DOES PAID PROMOTE INFLUENCES USER FREQUENCY TO PURCHASE? AN ANALYSIS USING AIDA DIMENSION

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ABSTRACT

The purpose of this study is to determine how paid promote program in Instagram could influence user intention to purchase products of fashion, culinary and craft products that dominate. The method used is a descriptive analysis using Attention, Interest, Desire and Action (AIDA) dimension to measure user frequency of purchasing products promoted. Determination of the number of respondents using a survey technique of 100 respondents. Data analysis is done by recapitulating the results of filling out the questionnaire from respondents. Recapitulation is carried out with descriptive techniques to describe the facts of each of those studied. The findings are that relationship between the > 0.600 indicators and the AIDA dimension as an important construct in advertising sustainability is paid promote fashion, culinary and craft products. And the AIDA construct, namely Attention, Interest, Desire and Action, are the driving factors for the dominant frequency response 6-8 times in craft products. It can be said that paid promote can be one marketing tools for creative economic sector products. This study's implications are delivered in two sides, literature and practices. Implication for literature, this research sheds light on customer behavior research in this digital technology era, especially using social media Instagram through paid promote programs within AIDA dimension - which is not yet discussed in previous research. The practical implication of this research is it also brings an emerging development analysis of the impact of using paid promotion as one of the marketing media for the creative economy sector products.

Keywords: Paid Promote, Frequency of Purchase, AIDA, Creative Economy

1. Introduction

The development of economic activity in the world that still relies on the wealth of natural resources is currently shifting to the wealth of human resources through the creativity it causes. Including Indonesia, which has begun to place the creative economy sector in developing strategic sectors to strengthen the country's economy. The creative economy sector is considered capable of positively influencing the economy. In 2013 this sector contributed 7.05% to the national GDP and could absorb 11.91 workers and create 5.4 million creativity-based SMEs with 15 creative economy

sub-sectors in it. Based on the annual report of the Creative Economy Agency (BEKRAF) in 2018, it is stated that the sub-sectors that play a big role in the creative economy sector are Culinary, Fashion, and Crafts (Bekraf, 2020). Creativity in the culinary sub-sector creates business growth in this sub-sector. The contribution of the culinary sub-sector to SMEs in the creative economy sector from 2010-2013 averaged 56.09%.

Information technology is increasingly playing a role with internet users more than 50% of the Indonesian population. The role of the internet is not only limited to exchanging information, but as a business role. Social media aims to interact with each other by creating, various, and exchanging information and ideas through words, images, and videos through a virtual network and community (M. Lestari & Wahyono, 2021). The use of social media among students is very massive considering that this group is a generation that belongs to the millennial category with the characteristic of being interested and accustomed to digitalization (Umami & Darma, 2021). This is shown by 89.7% of internet users in Indonesia are students and 97% of internet users have accessed content from social media (Ginting et al., 2020). Various motivations drive this group's use of social media in carrying out their activities. In the 2018 APJI survey report, the use of social media as a means of seeking information was 81.82% and the use as a means of online business was 13.13%. One digital platform often used in digital activities is Instagram with 90.91% used by students in their digital activities (Wallace et al., 2021). The massive use of social media, especially Instagram in student groups, is a characteristic of this group in carrying out various daily activities (Amirputri & Kristiningsih, 2019)

The increasingly massive use of social media is also accompanied by economic business development. The use of social media in the business sphere is a new way of running or developing a business. Various efforts were made to increase sales based on these activities. One of them is paid promote which is the most influential promotional media in increasing sales. The success of being paid promote is influenced by several things, including buzzer criteria (trusted person or official account), type of contract, and paid promote process (Alfiansyah and Listiani, 2016). Therefore, as one of the massive ways used for media promotion, paid promote is carried out by various groups and business scales from MSMEs to multi-national companies that use well-known public figures or in student activities that are often carried out at various US universities. The gap in this study is that no preliminary findings test the relationship of Attention, Interest, Desire and Action in user responses to purchase products. Findings (Haenlein et al., 2020), states that there are the most important platforms for marketing but needs to examine in depth the dimensions used. Therefore, this is an opportunity for research to be carried out by testing Attention, Interest, Desire and Action (Umami & Darma, 2021).

The dominant business role is to build the culinary, fashion and craft industries. Of course, these three industries are the center of attention for students who often use their time in one of the media, Instagram. This study is to determine how high the relationship between Attention, Interest, Desire and Action (AIDA) is to respond to the frequency of purchases of paid promote products of fashion, culinary and craft products that dominate. The scope of the study is to conduct descriptive studies and correlation tests.

2. Literature Review

This research refers to Amirputri and Kristiningsih (2019) research entitled "Millennial Generation Consumer Response to Fashion Product Advertising with Paid Promote Media in Instagram Social Media". The connection with this research is to use descriptive research methods to determine the existence of an independent variable, namely consumer response. This study states that the

millennial generation responds positively to fashion product advertisements on paid promote media on Instagram. The attention and interest stages get a moderate response (enough) while the desire and action stages get less response by the millennial generation. In addition, in the research of Diah, Srikandy, and M. Kholid (2015) the AIDA factor has a simultaneous influence on the effectiveness of online advertising, while action, interest, and desire have a partial effect on the effectiveness of online advertising and the attention factor has no significant effect on the effectiveness of advertising. on line.

Marketing Communication

According to Shimp and Andrews (2013), the definition of marketing communication is that all of the marketing mix is not only a promotional element and can communicate with customers. Meanwhile, according to Shinta (2011), defines marketing communication as an activity of disseminating information, influencing or persuading funds or reminding the target market of the company and its products to be accepted, purchased and loyal to the products offered. Therefore, it can be concluded that marketing and excellent service are two things that cannot be separated and both can be connected to the internet to make it easier for customers to access the information needed so that communication can run smoothly (Tandjung, 2011).

Social Media and Paid Promote in Marketing

Social media is one example of online word of mouth. Word of mouth (WOM) is a powerful marketing tool which AT&T found WOM to be one of the most effective sales drivers, along with unaided advertising (Kotler and Keller, 2016).

Paid Promote or paid promos are promotional activities by online shops by paying to the Instagram account that opens the service, usually an already well-known account with many followers (Fitria, 2015). Meanwhile, according to Fanani (2017) Paid promote carried out by one of the social media, namely Instagram by utilizing a large number of followers can attract the attention of other Instagram users and can increase the rating.

Attention, Interest, Desire, Action (AIDA Model)

According to Kotler and Keller (2009), AIDA (Attention, Interest, Desire, Action) is a formula often used to help plan an overall advertisement. The AIDA formula can be applied to an advertisement. AIDA is a concept which in marketing has a very important role.

    a. Attention, a marketer must be able to create information media that is attractive to consumers

    b. Interest, then a marketer must think of an information medium that contains interest for potential customers so that consumers are willing to read marketing by marketers

    c. Desire, then a marketer must bring up the consumer's desire to try or have, where marketers must be observant or smart to read consumers.

    d. In action, a marketer must persuade potential buyers to make a purchase as soon as possible.

Therefore, AIDA is a factor that is often used in planning an advertisement by setting severl conditions, such as media, space size, and position in each choice of media to be used (Jefkins, 1997).

AIDA is a decision-making technique that reviews psychological processes (Amirputri & Kristiningsih, 2019). There are 4 indicators, namely attention, interest, desire and action. Attention as a step to raise attention to convey a message through social media. Interest as a message that causes curiosity, observation and attention to buying interest. Desire is the thought that is motivated to make a purchase. Finally, action is a strong desire to make a buying decision on the product offered (Kotler et al., 2017).

3. Method

This study used descriptive analysis. The analytical technique used is descriptive statistics aimed at measuring the average or mean, frequency distribution, and the distribution value of the resulting data. The population in this study were university students and college students in Malang. While the sample used purposive sampling technique, namely the determination of the sample in a study based on certain criteria (Sugiyono, 2010). The number of respondents using a survey technique of 100 respondents. Respondents to this study used inclusion including the characteristics of college students in Malang City, aged around 19 years to 27 years, an active user of Instagram, and have experiences on purchased creative economy products in fashion, culinary and crafts. An object of this study is the responses of students in Malang City on advertising posts labeled paid promote about the creative economy products, namely fashion, culinary, and crafts on the Instagram timeline originating from Instagram followers accounts of friends and not including public figures or influencers.

This research instrument uses the dissemination of questionnaires through google forms. According to Sekaran and Bougie (2017) a questionnaire is a list of previously formulated written questions where respondents will record their answers. The questioner items are derived from AIDA (Attention, Interest, Desire, and Action). The questionnaire scale uses likert 1 meaning strongly disagree, 2 meaning disagreeing, 3 meaning neutral, 4 meaning agreeing and 5 meaning strongly agreeing. Data analysis techniques are carried out by recapitulating the results of filling out questionnaires from respondents. Recapitulation is carried out with descriptive techniques to describe the facts of each of those studied. In addition, construct operations are used to facilitate the understanding of constructs used.

Table 1.
Construct Operations

Construct	Dimensions	Indicators	Scale
Attention	Customer attention arises to the products offered (Alam et al., 2021)	1. Fashion, culinary and craft products attract interest to pay attention to the advertisement (A1). 2. Fashion, culinary and craft products arouse the desire to know more about the product (A2)	likert
Interest	Customer's curiosity about the products offered (Taslim & Pratama, 2021)	1. Always see fashion, culinary and craft ads that appear on instagram feed (I1) 2. Not bothered by the fashion, culinary and craft advertisements that appear on the Instagram feed (I2)	likert
Desire	Customer motivation to buy the products offered (Hidayanto et al., 2022; S. Lestari & Aldianto, 2016)	1. Captions on fashion, culinary and craft advertisements are very informative (D1) 2. Advertising of fashion, culinary and craft advertising products arouses the desire of customers to buy (D2)	likert
Action	Strong desire of customers to buy the products offered (Amirputri & Kristiningsih, 2019; Wahana, 2018)	1. Advertisements for fashion, culinary and craft products that appear on the Instagram feed convince customers to make purchases (AC1) 2. Advertising advertising fashion, culinary and crafts makes customers as soon as possible to make a purchase (AC2)	likert

Source: Data Processing Results

4. Result and Discussion

The results of this study use descriptive analysis as follows:

Table 2.
Characteristics of Respondents

Characteristics of Respondents		Frequency	Percent (%)
Age	19-21 years	36	36.0
	22-24 years	29	29.0
	25-26 years	35	35.0
Fashion Purchases	3-5	35	35.0
	6-8	35	35.0
	>9	30	30.0
Culinary Purchases	3-5	28	28.0
	6-8	34	34.0
	>9	38	38.0
Craft Purchase	3-5	21	21.0
	6-8	48	48.0
	>9	31	31.0
College Semester	3	37	37.0
	5	33	33.0
	7	30	30.0

Source: Data Processing Results

Based on the processing of respondents' characteristic data, which dominates the age of 19-21 years by 36.0%; the frequency of fashion purchases 3-5 times and 6-8 times 35.0% each; the frequency of culinary purchases >9 times by 38.0%; the frequency of purchasing crafts by 6-8 times by 480.0%; and respondents with a dominant college semester were semester 3 at 37.0%. The characteristics of respondents who dominate have a high role in the criteria as a student response to advertising paid promote creative industries.

Table 3.
Recapitulation of Questionnaire Filling

	N	Minimum	Maximum	Mean	Std. Deviation
A1	100	2	5	3.47	1.114
A2	100	2	5	3.58	1.139
I1	100	2	5	3.45	1.140
I2	100	2	5	3.57	1.130
D1	100	2	5	3.54	1.114
D2	100	2	5	3.33	1.231
AC1	100	2	5	3.52	1.105
AC2	100	2	5	3.65	1.104
Mean Total	100	2	5	3.51	1.135

Source: Data Processing Results

Filling in the questionnaire from the dimensions in each indicator has a minimum value of 2 and a maximum value of 3 with a total average of 3.51. On average, a total of 3.51 was stated by all respondents stating that paid promote using the AIDA dimension was categorized between neutral and agreed.
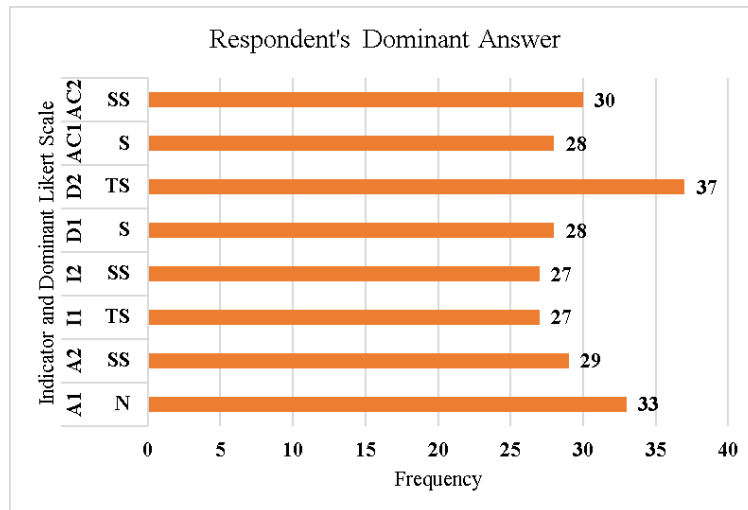
Figure 1.
Respondent's Dominant Answer

Source: Data Processing Results

The respondents' dominating answers in the AIDA dimension based on the likert scale included A1 with a neutral category of 33; A2 with a category of 29 strongly agrees; I1 with a category of disapproval of 27 people; I2 with a category strongly agrees with a total of 27 people; D1 with a category of 28 agreed; D2 with a category of disapproval of 37 people; AC1 with a category of 28 agreed; and AC2 with a category of 30 strongly agreeing.

Table 4.
Pearson Correlation

Construct	Indicator Code	Pearson Correlation	R_{tabel}	Decision
Attention	A1	0.669	0.195	Valid
	A2	0.686	0.195	Valid
Interest	I1	0.683	0.195	Valid
	I2	0.676	0.195	Valid
Desire	D1	0.701	0.195	Valid
	D2	0.764	0.195	Valid
Action	AC1	0.687	0.195	Valid
	AC2	0.687	0.195	Valid

Source: Data Processing Results

The Pearson correlation test is stated that each constructs has a Pearson correlation value of more than Rtabel of 0.195. All indicators declared valid and relevant are used as question items. Each indicator has a relationship between other indicators, namely A1 with A2 to AC1 with AC2. The

student's response to paid promote using the AIDA dimension becomes a parameter that has a level close to the agree value, and has a relationship role in the pearson correlation test. Paid promote activities carried out with the AIDA dimension are very effective for the fashion industry, culinary and craft. The three industries have a specific strategy on the Instagram media account used. Paid promote activities on Instagram social media are carried out in an effective way, namely using instagram celebrity support and needing to use hashtags. The support carried out will not be separated from scheduling online hours so that paid promotion is optimal. One of the online hours is Monday to Friday at 12.00 – 13.00, 16.00 – 17.00, 19.00 – 20.00 then Saturday and Sunday at 12.00 – 13.00, 14.00 – 16.00(S. Lestari & Aldianto, 2016). Consistent use of time will form a pattern in the instagram algorithm. This algorithm is the spearhead for each industry involved. Therefore, it is undeniable that Instagram media users are more dominant than other social media users. Dominant users who are active respondents pay attention to advertisements that appear on their respective Instagram media accounts and will feel high curiosity about fashion, culinary and craft products.

The paid promote advertising model that appears is in the form of images and videos with a duration of 10 seconds to 50 seconds so that it creates attention to pay attention to the products offered. There is a curiosity and not being bothered by the presence of advertisements that spurt, and it causes motivation to buy the products offered as well as a strong desire to buy (Kotler & Armstrong, 2018; Nasih et al., 2020; Ramadhan et al., 2020). The use of paid promote advertisements with the AIDA dimension makes the role of a lower-middle-class industry able to keep up with the times in the technological era. The reason is that the culinary, craft and fashion industries do not require high costs to achieve a marketing strategy. Therefore, the goal of using paid promote will be used to be attractive in a piece of content to reach Instagram media users and generate high acquisitions (Sedalo et al., 2022; Michaelsen & Collini, 2022).

The AIDA dimension is important for marketing tools in identifying the extent of instagram social media users' response to emerging ads. The respondent's response will appear as an inner and social self-expression of the brand as a step to create value and a willingness to pay attention. It will further drive purchasing activity. However, in purchasing activity a respondent will have a different level of purchase frequency. The findings about the frequency of successfully determined purchases that dominate are craft products with a frequency of 6-8 times. The reason for the high frequency of purchases is because each brand must have a different paid promote strategy. This is a benchmark that we have not been able to find. The findings are in the same direction as (Wallace et al., 2021), revealed that the brand ability of the brand to be followed on social media affects the intention to create value and willingness to make purchase activities. However, we reveal the differences in brand roles will be a benchmark for trust levels.

In contrast to the expression (Hidayanto et al., 2022), respondents did not respond to the paid promote on the Instagram media homepage. The causes that arise are dominated because the product used as identification has not met user expectations. Not only that, the dominant respondents gave less response because the content model presented did not match the visual classification. This became the most common cause. Thus, the importance of the AIDA dimension must be applied to support paid promote advertising to make informed decisions in this fast-moving environment (Haenlein et al., 2020; Jarrar et al., 2020).

5. Conclusion

This research resulted in findings that AIDA's constructs, namely Attention, Interest, Desire and Action, were the driving factors for students' response to purchase fashion, culinary and craft products with a dominant frequency of 6-8 times in craft products. The relationship between Attention, Interest, Desire and Action with a pearson correlation level of > 0.600 and the AIDA dimension as an important construct in the sustainability of advertising paid promote fashion, culinary and craft products.

The implications of this study is delivered in two sides, literature and practices. Implication for literature, this research sheds a light on the research about customer behavior in this digital technology era, especially using social media Instagram through paid promote programs within AIDA dimension. Which is not yet discussed in previous research. The suggestion for future study are expected to be an in-depth identification of the role of purchases made by customers to become dominating by identifying driving factors. and next research could thenadd to each indicator of AIDA and test with path analysis by adding exogenous constructs. The practical implication of this research is it also brings an emerging development analysis of marketing tools impacts onf creative economic sectors. research result found that the paid promote can be alternative strategy of business marketing in food, fashion, and optimally for craft product, There are some reason to get high frequency of purchases, because each brand must have a different paid promote strategy. It can be the interesting content of marketing including video, picture, even caption that can engage user interest.

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