives, knowledge of the competitive environment, an accurate assessment of available resources, and efficient implementation. Berber and Aksel [5] argue that investing in a product development division is a strategic instrument for maintaining a business's competitiveness.

Product innovation is vital to a company's competitiveness, and advertising copywriting is essential. Copywriting is the art of persuading consumers to purchase, request information, subscribe to services, or follow the social media accounts of well-known brands through written communication. Copywriting that is effective employs appropriate words with a specific intent to elicit emotions, thoughts, or actions. Copywriting success requires being straightforward, concise, entertaining, and readily comprehended by the target audience [6].

Copywriting is a powerful instrument for enhancing the visual communication media of a brand, thereby enhancing its identity and contributing value. It is a technique commonly employed in marketing communications to increase sales, and persuasive copywriting can engage consumers' emotions, converting mundane marketing messages into captivating and fascinating ones. Copywriting can communicate brand messages across multiple platforms, including print, electronic, website, and product packaging. Slogans, brand names, and logos are essential copywriting elements, functioning as a means of consumer communication and brand value [7].

### 2.2 Sales Uptick

To effectively reach a larger audience, it is necessary to utilize an innovative and creative strategy. It involves developing a visually appealing and functional product, as well as a compelling logo and product description, ultimately resulting in an increase in sales and profits. According to Sahaja [8], sales involve the exchange of products or services between consumers and vendors, with the primary goals of accomplishing sales volume, generating a profit, and fostering development. Asri [9] defines sales volume as the number of active units sold during a specified time frame, rendering it a unit-measurable activity. According to Kotler and Lee [10], who devised metrics to measure sales growth

through efficiency, product delivery, service development, and customer satisfaction, focusing on sales growth is essential for increasing sales volume.

According to Sahaja [8], a successful sales strategy requires an innovative and creative product design and a compelling product description and logo. According to Sahaja [8], the primary objective of sales is to attain sales volume, generate a profit, and support growth. As Kotler and Lee [10] have emphasized, unit-based sales volume can be increased by concentrating on sales growth. According to Kotler and Armstrong [1], sales volume alludes to the quantity of products sold during a given time frame, as well as an efficient service strategy.

### **2.3 Gen of Millennial**

The term “millennial” refers to a generation group or demographic cohort, also known as Generation Y, comprised of those born after Generation X. The classification of this generation group is not founded on a single demographic criterion but rather on various factors. Some academicians and experts classify this group based on their first and last birth years, while others use Karl Mannheim’s 1923 Generation Theory to define its boundaries. Millennials were born between 1980 and 2000, according to this theory. In contrast, the U.S. Chamber of Commerce Foundation identifies millennials as individuals born between 1981 and 1999. Accordingly, specialists from various professions and nations have determined that millennials are between 20 and 39 years old (Ministry of Women’s Empowerment and Child Protection 2018).

## **3 Research Methods**

### **3.1 Types of Research**

The conducted research can be categorized as both descriptive and explanatory. The objective of descriptive research is to describe the analyzed variables and their relationship, whereas the objective of explanatory research is to determine whether there is a relationship between variables. Sugiyono [11] defines a research methodology as a scientific approach to acquiring valid data, developing knowledge, and solving problems. This study investigates the impact of product design and copywriting strategies on the sales growth of millennial-owned companies in Malang City.

### **3.2 Research Sites**

Malang in East Java was chosen as the research site due to its thriving Micro, Small, and Medium Enterprises (MSMEs) sector, significantly contributing to the city’s economy. Malang is also home to several reputable universities that can provide valuable resources and access to potential research participants. The selection of the research location is crucial for ensuring the validity and generalizability of the study findings. (Ministry of Cooperatives and SMEs 2019).

### 3.3 Population and Sample

Sugiyono [12] defined a population as a group of objects or subjects possessing certain characteristics studied by researchers to conclude. The population for this study is millennial entrepreneurs in Malang. A sample is a subset of the population with similar characteristics used to represent the population [12]. As the population size is unknown and too large, a representative sample of 100 millennial entrepreneurs from Malang was selected for this study. The formula proposed by Lemeshow [13] was used to determine the sample size, considering a 95% confidence level, a 10% margin of error, and an estimated proportion of the population with the characteristic of interest. The sample size was rounded to 100 to avoid data errors [12, 13].

### 3.4 Data Source

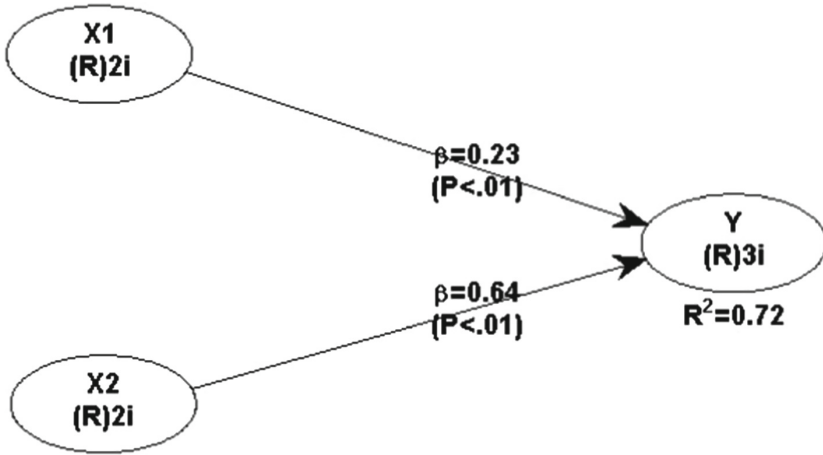
The types of data in this study are primary data and secondary data. The present study employs both primary and secondary data. Primary data was collected directly from Millennial Business Actors in Malang City using a questionnaire that contained statements relevant to the research objectives. On the other hand, the secondary data in this study consist of supporting data gathered from various sources, including the Department of Cooperatives and SMEs of East Java Province, the Kementerian Perindustriaan Republik Indonesia, and other institutions related to this research [12].

### 3.5 Data Analysis Method

This study employed a quantitative approach for data analysis, utilizing both descriptive and inferential statistical analysis methods. The Warp PLS-SEM approach was used to analyze the data, with the empirical model being tested using the outer model through the WarpPLS software [14]. The results of this study were published in scientific research journals. The measurement model of the study consisted of three constructs: Design Strategy, Copywriting, and Sales Growth. Construct validity and reliability were evaluated through convergent validity and discriminant validity. Indicators with factor loadings above 0.6 or AVE values greater than 0.5 met the convergent validity test. All indicators were found to be valid for measuring the respective variables. The key indicator for measuring the sales growth variable was the product supply index (Y1.3). Each metric measured has factor loading greater than 0.6 and an AVE value greater than 0.5. [14].

## 4 Research Discussion

This study's measurement model consists of three constructs: design strategy, copywriting, and sales growth. Evaluating the measurement model to ensure construct validity and reliability is essential. It evaluated construct validity by determining convergent and discriminant validity. An indicator was considered valid if its loading factor was greater than 0.6 or its AVE value was greater than 0.5. The results indicate that all indicators that measure design strategy, copywriting, and sales increase variables met the convergent validity test, with loading factors greater than 0.6 and AVE values greater than



**Fig. 1.** Analysis Partial Least Square (PLS).

0.5. Among these indicators, the delivery of goods indicator (Y1.3) was the dominant indicator for measuring the sales increase variable, with the largest loading factor. Discriminant validity was calculated using cross-loading. The indicators were considered valid if the loading factor value in a corresponding variable was greater than the indicator correlation value in other variables (see Fig. 1).

In this study, we define and measure the variables of Product Design Strategy, Copywriting as the independent variable, and Sales Increase as the dependent variable. The operational definition and measurement of these variables are as follows. The dimensions are based on the structural measurements used in the Luchs and Swan [2] study to measure the constructs in this study. For the Sales Increase construct, three indicators are used: (1) Sales Volume, (2) Earning Profits, and (3) Delivery of goods. The Product Design Strategy variable is measured using dimensions based on the study of Kotler and Lee [10]. Regarding measuring the independent variable, Copywriting, its indicators are based on the literature review and expert judgment.

Overall, these variables were measured systematically and accurately to ensure the validity and reliability of the results.

In this study, the research variables, namely Product Design Strategy, Copywriting, and Sales Increase, were measured using established construct measurements. The dimensions for measuring the Product Design Strategy were based on the study by Luchs and Swan [2], which used two indicators: Aesthetics: Aesthtiaestheticscertiesasuring Copywriting, the dimensions were based on the study by Akhter et al. [15], which used two indicators, namely Slogans and Product Description measurement of Sales Increase was based on the study by Kotler and Lee [10], which used three indicators, namely Sales Volume, Earning Profits, and Delivery of Goods. The model assessed how much the design and copywriting strategies contributed to the sales increase. Results revealed that the design and copywriting strategies accounted for 71.5% of the Sales Increase variable, as indicated by the R-square value. The study did not discuss the remaining 28.5% of variables responsible for the increase in sales.

Furthermore, the test results showed that the p-value for the effect of the design strategy on increasing sales was 0.009, indicating a significant effect. Similarly, the p-value for the effect of copywriting on increasing sales was  $<0.001$ , indicating a significant effect. These findings suggest that design and copywriting strategies drive sales growth.

## 5 Conclusion

Design and copywriting boost sales, according to study. Both factors positively and dramatically effect sales. Design approach has a 0.226 coefficient influence on sales growth. Copywriting's coefficient influence on sales growth was 0.635%, higher than design strategy's. These results show that organizations should improve their copywriting to optimize marketing effectiveness.

Copywriting outperforms design strategy in sales growth, which has major commercial ramifications. Copywriting involves creating material that persuades people to buy. The design approach emphasizes color, layout, and images in marketing. This research shows that copywriting is more important than design for marketing.

This research reveals how design and copywriting boost sales. Copywriting boosts sales more than design strategy. Businesses should emphasize copywriting to increase marketing effectiveness. They may design powerful communications that appeal with their target demographic, increasing sales and income.

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