

How Tokopedia Ads Exploits Call to Action Behaviour on Indonesia Marketplace Customers

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Abstract. The paper aims to discuss how Tokopedia, Indonesia's largest marketplace, uses call to action (CTA) promotions to influence customer purchasing behaviour, whether the CTA creates a sense of urgency. The use of questionnaires enabled the collection of estimates of small and medium-sized enterprises' (SMEs) readiness for Tokopedia's CTA. Words, pictures, and narrative analysis with the Creswell mixed method determine how words, pictures, and narrative of five samples of CTA influence customers' purchasing behaviour. Chris Fill (2013) on media and digital marketing and Alan Bashinsky (2016) ideas on CTA are included to further discuss the issue. The ranges of the success of Tokopedia's CTA strategy were determined, resulting in the classification of strategies into the groups of fear, inclusion, anger, love, freedom, and curiosity according to emotional appeals in the CTA. Being tempted to buy specific items and ending up with a digital cart in a marketplace may indicate the success of the CTA strategy. Using CTA phrases, Tokopedia has successfully endorsed not only branded products from official stores but also high-quality products from SMEs. In summation, customer engagement improves when the majority of CTAs on Tokopedia use visual techniques and specific promotion times. Emotional engagement with each CTA can increase its effectiveness with customers. The study impacted upon the fact that CTA powers to lead and sell accelerate digital activities to improve the economy's productivity.

1. Introduction

The economic consequences of the pandemic continue. Because of the increasing dependency on digital systems, exacerbated by Covid-19, online advertising has emerged as a viable marketing strategy. Along with its persuasive power, online advertising increased a product's consumption value [1]. While improving visual impact by adding value interactivity, the advertisement creates customer engagement through action initiation [2].

Constructive online interaction necessitates participation and connecting with others [3]. This interaction's experiences will shape brand attitudes [2]. Digital marketing evolves into communication, and communication evolves outcomes. In this case, a specific choice of language simply serves to persuade customers in order to obtain a fast response and an immediate sale. The language operates its social function in a certain level of communicative roles [4]. When used in an advertising message, this language is debatable because it has a persuasion effect on customers to take a specific action. As a call to action (CTA), any design of such a language is introduced.

Addressed motivation and user experiences, this paper supports the idea that creative writing contributes to create CTA. The ability to craft a marketing message may result in potential impact [5].

The extent of the impact is determined by customer engagement. It means that the content creation is highly influenced by user feedback. Since this alignment is crucial, consider the marketing message to be the customer's attitude [5]. The focus of message creation is on how language, both verbal and visual, motivates customer to buy. The CTA issue is one of concrete ideas on how to deliver marketing message while pursuing consumer action. The message provokes consumers to take action [6]. Customer attitudes and brand equity are both influenced by user-generated content [7].

By focusing on customer behavior, Poels and Dewitte [8] address the potential of discrete emotions in advertising literature. A marketing message elicit specific emotions and influence customer behavior. Another study conducted by Rucker and Petty discovered that incidental emotions such as anger versus sadness influence customer preference in such a way that angry people responded more positively than sad people when the product was promoted as active [9]. Meanwhile, related research on the interface of textual advertising suggests a method to advertise products, services, or brands. Thomaidou et al. [10] proposed a method for automatically producing compact text advertisements (promotional text snippets) from a product description webpage (landing page) as input. The previous studies serve as a foundation for future research into how multimodality, in conjunction with a fine interface, plays a specific role in motivating discrete emotions.

Choosing an appropriate language style in marketing content writing presents both a challenge and opportunity, especially in today's digital world [5]. Every platform, however, is unique and offers a specific set of characteristics and features. Tokopedia, a marketplace website application, for example, introduces products and services through various types of online advertising with various CTAs. Digital content writers operate CTA to increase the effectiveness of marketing message content in persuading customers to take a new action [11]. It suggests that interaction is a critical concept in managing digitally mediated activity on online platforms.

The paper investigated how Tokopedia, Indonesia's largest marketplace, uses CTA promotions to influence customer purchasing behaviour, and whether the CTA creates a sense of urgency. The goal was to identify the way CTAs were prominently instilling the sense of urgency to act, and the impact of CTAs use. In order to determine how words, pictures, and narrative of five samples of CTA influence the purchasing behaviour of customers, this study used the procedures of Creswell mixed method.

2. Literature Review

Ads can be used to either preserve or influence customers attitudes and perceptions of specific brands and values. It is a rich mosaic of perceptions, emotions, attitudes and patterns of behaviour that are all integrate into a cohesive whole. CTA is a common marketing term used to persuade readers or customers on digital ads to take an action, such as participating in a campaign or purchasing products. Ads make them experience a sense of urgency and, eventually, they take action. The emotional factor of potential customers is strongly aligned with a sense of urgency.

Such factors are commonly referred to as emotional selling propositions, or ESPs. This type of communication promotes brand awareness as well as desire and aspirational participation. Baines, Fill, and Page [12] mentioned that when it comes to increasing engagement with larger audiences, CTA is thought to have a significant influence on their perceptions of brands, value, and behaviour. A CTA, on the other hand, must connect with emotion in addition to being visually appealing and carefully positioned in order to be effective.

To engage, some level of attention or awareness, whether overt or subliminal, is required. The primary components of engagement are intellectual and emotional [12]. Audience must process sensible, functional information in order to be intellectually engaged with a brand. Based on emotional and expressive information, audience engage and align with a brand's ideals. The CTA strategy is implemented in this manner.

Bashinsky [13] mentioned six emotion appeal strategies to construct influential CTAs—fear, inclusion, anger, love, freedom, and curiosity. Fear, as a first strategy, can be used to get people to take action in a variety of ways, such as fear of failing, being left out, or change. However, it should not be done with the intention of scaring away a customer. It is more to remind them of an existing fear and

how the brand can help. They believe that the brand is the ideal solution to the problem. The inclusion strategy creates the sensation of “joining your peers,” which can be a powerful motivator to action. It promotes a sense of community among individuals who share a common goal and a desire to be a part of the tribe. When an individual is not a part of a group, they frequently experience fear. Although this condition is more commonly associated with teenagers and young adults, adults can also suffer from it. Even if it appears implausible, the anger strategy urges it ahead as a powerful motivator. Customers can be influenced to do what the brand wants by making them angry or frustrated [8]. This also occurs to following strategy, love. The ad images and the rest of the website all contribute to customers’ feeling of being in love, but the exact language used in the call-to-action form is also beneficial. The freedom strategy transforms customers’ guilt or other negative emotions into positive emotions. They believe that exercising their right to choose will grant them freedom and empower them as individuals.

Potential customers will make a decision through CTA if curiosity is used correctly as the final strategy to boost conversions on specific brand ads. Convince buyers that they do not know everything and that the brand has something intriguing for them to discover by clicking the button or utilizing existing CTA elements.

Regardless, the reason for using ads will vary depending on the current situation or context, but the main goal is to elicit a response. This answer could be about developing brand values and positive thoughts about a brand. The foundation for this type of thinking and feeling is a "thinking and feeling orientation," which is a mix of both cognitive thoughts and emotional feelings about a brand [12]. On one level, he added, one-way communication in ads helps a target audience learn about products and services to the point where the audience is interested enough to want more communication.

3. Method

This paper employed Creswell's mix method methodology to gather information and data. When qualitative and quantitative data and research are combined or mixed, this method is used. Qualitative data is more likely to be open-ended and not have predetermined answers, whereas quantitative data, such as questionnaires or psychological instruments, is more likely to have predetermined answers [14]. This method was used because the purpose of this paper was to determine Tokopedia's CTA strategy through customer responses via questionnaires.

The mixed method approach is taken because it is assumed that collecting a variety of data types provides a more comprehensive understanding of a study subject than either quantitative or qualitative data alone. The study begins with a wide survey to generalize the findings to a population, and then shifts to qualitative, open-ended interviews to elicit particular perspectives from participants to help explain the original quantitative survey results [14]. On that basis, this paper employed questionnaire, and the response are treated as data which was then analyzed.

3.1. Questionnaire

The questionnaire, which was the primary instrument used to collect data, was one of the key instruments used in survey research. A survey was made up of standard questions, known as items, that were presented in a predetermined order in order to collect individual data on how Tokopedia uses CTA in its market place application. This paper polled 52 respondents, all of whom are active market participants. Respondents were given a list of options from which to choose in the questionnaire.

3.2. Data Processing and Analysing

The questionnaire data was recorded in spreadsheets and charts. Following that, the data were described using Fill et.al and Bashinsky concepts on advertising and CTA.

4. Results and Discussion

4.1. Results

This paper discovered that 90% of survey respondents had accounts on Tokopedia's marketplace and made transactions on a near-monthly basis. Tokopedia itself encourages customers and prospective customers to transact by displaying a plethora of pop-up ads and CTAs that take the form of text and images as well as buttons. This paper included five images with CTAs in the form of buttons, images, and phrases. Respondents were shown all five as part of the questionnaire they filled out.

In Tokopedia's marketplace, they spend 25% on household necessities, 23% on body care, 19.2% on top-up e-wallets, 15.4% on gadgets, 13% on cosmetics, and 3.8 percent on bill account payments, according to the questionnaire. Nonetheless, when Tokopedia informs users about flash sales or specific events, they tend to postpone their transaction to reap greater benefits. Nonetheless, when Tokopedia alerts users to flash sales or special events, they withhold their transaction in order to receive greater benefits. When Tokopedia launched the *Sebar Kumpul Untung* (SEKUTU) program (see Figure 1), only 25% of respondents expressed interest, 28.8% declined, and 46.2 percent said they might participate in the future.



Figure 1. Pop Up Ads on Tokopedia

The home page of Tokopedia displays a variety of current information and promotions. Product images, influencer models, and CTA buttons and phrases are used to display advertisements (see Figure 2). According to the survey, 69.2 % of respondents preferred promotional deals, 19.2 % preferred official stores, 3.8 % preferred product suggestions, and 7.7 % preferred coupons.



Figure 2. Pop Up Ads on Tokopedia's Home Interface

Respondents provide a variety of responses when Tokopedia displays promotional information in the form of CTA phrases (see Figure 3). The percentage of respondents who prefer nominal prices and flash deals is comparable, at 19.2 %, with postage-free promotions leading the pack at 36.5 %.



Figure 3. CTA on Tokopedia Official Stores Ads

When Tokopedia only provided a CTA button (see figure 4), 17.3 % of respondents expressed disinterest, 48.1 % preferred a 100 % discount deal from official stores, and 34.6 % preferred Gopay coins. The significant percentage of respondents who chose Gopay coins reflects the market's preference for transacting with digital coins. This condition is documented through questionnaires, which reveal that 53.8 % of respondents prefer to transact using digital coins, while 36.5 % use alternative payment methods on occasion.



Figure 4. CTA button

Respondents responded in a variety of ways to the CTA button in the Figure 4. The majority, up to 42.3 %, chose not to press the CTA button; 32.7 % pressed it infrequently; and only 25.0 % pressed it on purpose. As a result, 73 % of Tokopedia's customers are pleased with the company's services, programs, and promotional offers. According to the survey, 17.3 % of respondents are interested, while 5.8 % are concerned.

4.2 Discussion

Tokopedia, along with Shopee, is a well-known online marketplace. Tokopedia is compelled to adopt a new strategy for attracting new customers and retaining existing ones as a result of this development. The marketplace's multiple benefits include ease of use, speed, savings, a diverse selection of products, postage-free promotions, and the use of digital currencies such as e-wallets and Gopay coins.

Tokopedia employs CTA to provide not only deals, but also recommendations from official stores affiliated with well-known brands, as well as products from small and medium-sized enterprises (SMEs). Customers and stakeholders benefit from such a strategy since it allows them to better manage their relationships and loyalty [2]. CTA enables Tokopedia to promote its own brand as a trustworthy marketplace, in addition to promoting the brands of its stakeholders.

The use of buttons, words, and images on Tokopedia's CTAs may be stated to increase the probability of transactions and the number of prospective new customers. When deciding whether to buy or sell something, there are several other factors to consider. While the CTA may be a familiar image or acronym to customers [9,10], it is possible that they are uninterested or simply curious about the offer displayed. It means that Tokopedia must constantly update the site's and/or application's display, promotions, and programs.

Customers prefer discounts or cashback on specific items, regardless of whether they are sold by official stores. However, integrating all of Tokopedia's and all sellers' strategies into images can benefit both Tokopedia and all vendors. It takes much less time for our brains to process images than it does to read words. When an emotional appeal is incorporated into the CTA [9], it becomes more effective. Emotions have an impact on the decision-making process, resulting in new potential customers and repeat customers making purchases.

This is in line with what Bashinsky [13] and Baines et.al [12] have claimed about the use of emotional appeals in advertising and calls to action in digital media. Ads with images that elicit positive emotions are more likely to persuade customers to purchase, share, retweet, and link to their friends than ads with images that elicit negative emotions. Customers who see ads that make them sad may be enticed to look for a way to alleviate their distress through promotions or programs. Emotional marketing does not have

to be solely focused on making customers happy. It is sometimes necessary to motivate someone to do something by instilling anxiety, fear, and a sense of urgency in them.

5. Conclusion

The ranges of the success of Tokopedia's CTA strategy were determined, resulting in the classification of strategies into the groups of fear, inclusion, anger, love, freedom, and curiosity according to emotional appeals in the CTA. Being tempted to buy specific items and ending up with a digital cart in a marketplace may indicate the success of the CTA strategy. Using CTA phrases, Tokopedia has successfully endorsed not only branded products from official stores but also high-quality products from SMEs. To engage its customers, the majority of CTAs on Tokopedia use visual techniques and specific promotion times.

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