

Advertising Design Influence on Promotion Strategies and Consumer Purchasing Decisions

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Abstract. Advertising design influence on promotion strategies and consumer Purchasing Desiaions is a significant factor in marketing. This study employed a descriptive qualitative research method to analyze the extent of advertising design influence on promotions strategies and consumer purchasing decisions. The data collection process was conducted in two stages, which included observation to gather data from existing cases and a literature study to strengthen research results with theory and previous research. The results of the study indicated that advertising design in promotions plays a crucial role in influencing consumer purchasing decisions. This is because advertising serves as a promotional component, providing a source of information that can build trust in products and brands. The findings of the study suggest that advertisement design as a source of information must be designed to build consumer trust so that a purchase occurs. A well-designed advertisement can help create a positive image of a brand or product in the minds of consumers, leading to increased trust in the brand and higher chances of making a purchase. This highlights the importance of investing in effective advertising design to achieve marketing objectives. Overall, this study provides valuable insights into the significance of advertising design in promotions and its impact on consumer purchasing decisions. It emphasizes the importance of carefully designing advertisements to build consumer trust, thereby achieving marketing objectives. The research findings can be used to guide marketing efforts and help businesses create effective advertising campaigns that deliver results.

Keywords: Advertising, Promotion, Consumer Purchasing Decisions

1. Introduction

In the business world, marketing is an activity that is important for the success of the company. One of the important elements in marketing is the marketing mix which includes product, price, promotion, and distribution. One aspect of promotion is advertising, which is an activity carried out to promote a company's products or services. Advertising involves various activities such as developing advertising ideas, writing advertising messages, selecting media, and advertising design.

Advertising design is an important element in advertising because advertising design can affect the effectiveness of advertising messages and can influence consumer purchasing decisions. According to Kim and Sung (2019), "Advertising design can greatly affect the effectiveness of advertising in promoting products or services. Design elements such as colors, fonts, layouts, and images can

influence the target audience's attention, interest, desire, and actions" (p. 53).[1] Therefore, an understanding of the effects of ad design on the implementation of promotional strategies and their impact on consumer purchasing decisions is essential for marketers and advertisers.

According to Kotler and Keller (2021), good ad design can be a key factor in producing effective advertising messages. They say that a good ad design should take into account elements such as color, layout, and typography in order to influence the attention and interest of the target audience. In addition, Kotler and Keller also emphasize the importance of advertising messages that are consistent with the company's brand and the products offered[2]. Advertising is a promotional component as a source of information that has the potential to build consumer trust in products and brands[1]. Designing advertising is a complex process that involves creative thinking, understanding the target audience, and selecting appropriate design elements to convey the desired message effectively[3]. The design elements of advertising, such as colors, fonts, and images, can impact consumers' emotional responses and purchasing behavior[10]. A brand's image and perceived trustworthiness can affect consumer evaluations of its products, highlighting the importance of advertising design in creating a positive corporate image[8].

Effective advertising promotions must pay attention to various aspects such as brand image, useful messages, visual appeal, emotions, and consumer interests. This is in line with the views of other experts who emphasize the importance of useful messages, positive brand images, and emotions in creating good advertising promotions."[3]

The influence of ad design on consumer purchasing decisions can be an important factor for companies in achieving success in marketing. In today's digital era, ad design has become increasingly important in winning the competition in an increasingly competitive market. Through the internet, television, and social media, consumers are now easily connected to various brands and products offered. However, they are also increasingly selective in choosing which products to buy. Therefore, a good advertising design can be an important factor in influencing consumers to choose a company's products or services.

In addition, a company's promotional strategy can also be influenced by ad design. Good advertising design can help companies to develop strong advertising messages that appeal to the target audience. This can help the company to strengthen the brand and increase brand awareness in the market. Conversely, if the ad design is unattractive or inappropriate for the target audience, the company's promotional strategy may become less effective. Therefore, an understanding of how ad design affects a company's promotional strategy can help companies to refine their advertising messages and increase the effectiveness of their promotions.

Finally, this research aims to examine the effects of advertising design on consumer purchasing decisions in Indonesia. By using a quantitative research method through a survey questionnaire, we will investigate how design elements such as colors, fonts, and images influence consumers' attention, interest, desire, and purchase actions. The results of this study will provide valuable insights into the role of advertising design in consumer behavior and help companies improve the effectiveness of their marketing strategies by creating more targeted and impactful advertising messages. Overall, this research will be important for companies looking to increase their competitiveness in the marketplace and improve the effectiveness of their marketing efforts.

2. Method

This research uses a qualitative approach to collect and analyze data. This approach was chosen because this research aims to understand and explore the experiences of individuals in a particular situation, which requires a more in-depth and subjective approach.[4] This research aims to explore individual experiences regarding purchasing tendencies related to advertisements in Bandung City. The sample was selected using purposive sampling technique with inclusion criteria based on shopping experience and social media activities related to advertisements. A total of 10 respondents who met the inclusion criteria were selected for observation.

Primary data was collected through participatory observation. During the observation, the researcher recorded the activities performed by the respondents and observed the interaction between individuals and advertisements in their daily lives. In addition, the researcher also took notes on the situation and context that emerged during the observation. Secondary data was also collected through literature studies from sources related to the research topic. The literature study was conducted to deepen the understanding of the observed phenomenon and to find relevant concepts or theories. The data collected was analyzed using content analysis techniques. The data were analyzed based on themes that emerged from the participatory observation results. Secondary data was also used to strengthen the findings from the primary data analysis.

3. Results and Discussion

Table 1. Advertising Design Impact.

Element	Result
Ad Color	Has a significant influence on consumer attention and purchasing behavior
Typeface	Has limited influence on consumer interest and desire
Image	Contributes to building consumer trust in products and brands
Ad Source	Has a significant influence on consumer purchasing behavior
Ad Frequency	Has an influence on consumer attention and interest, but its effect decreases with increasing ad frequency

As shown in the table above regarding the results of the observation conducted, it can be concluded that the ad design will greatly influence consumer purchasing decisions towards a product. Ad design can influence consumers' attention, interest, desire, and purchase actions. In their research, they found that more colorful, contrasting, and asymmetrical ad designs can increase consumer attention, while more subtle and symmetrical ad designs can increase consumer interest. In addition, they also found that more "serious" and "professional" ad designs can influence consumers' purchase desires and actions.[1] In observing the effects of ad design on the implementation of promotional strategies and their impact on consumer purchasing decisions, it is necessary to conduct research using appropriate observation methods. The observation method is one of the methods used to obtain data directly from the observed object without affecting the object.

3.1 Observation Result

Based on the research findings from observations of 10 participants, it is evident that the impact of attractive advertisements on consumer behavior is significant. Such ads are capable of piquing the interest of consumers in a product, and those that align with the consumers' habits and preferences are likely to have an even greater impact. This phenomenon can be attributed to the fact that the design and suitability of an advertisement's communication to consumers is a positive value that will influence their purchasing decision, taking into account both their needs and desires.

Furthermore, it is important to note that consumer memories and perceptions play a crucial role in determining the likelihood of purchasing a product. When faced with a choice, consumers are more likely to recall their past experiences and interactions with an advertisement. In turn, this can significantly impact their trust and interest in a brand or product, ultimately affecting their decision to purchase.

Given these observations, it is clear that the design and messaging of an advertisement can greatly influence a consumer's purchasing behavior. Therefore, it is imperative for businesses to invest in creating high-quality ads that not only capture the attention of their target audience but also align with their values and preferences. By doing so, businesses can build brand trust and loyalty, ultimately leading to greater sales and long-term success.

3.2 Advertising Design on Promotion

Sales promotion is an important element of the marketing mix, especially because of its impact on sales volume. Today, sales promotion budgets have increased and account for about 70% of marketing budgets, compared to the past where advertising played a larger role.[5] Consumer behavior trends also affect the importance of sales promotion, as they are more sensitive to price but still pay attention to product quality. In addition, consumers tend to look for products that are different and experimental, and are not interested in the same advantages of similar products. They are also increasingly concerned about needs that cannot be seen physically. Therefore, companies need to pay attention to the importance of sales promotion in an effort to increase sales of their products.

The design aspect plays an important role in the marketing activities of a product. According to Kotler and Armstrong (2001), product design can provide distinctive attributes to a brand, differentiate it from similar brands from competitors, and influence customers' perceptions of the value of the product.[6] Product design can improve the function and usability of the product, thus creating added value for customers. Product design can also be simplified to make usage easier and more intuitive.

Promotion includes the preparation and delivery of all marketing communications and the use of various tools such as advertising, public relations, sales promotion, and personal selling [7]. In marketing activities, advertising design has an important role in shaping the attractiveness of a product

and differentiating it from competitors' products. According to Kotler and Armstrong (2001), product design can shape or provide attributes to a product so that it characterizes the product brand. The addition of functions and uses to product design can increase the added value of a product, while simplifying product design aims to make using a product easier.[6] Design also has an important role in advertising design in product promotion.

A good ad design can attract consumer attention and clarify the message that the ad wants to convey. Conversely, ads that are less attractive or less clear can reduce consumer interest in the product being promoted. In the context of promotion, product design and advertising design are interrelated and can increase promotional effectiveness. Creativity in product design can help products to stand out among similar products, while creativity in advertising design can help products to stand out among similar advertisements. Thus, it is important for companies to pay attention to the design of both products and advertisements in promotional activities.

3.3 Advertising Design and Its Impact On Purchasing Decision

A study by Chaudhuri and Holbrook (2001) found that promotions influence consumer purchasing decisions by reinforcing perceptions of product quality, attractiveness, and benefits.[7] In addition, they found that promotions can also influence consumer attitudes towards brands and increase brand awareness. Other results from research by Venkatesan and Kumar (2004) show that the effectiveness of promotions depends on the level of consumer satisfaction with the brand and previous experience with the brand.



Figure 1. Gojek Ramadhan Ad

From the Gojek advertisement, it can be seen that the ad design will follow the trends that exist in society, thus impacting consumers who feel that the displayed ad is relevant to their current needs. However, inappropriate promotions can have a negative impact on consumer purchasing decisions. A study by Gürhan-Canli and Batra (2014) shows that consumers' brand perception can influence purchase decision-making and consumer trust in the brand.[8] Therefore, companies need to pay attention to their advertising design and ensure that the promotions they use are relevant to their brand and do not harm consumer trust.

In the context of using ad design in promotions, a number of studies have shown that ad design can influence consumer purchasing decisions. For example, research by Huang and Sarigöllü (2014) shows that attractive ad design can increase consumers' trust in the brand and influence their purchase intention."[9] Another study by Jun et al. (2009) found that aesthetically pleasing ad designs can influence consumers' perceptions of product quality.

In addition, other factors that can influence consumer purchasing decisions are personal experiences and views. According to research by Kim and Kim (2020), previous purchasing experiences can influence brand preferences and future consumer purchasing decisions. In addition, consumers' personal views and perceptions of brands can influence their purchasing decisions. A study by Gürhan-Canli and Batra (2014) shows that consumers' brand perceptions can influence purchase decision-making and consumer trust in brands.

However, the above factors are not always the only considerations in consumer purchasing decisions. Sometimes, consumer purchasing decisions are also influenced by unexpected factors such as mood, financial circumstances, and social interactions. A study by Lin and Chen (2019) showed that consumers' moods can influence their purchasing decisions. In addition, financial factors, such as consumers' salaries and expenses, can influence brand preferences and purchase decisions. Finally, social interactions, such as the recommendations of friends and family, can influence consumers' purchasing decisions[10].

Overall, consumer purchase decisions are the result of interactions between various factors, including product characteristics, advertising promotions, brand perceptions, previous purchase experiences, personal views, mood, financial circumstances, and social interactions. Therefore, companies need to consider these various factors when designing their marketing strategies and advertising promotions. By understanding the factors that influence consumer purchasing decisions, companies can create effective advertising promotions that match consumer preferences, which in turn can increase company sales and revenue.

4. Conclusion

The study shows that the advertising design elements play a critical role in the implementation of promotion strategies in the marketing mix and affect the customer's purchasing decision. The effective use of advertising design elements in the promotion strategy can create a unique image and identity for a brand, increase customer attraction, and lead to higher sales and revenue. Therefore, companies should pay careful attention to the advertising design elements when developing their promotion strategies in the marketing mix.

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