

# Cultivating Consumer Choices: Unveiling the Impact of Jingles, Brand Ambassadors, e-WOM, and Creativity in E-Commerce Advertising

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## Abstract

The onset of the Covid-19 pandemic severely impacted the Indonesian economy, causing a significant downturn that affected numerous large businesses. However, e-commerce companies appeared resilient, with their transaction values continuing to rise year by year. Interestingly, these e-commerce companies also became some of the highest spenders on advertising in 2023. This phenomenon prompted researchers to investigate the determinants of e-commerce advertising effectiveness. The study focuses on four independent variables, namely music jingle advertisements, brand ambassadors, electronic word-of-mouth (E-WOM), and creative advertisements, and their impact on the dependent variable, purchasing decisions. Employing a quantitative research approach, the study utilizes non-probability sampling, specifically snowball sampling, with a total of 201 respondents. The Likert scale method is used for data collection, and SPSS is employed for data analysis. The findings reveal that music jingle advertisements have no significant influence on purchasing decisions. In contrast, brand ambassadors, E-WOM, and creative advertisements significantly affect purchasing decisions.

*Keywords:* Brand Ambassador; Creative Advertisements; E-WOM; Jingle; Purchasing Decision

## Introduction

According to (Sudtejo, Fajar, & Kezia, 2017), e-commerce is an industry that might possibly grow quite large in Indonesia, with usually young adults in big cities are the common shoppers, but now many small cities also started to shop online. In early 2020, when the Covid-19 pandemic hit the world economy including in Indonesia, it caused concern in all sectors especially in the business world. All labor had to be reduced in all sectors of the economy, which led to an increase in unemployment (Azmi & Genoveva, 2021). Although Indonesia's economy has been in decline since the Covid-19 pandemic, the number of e-commerce transactions has increased. In 2021, transactions reached 331 trillion, in 2022 it increased to 476 trillion, and in 2023 it increased again, reaching 533 trillion (Anggela, 2024). The increasing growth of e-commerce has encouraged e-commerce businesses to increase advertising spending. The Nielsen report shows that digital ad spending in 2021 will reach 41 trillion across all media, including television, print media, radio, and the internet (Kompas.com, 2022). The research found that 80% of the total age of

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online shoppers comes from Generation Z and Millennials. In addition, shoppers in their 50s and above also still shop online through their children or family (Bisnis.com, 2021).

This phenomenon inspired researchers to conduct research on the determinants of increasing the transaction value of e-commerce companies. However, as mentioned in the title, this research will only focus on e-commerce advertisements and look for which components in the advertisements are most attractive to purchasing decisions. These companies try to attract as many consumers as possible by aggressively advertising their brands which makes them the highest ad spenders (Genoveva, 2022). Based on the researcher's findings, there are some common things that can be found in e-commerce advertisements, namely jingles (Aldy & Trenggana, 2019), brand ambassadors (Ramadhanti & Usman, 2021), and creativity (Fauziah, Mansur & Wahono, 2020). After finding these things, the researcher explored their findings to previous existing studies and it turns out that these variables have literature in them. Therefore, the researcher will use four independent variables, namely ad jingles, brand ambassadors, E-wom, and ad creativity on one dependent variable, namely purchasing decisions. The E-wom variable is specifically outside the context of e-commerce advertising, but due to the development of digital technology, information dissemination, including advertising through E-WOM, can influence purchasing decisions (Syahrivar & Ichlas, 2018).

We posit that jingles, brand ambassadors, advertising creativity, and electronic word-of-mouth (E-WOM) significantly influence purchasing decisions among Generation Z and Millennials. To the best of our knowledge, this study represents the first exploration of the combined effects of e-commerce advertising and E-WOM on purchase decisions.

## **2. Literature Review**

### *2.1. Jingle Advertising*

According to Ward et al, (2014) the jingle is assimilated into the listener's mind where they can afterward retrieve it through memory recall presenting or asserting songs that the listeners like is a good marketing strategy, as is selecting to advertise in spots that performs the preferred songs. Banks (2018), argued that music video advertising could encourage viewers to relate the buying of consumer products included in the clips with positive emotions and values. (Abolhasani et al., 2017), mentioned that familiar music can penetrate the mind, repeating itself constantly, and finally become incredibly difficult for the listener to get rid of. According to Jain & Vishwavidyalaya (2019), there are 6 indicators that can be used to evaluate jingles, namely: Memorability, Meaningfulness, Likeability, Transferability, Adaptability, Protected. From the research of (Rionaldy & Trenggana, 2019), it concluded there is a significant influence of jingle advertisement to purchasing decision, so the first hypothesis will be formulated as:

H<sub>1</sub>: There is a significant influence of jingle advertisement to purchasing decision

## 2.2. *Brand Ambassador*

One of the strategies used by companies in marketing their products is using advertising media accompanied by involving celebrities as brand ambassadors to form an identity and determine the image of the product (Gultom & Sari, 2019). A brand ambassador usually has a strong impact on the followers due to the influencer's significant number of followers. As stated by Kertamukti (2015), there are a lot of different things to contemplate about when it comes to choosing celebrities. For example, the celebrity chosen to represent the firm should be a rising star, with consideration given to whether or not the celebrity can embody the characteristics of the promoted product. VisCAP is a concept that is used by companies to evaluate brand ambassadors who are potentially reliant on the public's perception of the brand representative. As mentioned by Raswen (2019), VisCAP categorizes 4 factors such as : Visibility, Credibility, Attraction, Power. From the research of (Ramadhanti & Usman, 2021), it can be concluded that brand ambassador has significant influence towards purchasing decision. So the second hypothesis will be reformulated as:

H<sub>2</sub>: There is a significant influence of brand ambassador to purchasing decision.

## 2.3. *E-WOM*

Nowadays customers' preferences for particular brands are increasingly influenced by technology. The internet and social media platforms have evolved into an incredible marketing tool for customers to share related experiences online (Syahrivar & Ichlas, 2018). E-wom is a form of customer expression as well as a powerful tool for influencing purchasing decisions. Negative online reviews of certain products or services, for example, could harm brand equity as well as purchase decisions (Jalilvand & Samiei, 2012). Consumers, especially teenagers, are becoming more conscious of the products and services they purchase and consume. Rather than relying entirely on the product advertisement, they frequently search for previous customer reviews before making a buy decision. Because it is an unpaid source and, more often than not, an honest rating based on their experience, consumers rely more on customer word of mouth. (Sa'ait et al., 2016), E-wom proved to be relevant indicators of system success and customer loyalty. In what concerns satisfaction, it shows a positive relationship between the perceived online convenience and customer satisfaction. This assessment is important because satisfaction is a major factor in maintaining and improving competitive advantage (Duarte et al., 2018). According to Goyette et al, (2010), 4 indicators that form E-wom such as: Intensity, Positive Valence, Negative Valence, Content. The research from (Silaban, 2019) concluded that E-wom has significant influence to purchasing decision, so the third hypothesis will be formulated as:

H<sub>3</sub>: There is a significant influence of E-WOM to purchasing decision.

## 2.4. *Creative Advertisement*

As mentioned by Baack et al (2016), creativity has been recognized as one of the most significant concepts in the design and development of effective advertising. In order for advertisements to get more attention from customers, they must be creative, original, genuine, not imitative, stunning, surprising, unexpected, and meaningful are the descriptions of how creative advertisings are being implemented. Emotions can also be influenced by advertising (Kasali, 1992). Additionally, humor; sentimental images, sex appeal, emotional music, and so on, have been taken into account as the ad creativity traditional techniques (Yang & Smith, 2009). As stated by Terrence (2014), there are 5 elements need to be implemented in order to create a creative advertisement such as: Attention, Interest, Conviction, Desire, Action. The research from (Fauziah, Mansur & Wahono, 2020) concluded that creative advertisement has significant influence towards purchasing decision, so the fourth hypothesis will be formulated as:

H4: There is a significant influence of creative advertisement to purchasing decision.

### 2.5. *Purchasing Decision*

The study from Wang (2016) state that, a purchase decision is an assessment made by consumers based on their knowledge of two or more different product options and their preference for one of them. In another definition, it is a process in which consumers are aware of a problem, purposely seeking information about a certain product or brand, then thoroughly analyse each of these alternatives in order to find the solution of the problem which leads to a purchasing decision (Mahmoud, 2018). Dwipamurti, Mawardi, and Nuralam (2018), suggest that making a purchase decision is a provision for identifying all viable solutions to problems and evaluating those solutions systematically and objectively in order to determine the benefits and losses that will be experienced. Based on the view of Kotler & Keller (2016), intelligent companies will try to fully know their customers' purchasing decisions, as well as all of their experiences learning, selecting, using, and even abandoning a product. Several previous studies concluded that the following things affect purchasing decisions, namely Nurhasanah et al (2021) conclude that E-WOM and brand ambassador influence on purchase decision, while Sarilgan (2022) state that creative advertising impact to purchase decision. Based on these conclusions, we assume that all the independent variables are simultaneously influence on purchasing decisions. Therefore, our fifth hypothesis as the follows:

H5: Simultaneously, there is a significant influence between jingle advertising, brand ambassadors, E-WOM, and creative advertising on purchasing decisions.

### 3. Methods

The researchers of this study are using quantitative research method to assess and evaluate the following independent variables such as jingle advertisement, brand ambassador, E-WOM, and creative advertisement to dependent variable which is purchasing decision. This study will be focusing on Generation Z and Millennials, due to the reason with

research done by (Genoveva, 2022) and (Genoveva & Syahrivar, 2020) found that 80% of the total age of online shoppers are of Generation Z and the Millennials. Nonetheless, many people in their 50s and beyond still shop online through their children or families. Generation Z are people with the range of 8-23 years old while Millennials are 24-39 years old. Even though it is stated that Generation Z starts from the age 8-23 years old, this study will analysis respondents of Generation Z from 17 years old because that age is the minimum requirement for Indonesian citizens to have identity card as well as bank account.

The sampling data technique used will be non-probability sampling. The more specific technique that the researchers is using will be snowball sampling. This study will be using theory from Hair et al, (2017), to calculate the amount of total respondents needed to find expected result. Since there are 4 independent variables and 1 dependent variable, the researcher will conduct 5 questions per variable. In total there will be 25 questions, according Hair et al, (2017), the minimum sample will be multiplied by 5 and maximum multiplied by 10. Because there are 25 questions in total, the minimum number is multiplied by 5 to 125 respondents and the maximum number is multiplied by 10 to make 250 respondents. The researcher got 201 returned questionnaires, meaning that they were in that range. The data will be processed and analyzed using SPSS software.

## **4. Finding**

### **4.1. Respondents Profile**

This study obtained total of 201 respondents consist of 140 (69.6%) males and 61 (30.4%) females. The age of the respondents is mostly dominated by Generation Z and followed by Millennials, it is mostly because this study is more focused to analyze respondents of Generation Z and Millennials. The total number of respondents from Generation Z from 17-23 is 120 people which is 58.8%. Followed by the Millennials with the age range from 24-30 is as much as 64 people, which is 31.4%. Still with Millennials but with the age range from 31-36, the study received 15 respondents from this age, which is 7.4%. And finally, respondents with the age range of 37-39, it is around 5 respondents, approximately 2.5%.

### **4.2. Pre-test**

The researchers will test 30 respondents from the total of the respondents to determine whether the data is valid or not by using the help of Pearson Correlation and r-table as an indicator to filter validity. The r-table of this study is 0.361 and all the r-values are greater than the r-table which means that all the questions are valid. For the reliability test, the Cronbach's Alpha Coefficient more or equal than 0.60. Jingle advertisement has Cronbach Alpha of 0.946, brand ambassador has 0.936, E-wom has 0.931, creative advertisement has

0.926, and finally purchasing decision has Cronbach Alpha of 0.943. From this the researchers can conclude the total of Cronbach Alpha from all variables are above 0.60 which shows that all the data is reliable.

### 4.3. Normality test

Various statistical approaches for data analysis, such as correlation, regression, t-tests, and analysis of variance, make assumptions regarding normality (Mishra et al., 2019). When we talking about normality test, the sample was taken from a regularly distributed population. It is expected to see the bell-shaped curve depicted in figure when creating a histogram of the sample data. The P-Plot regression diagram shows a diagonal line with the number of points that surrounds the line as it indicates that the data is normally distributed.

### 4.4. Regression Analysis and Hypothesis Testing

By using the significant value of 0.05 as parameter, the researchers can find the relationship between independent and dependent variable. If the significant value is less than 0.05, it can be concluded that independent variable has a significant relationship to dependent variable.

**Table 1.** Multiple Regression Analysis

Model	Unstandardized		Standardized		
	Coefficient		Coefficient		
	B	Std. Error	Beta	t	Sig.
Constant	3.051	1.005		3.036	.003
Jingle Advertisement	.079	.069	.078	1.157	.249
Brand Ambassador	.177	.072	.183	2.454	.015
EWOM	.312	.070	.326	4.439	.000
Creative Advertisement	.297	.076	.296	3.930	.000

From the data above (table 1), it can be explained what is the relationship between all the independent variables to purchasing decision. Jingle advertisement, an independent variable has value of 0.79 points, meaning that when there is an increment of jingle advertisement affecting to purchasing decision, it will contribute as big as 7.9% to purchasing decision. The significant value of this variable is 2.49, this is higher than 0.05 which means that jingle advertisement does not have significant influence towards purchasing decision.

Brand Ambassador has value of 1.77 points, meaning that it will contribute as much as 17.7% to purchasing decision. The significant value is 0.015 which indicates it has a significant influence towards purchasing decision. E-wom has value of .312 points, meaning that it will contribute as much as 31.2% to purchasing decision. The significant

value is .000, this is lower than 0.05, which indicates that not only having positive impact, but also significant to purchasing decision. Creative Advertisement has value of .297 points, meaning that it will contribute as much as 29.7% to purchasing decision, the significant value is also lower than 0.05 which is .000. This shows that Creative Advertisement has positive and significant impact to purchasing decision.

**Table 2.** F Test

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	943.848	4	235.962	83.521	.000
Residual	553.734	196	2.825		
Total	1497.582	200			

Based on the data above, the significant value of this study is .000. This indicates that the data passed the F-test because it is lower than 0.05. The F table value for this study is 2.42, from the data above, the F value is greater than 2.42 which is 83.521, from this result it can be concluded that there is a simultaneous influence between all the independent variables which are jingle advertisement, brand ambassador, E-WOM, creative advertisement to dependent variable, purchasing decision.

**Table 3.** Determinant Coefficient

Model	R	R Square	Adjusted R Square	Std. Error of Estimate
1	.794 <sup>a</sup>	.630	.623	1.68082

Table 3 above shown that, the value of Determinant Coefficient of all independent variables is .623, which means that that jingle advertisement, brand ambassador, E-WOM, and creative advertisement contribute as much as 62.3% to purchasing decision. The rest of 38.7% is influenced by other variables that are not stated in this study.

## 5. Conclusion

From the findings of this study, all the independent variables used have positive impact towards purchasing decision but only E-wom and creative advertisement give significant impact. From the determinant coefficient result, these independent variables in total have 6.23% influence and have simultaneous effect to purchasing decision. The amount of contribution that Jingle Advertisement could bring to Purchasing Decision is around 7.9%, this means that e-commerce companies can still implement jingles to their advertisement but must add other components for the main attention of the advertisement in order to maximize it. In the researcher's opinion, providing jingle is just a decoration like putting

cherry on top for customers to remember easier. Brand Ambassador has significant influence to Purchasing Decision.

The contribution to Purchasing Decision is 17.7%, therefore e-commerce companies should focus on researcher which brand ambassador they would like to work with which could bring more positive attraction to purchasing decisions. E-wom has positive and significant influence to Purchasing Decision with contribution of 31.2%. This means that E-WOM plays a vital role to increase purchasing decision, therefore e-commerce companies should strengthen their image to customers for a stronger E-WOM. This could be done by focusing on customer experience, expectations, as well as customer's base community.

Creative advertisement has positive and significant influence to Purchasing Decisions with contribution of 29.7%. This indicates that in order to increase more purchase decisions, e-commerce companies should always innovate creative ideas for their marketing purposes in order to attract more purchasing decisions from customers.

For future researchers who are interested to research and explore more about this topic, they could add more variables to analyze the influence to purchasing decision. Since the result of influence to purchasing decision from this study is 62.3%, future researches could fill the gap or find the rest of the percentage contribution by analyzing other variables as well for this topic. Future Researchers could also use more population for their respondents for more diverse opinions.

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