



Use of Social Media for Advertising and Its Effectiveness

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Abstract. The goal of this study was to examine the various social media platforms that are utilised for advertising. The results of the study will demonstrate how variables like market expense, target market, and flexibility relate to the use of a specific advertising strategy. In this study, questionnaires were distributed to 120 respondents who work for Berjaya Starbucks Coffee, and data were gathered using quantitative methods. The findings have shown how advertisement on social media and on social media are related. This research shows that social media is a well-liked and successful medium for advertising among consumers. It's due to how quickly and cheaply advertising can be done. Social media has been proven to be a more effective route, according to research, it was also disclosed.

Keywords: *Social media · New Media · Advertising and Social Media Advertising*

1 Introduction

There are a number of strategies and components to deal with the current situation in order to satisfy the requirements of the media that is reporting what is happening in the world at the moment. People may use a variety of digital media advertising platforms to market their items to a broad audience. There are several platforms, which allows them to reach a wide range of audiences with their products. According to a study by [1] titled “Engagement with Social Media and Social Media Advertising: The Differentiating Role of Platform Type”, the targeted audiences of each digital platform, such as YouTube, Twitter, and Facebook, vary. These platforms will target various audiences, and their contents will vary as well. They claimed that the level of participation of success advertise the product.

In Malaysia, we are a growing nation apart from that. According to [2], he stated that as of January 2020, 81 percent of Malaysians were active social media users. This was an increase of around one-third over 2016, when nearly 60% of Malaysia’s population used social media. Facebook was the most popular social media network there, out of all others that were available. This indicates that four out of every five Malaysians use social

media. The population of Malaysia is 31.53 million. According to the report, 25 million people in Malaysia are therefore exposed to social media. It would be challenging to contact so many individuals.

In addition, we're on our way to the new media in this age. According to us, traditional media are no longer a particularly effective way to advertise your event or content, sell things, or both. [3] said that he displayed the graph depicting the gradual demise of conventional media. Between 2014 and 2019, he will offer a more detailed overview. The chart shows the growth of new media, and it is evident that traditional media's slower income can also be seen. Therefore, the choice of platform must be considered as such a new era to ensure that any advertising you are planning is taken up by people more in social media or New Media. The accessibility of potential audience, flexibility and market costs should be measured when a company wants to promote its product.

1.1 Problem Statement

Everywhere, communication is crucial. Communication is how information can be given or shared with others [4]. Defines communication as the transfer of information from one location to another. You can explain to someone else what you are going through and what you need through communicating. Communicating with others enables you to connect with them and fulfil your needs. Business executives place a high emphasis on communication abilities. Poor communication is frequently cited as the cause of failed relationships. Any form of communication will prevent the unavoidable problems from boiling over and being toxic for too long.

According to this study, communication is the secret to an advertisement's success. The social media is a large platform, and each site has various audiences. The two major social media platforms with the highest audience engagement are YouTube and Facebook, according to [19]. By the end of 2018, Facebook had about 1.5 billion users while YouTube had 2 billion. When a business or product wants to publish an advertisement, there are various elements they must consider. The target audience is one of the key elements. Then, as was previously said, Malaysians spend more than 25 billion hours every year on social media. They thus encounter that platform more frequently than they do traditional media. These guys are the ones that control the market, and we need to keep that in mind. These persons have the power to influence purchases [20]. Asserts that young people are dominating social media.

Finally, from what we can tell, companies and goods are keen to follow the trend of using social media to sell their goods nowadays. Take, for instance, Petronas' Hari Raya Aidilfitri campaign. The entire advertisement was formerly shown on television, but in recent years, social media (YouTube) has been used to market them. This is one of the steps a major firm has made in its social media advertising. The number of views for the post reveals the outcome.

1.2 Research Questions

1. What social media platforms are used for advertising?
2. Why are social media platforms used for advertising?

1.3 Research Objectives

1. To determine the social media platforms being used for advertising.
2. To determine the purpose of social media advertising.

2 Literature Review

2.1 Advertising

Business movement, according to [5], is a type of advertising that employs cutting-edge methods to create efficient, all-encompassing correspondence that promotes concepts, goods, and services in a way consistent with the accomplishment of the promoter's objectives, the provision of customer satisfaction, and the enhancement of social and financial government assistance. According to the description provided, advertising is a type of media assignment. According to [21], advertising is the revelation and correlation of a convincing contrast for a brand to the realistic possibilities. It is quite possible to see that advertising generally focuses more on persuading people or the crowd [6]. Said that advertising might affect consumers' purchasing decisions by persuading them to acquire goods or services. The purpose of advertising, especially in the commercial world, is to bring in new customers by identifying the target market and effectively contacting them. According to [22], advertising is defined as sponsored content that is often persuasive in character and distributed across multiple media by credible supporters based on non-personal contact about products, services, or ideas.

According to [7], advertising operations include promoting products, improving brand recognition, keeping clients who have already purchased from you, and competing. There are ten different types of advertising, according to [8]. The ten categories of advertising include display ads, social media ads, newspaper and magazine ads, outdoor advertisements, radio and podcast ads, direct mail and personal sales ads, video ads, product placement ads, event marketing ads, and email marketing. Additionally, there are 10 advantageous effects of advertisement [9]. Public service announcements, economic development, social welfare, public health, relative advertising, free entertainment, financial investment, brand image, mass media, and general appeal are among them. However, [9] claims that there are also drawbacks to advertising, including a detrimental influence. Misunderstanding, incorrect brand perceptions, unreasonable expectations, and political influence are all negative outcomes.

The goal of advertising is to highlight the benefits of the products that a specific business sells. But according to [10], the main purpose or aim of advertising is to advertise a product. Thus, he asserted that the introduction of the product is advertising's main objective. While [11] claims that advertising serves three basic purposes. He divided his categories into three subcategories: reminding, persuading, and informing. He remarked that the introduction of the product is the goal for inform. He said that the goal of persuading is to emphasize the product.

2.2 Social Media

People can quickly, competently, and endlessly distribute content through social media [12]. Any web-specific mechanical assembly that enables users to thoroughly exchange content and attract everyone is referred to as "online life".

Facebook is one of the most popular and rapidly growing social networking sites, claims [23]. According to [23], allowing everyone the opportunity to share and connect, it might become the operational configuration of the internet and make the world more transparent and simpler. According to networks line [14], users of online media can find and add connections and friends, message friends, and update personal profiles. While the advantages of long-distance interpersonal communication might enable customers to receive and read brief messages, which are typically constrained by the number of characters. Customers are allowed to transfer and share recordings on YouTube as a video-sharing website.

2.3 Social Media Advertising

According to [24], consumers view advertising as a wealth of information that may assist them in making informed decisions about their purchases. Social media advertising can increase brand awareness and attract people to become your customers. It can help to get higher customer satisfaction because the advertiser can get fast feedbacks from the customers. Social media advertising can increase brand recognition, improves brand loyalty and brand conversion rates. Based on a study by [25]. Utilizing social media as a marketing tool has advantages. There may be a growth in brand recognition and loyalty, consumer support, and competition with other brands in comparable markets. [17] quotes him as saying that social media has an impact on consumers Based on [18], he asserted that social media advertising is the quickest approach to engage your target audience. According to [18], YouTube is the best social media platform since it has a large viewership and offers a wide range of content.

3 Methodology

In this study, the researcher employed the quantitative technique, which entails using a questionnaire to collect data from participants by distributing the questionnaire to them via Form on Google. Questionnaires come in two varieties: closed-ended and open-ended. Both approaches are widely used to collect data while doing research. Employees of the Berjaya Starbucks Company are selected by the researcher to participate in the study. To be specific, the research will target to narrow targeted audience for the research which is the employees working in the department of marketing and promotion for Berjaya Starbucks Malaysia. The research set to have 120 people to answer the questionnaire to fulfill the objectives of this research.

4 Results and Discussions

According to the results, the research's goal was successfully attained. This study's first objective is to list the various social media sites that are utilized for advertising. The premise is that numerous social media channels are utilized for advertising for a variety of factors. Based on Table 1, 84 respondents (66.7%) agree that they are aware on all social Medias stated in the question. First, each social media platform serves a

different function. Facebook and Instagram, as examples. Instagram's primary goal is to serve as an image sharing platform. You might be able to share images and videos of yourself using the app. However, Facebook's primary goal is to serve as a social networking platform. You can socialize with your network friends in this programmed. Any product, brand, or business must carefully choose which platform would best serve their advertising needs. Since both channels have different reaching rates, they must first understand how these two channels differ to move forward.

This observation is consistent with earlier studies such, [12, 13, 14, 26, 15]. Previous studies have shown that various social media platforms will serve distinct purposes for advertising.

The second goal of this study, social media, is also the focus of this investigation (Table 2).

Based on table 4.5.2, 83 people (65.9%) used social media for personal usage. Table 3 revealed that 47 (37.3%) respondent used social media for business purpose. Based

Table 1. Awareness of social media

I am aware of social medias (Facebook, Twitter, Instagram, Youtube & LinkedIn)					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	4	3.2	3.3	3.3
	Disagree	10	7.9	8.3	11.7
	Neutral	22	17.5	18.3	30.0
	Agree	51	40.5	42.5	72.5
	Strongly Agree	33	26.2	27.5	100.0
	Total	120	95.2	100.0	
Missing	System	6	4.8		
Total		126	100.0		

Table 2. Using social media for personal purposes

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	5	4.0	4.2	4.2
	Disagree	9	7.1	7.5	11.7
	Neutral	23	18.3	19.2	30.8
	Agree	52	41.3	43.3	74.2
	Strongly Agree	31	24.6	25.8	100.0
	Total	120	95.2	100.0	
Missing	System	6	4.8		
Total		126	100.0		

Table 3. Using social media for business purposes

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	17	13.5	14.2	14.2
	Disagree	23	18.3	19.2	33.3
	Neutral	33	26.2	27.5	60.8
	Agree	29	23.0	24.2	85.0
	Strongly Agree	18	14.3	15.0	100.0
	Total	120	95.2	100.0	
Missing	System	6	4.8		
Total		126	100.0		

Table 4. Using social media to find latest news

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	4	3.2	3.3	3.3
	Disagree	12	9.5	10.0	13.3
	Neutral	27	21.4	22.5	35.8
	Agree	49	38.9	40.8	76.7
	Strongly Agree	28	22.2	23.3	100.0
	Total	120	95.2	100.0	
Missing	System	6	4.8		
Total		126	100.0		

Table 5. Using social media to find business content and opportunity

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	21	16.7	17.5	17.5
	Disagree	19	15.1	15.8	33.3
	Neutral	32	25.4	26.7	60.0
	Agree	27	21.4	22.5	82.5
	Strongly Agree	21	16.7	17.5	100.0
	Total	120	95.2	100.0	
Missing	System	6	4.8		
Total		126	100.0		

Table 6. The social media world is engaging and approachable

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	4	3.2	3.3	3.3
	Disagree	11	8.7	9.2	12.5
	Neutral	27	21.4	22.5	35.0
	Agree	59	46.8	49.2	84.2
	Strongly Agree	19	15.1	15.8	100.0
	Total	120	95.2	100.0	
Missing	System	6	4.8		
Total		126	100.0		

Table 7. Mass media advertising is superior than that on social media.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	4	3.2	3.3	3.3
	Disagree	11	8.7	9.2	12.5
	Neutral	24	19.0	20.0	32.5
	Agree	54	42.9	45.0	77.5
	Strongly Agree	27	21.4	22.5	100.0
	Total	120	95.2	100.0	
Missing	System	6	4.8		
Total		126	100.0		

Table 8. Information is easier to obtain through social media advertisements than from mainstream media advertisements.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	4	3.2	3.3	3.3
	Disagree	9	7.1	7.5	10.8
	Neutral	27	21.4	22.5	33.3
	Agree	56	44.4	46.7	80.0
	Strongly Agree	24	19.0	20.0	100.0
	Total	120	95.2	100.0	
Missing	System	6	4.8		
Total		126	100.0		

Table 9. Providing reviews and opinions on goods purchased via social media

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	6	4.8	5.0	5.0
	Disagree	13	10.3	10.8	15.8
	Neutral	29	23.0	24.2	40.0
	Agree	45	35.7	37.5	77.5
	Strongly Agree	27	21.4	22.5	100.0
	Total	120	95.2	100.0	
Missing	System	6	4.8		
Total		126	100.0		

Table 10. Trusting advertisement from social media

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	6	4.8	5.0	5.0
	Disagree	12	9.5	10.0	15.0
	Neutral	20	15.9	16.7	31.7
	Agree	48	38.1	40.0	71.7
	Strongly Agree	34	27.0	28.3	100.0
	Total	120	95.2	100.0	
Missing	System	6	4.8		
Total		126	100.0		

on Table 4, 77 (61.1%) respondent used social media to find the latest news. Table 5 revealed 48 (38.1%) used social media to find business content. Around 78 (61.9%) respondent find social media advertising is interesting and approachable, as Table 6 suggested. Meanwhile in Table 7, 81 (64.3%) a respondent agreed that social media is superior to traditional media. Moreover, Table 9 revealed, 72 (57.1%) people said they feel encouraged to voice out opinion on social media. Finally, 82 (65.1%) respondent trust advertisement on social media, as Table 10 suggested (Table 8).

4.1 Objective 1: To Determine the Social Media Platforms Being Used for Advertising

According to the results, the research's goal was successfully attained. This study's first objective is to list the various social media sites that are utilized for advertising. The premise is that numerous social media channels are utilized for advertising for a variety of factors.

First, each social media platform serves a different function. Facebook and Instagram, as examples. Instagram's primary goal is to serve as an image sharing platform. You might be able to share images and videos of yourself through the application. However, Facebook's primary goal is to serve as a social networking platform. You can socialize with your network friends in this programmed. The selection of the appropriate platform for advertising is critical for every product, brand, or business. Since both channels have different reaching rates, they must first understand how these two channels differ to move forward.

This observation is consistent with earlier studies such, [12, 13, 14, 26], and [15]. Previous studies have shown that various social media platforms will serve distinct purposes for advertising.

4.2 Objective 2: To Determine the Purpose of *Social Media Advertising*

According to the results, the research's goal was successfully attained. The second goal of this study is to determine the rationale for the usage of social media for advertising. The idea is that social media is utilized for advertising for a reason.

We are concentrating on social media in this study because it is a new form of media. We'll look at how to choose the finest social networking site in this article. Different networking platforms have audiences at varying levels. It depends on your product and who your target market is if you want to advertise anything in it. For instance, you need to advertise contemporary clothing on a platform where there are lots of young people. Utilizing social media is a quick and simple process. People feel more at ease utilizing it as a result. Additionally, they claim that social media is far superior to traditional media, particularly in terms of advertising.

The result is consistent with earlier studies such, [12, 27, 28, 1]. According to previous study, there are numerous new media outlets used for advertising worldwide.

5 Conclusion

Advertising on social media is very successful. You can advertise your goods on a variety of social media platforms, including Facebook and YouTube. Both social media platforms serve distinct purposes. The first is for image sharing, while the second is for social networking. However, both are incredibly successful in promoting any good.

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