

ANALYSIS OF ADVERTISING INTENSITY ON CONSUMER CONSUMPTIVE BEHAVIOR

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Abstract: Technological developments are widely used by companies as marketing communications in introducing their products to consumers. Some of the marketing communications that can be done are through social media, television, marketplaces and websites. The role of digital marketing provides its own advantages compared to conventional marketing, this can be seen from the range given every day that can reach the wider community. This research is included in associative research where the sample used in this study amounted to 120 respondents who were taken randomly, while the analysis method used was multiple regression analysis. The results of this study obtained a value on the t test of 2,328 with a significance level of $0.028 < 0.05$. While the results on the F test obtained an F-count value of 6.628 and a significance value of $0.005 < 0.05$. and the coefficient of determination test obtained the value of R Square (R²) 0.328. When consumers are exposed to advertising, certain feelings and attitudes will be created towards the brand which will then move consumers to buy the product. In other words, exposure to advertising can affect impulsive purchases, waste, and irrational purchases which are factors of a person's consumptive behavior after being exposed to continuous exposure.

Keywords: *Advertising Intensity, Consumptive Behavior, Digital Marketing*

1. Introduction

Along with the development of technology, especially in the field of information and communication, it has also changed the mindset and habits of the wider community. The rapid development of technology has an impact on the lifestyle of people who tend to be more active in using internet media. In some fields, the internet has even become the main communication tool for most people. With the internet, people can connect with each other without being limited by space and time.

One form of the development of the internet as a communication tool is the presence of social media. The presence of social media provides many influences in various aspects of life. One of them is in the business field, many business people currently use social media as a promotional medium for the products they sell. The main reason business people use social media as a promotional medium is the fact that the level of social media users is increasing from time to time.

In addition to social media, the presence of online buying and selling sites raises various impacts on people's lives, including increasing community consumption patterns. The increase in public consumption is allegedly due to the conveniences provided when making shopping transactions in one of the marketplaces. Advertising on social media and marketplaces also contributes to influencing consumer interest in buying products, this is

evidenced by the feeling of curiosity in consumers. When they see interesting advertisements, they try to find out about the product.

In line with research conducted by Khairunnisa, explains that there is a positive influence between the use of Instagram and the consumptive behavior of teenagers in online shopping. (Khairunnisa, 2014) Because of the convenience provided by Instagram, it is easy for teenagers to consume goods that are not their main priority, in other words, teenagers prefer to buy things because they want not need.

Internet as the only medium where users can view advertisements, request and receive special product information, make purchases instantly, and save time and money (Monle Lee & Carla Johnson, 2007). A shopper on the internet can use his personal gadget morning or night to buy almost anything. A consumer does not need to queue at the store or even leave his house, all he does is click on a product he wants to buy, pay through the bank and so on, then wait for the product to arrive by mail. With all the conveniences that can be done via the internet, therefore, the current growth of online stores is increasingly mushrooming, this has led to competition from online businesses to win the hearts of consumers.

Consumers are the most important assets for companies to maintain, because with their customers the company is able to determine profits and business continuity in the long term. Therefore, companies must seek various strategies to win the hearts of consumers. One way that can be done by companies is through marketing communications.

Technological developments are widely used by companies as marketing communications in introducing their products to consumers. Some of the marketing communications that can be done are through social media, television, marketplaces and websites. The role of digital marketing provides its own advantages compared to conventional marketing, this can be seen from the range given every day that can reach the wider community.

The advantage of social media as an advertising medium is that it has a unique ability to demonstrate the use of products. No other media can reach consumers simultaneously through the senses of hearing and sight. The audience can see and hear the demonstration, identifying the users of the product. Advertising through social media also has the ability to provide entertainment and generate pleasure. Products advertised on social media can be dramatized and broadcast more exciting and less common than they really are (Terence A. Shimp, 2003a). Seeing the advantages of television advertising, many e-commerce companies use social media to advertise in order to increase consumer buying interest.

Supported by the research of Putri & Indrawati, with the title The Relationship Between Conformity Against Peers and Consumptive Behavior in Students at SMA Semesta Semarang (Putri, H.S., & Indrawati, 2016). The results of this study with a subject of 50 students showed that there was a positive and significant relationship between conformity to peers, which was 31.9%, which means that adolescents will easily conform to their peers, especially in terms of purchasing products that tend to be irrational.

Seeing the effectiveness and efficiency of outreach in advertising through internet media, one of them is by utilizing social media, business people are encouraged to use it to introduce the products they sell in the form of advertisements that are broadcast through social media today. Business people advertise their products and services on social media with a certain intensity of time in the hope that the products or services offered can be widely known by their customers. One of the social media used to advertise the products or services offered is Instagram.

Research conducted by (Islamy, 2015):

"It is stated that there is an influence between the intensity of a customer in viewing advertisements on social media on the level of knowledge and consumptive behavior of customers to buy the products offered. Research on students at one of the Junior High Schools in South Tangerang states that there is a very significant influence between online shop customers on social media on the consumptive behavior of these students "

Research conducted (Fauziah, 2015):

"In his research entitled "The Influence of Lazada Indonesia's Digital Marketing on Brand Awareness and Consumer Buying Interest" found that there is a positive influence between digital marketing (digital marketing) on consumer buying interest and brand awareness of the respondents"

In line with research conducted by Amaliya, it is stated that there is an influence between the intensity of the use of Instagram social media, peers, and the socioeconomic status of parents on the consumptive behavior of students (Amaliya, 2017).

From the research above, it is explained that the purpose of media intensity is the activity of listening, seeing, reading messages conveyed by individuals to social media. The intensity of viewing the media is trying to find audience data about the use of media which in this study includes the frequency or duration of use. Frequency is about how often people are exposed to advertisements, while duration is about how long people are exposed to advertisements. The assumption is that the longer and more often someone is exposed to advertising in the media, the more likely someone will get the influence of advertising. In addition to the frequency and duration of viewing advertisements, the possibility of someone getting influenced by advertisements is the emergence of attention or attention to the media, which in this study is Instagram. Attention is an active human attention or way to process a number of information provided by the senses, stored memory, and by other cognitive processes.

The emergence of advertising has an impact on consumer behavior, one of which is the psychological impact of communication for every individual who sees or listens to it. The influence of cognitive communication psychology is able to grow individual curiosity about the advertisement. This curiosity will lead to increased consumer knowledge about the products offered. In addition to the cognitive aspect, advertising has a psychological impact on the affective aspect. The influence on this aspect can be seen in the behavior of a person in the community. Due to the influence of advertising, in the end, people form certain behaviors, including feeling more comfortable and feeling more confident by using certain products (of course those that have been advertised). This means that this affective aspect occurs when a person has taken action from what he sees.

2. Research Method

This research is included in associative research which aims to determine the relationship between two or more variables (Sugiyono, 2017). The use of this method is to analyze the role of advertising intensity on consumer interest in a product. This research was conducted on a number of students in Ungaran district in the hope of getting results that can later be applied by business actors in Ungaran district in reaching wider consumers.

The type of data used in this study is quantitative data through the distribution of questionnaires to students in Ungaran Regency. While the data collection method used is a

questionnaire or questionnaire. Questionnaire is a technique of collecting data through forms containing questions posed in writing to someone to get answers or responses and information needed by researchers (Sugiyono, 2019).

The number of samples used in this study amounted to 120 respondents who were taken randomly, while the analysis method used was multiple regression analysis. Multiple regression analysis is used to determine the effect of advertising intensity on consumer interest in buying a product.

3. Results and Discussion

3.1. Results

1) Advertising Theory

Based on the advertising exposure theory proposed by Rajeev Batra, John G. Mayer and David A. Aaker in their book Advertising Management, if consumers are exposed to advertising exposure, certain feelings and attitudes will be created towards the brand which will then move consumers to buy the product.

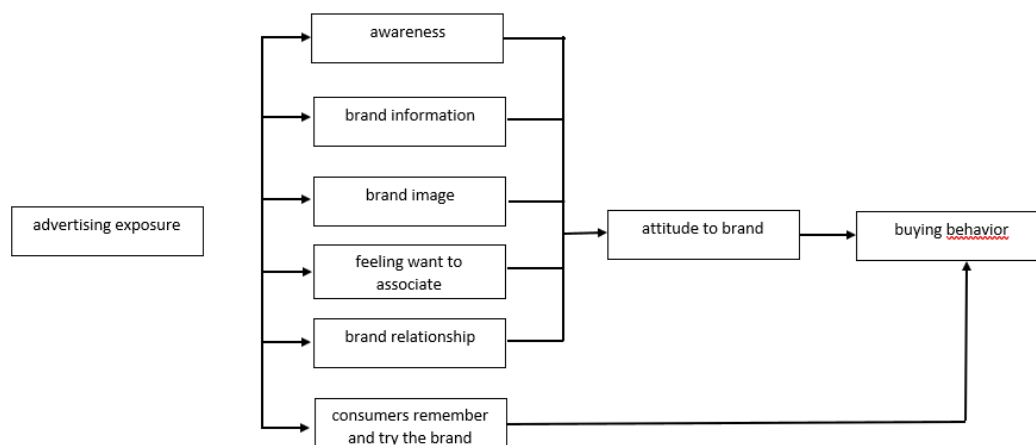


Figure 1. Ad Intensity

From the picture above, it is explained that the intensity of advertising that affects the behavior of consumer interest in buying products, namely:

- The intensity/exposure to advertising will create brand awareness, which makes consumers feel familiar.
- consumers will get information about the benefits and characteristics of the brand.
- Advertising will generate feelings for consumers to associate something with the brand (brand association).
- Through the use and various other tools, advertising can create an image of the brand, which is often called brand personality.
- Advertising can create the impression that the brand is liked by consumers.

This effect can create a feeling of liking something, or an attitude towards the brand that moves consumers to buy the product (Rajeev Batra, John G. Myers, 1996).

All of these effects result in a certain attitude change that ends in the creation of a purchase decision. Exposure to information is very important for the process of consumer interpretation, consumers are exposed to information in their environment

such as marketing strategies. Consumers are exposed to marketing information in line with their desire and search behavior based on their goals (Peter, 1996).

According to Shimp, exposure is simply that consumers interact with messages from marketers (they see magazine advertisements, hear radio advertisements, watch television advertisements, etc.) (Terence A. Shimp, 2003b).

Exposure occurs when an ad is placed so that prospective buyers can see, hear or read the ad. Exposure can be determined from:

- a. Frequency Frequency is how often an advertisement is seen, read and listened to. The higher the frequency, the more the message sticks in the minds of consumers and gets the attention of consumers.
- b. Intensity Intensity is how far the audience understands the content of the advertising message. Because the intensity studied is the intensity of television commercials, it will be seen from the audio and video elements.
- c. Duration Duration is how long the ad is seen, read and listened to. The choice of duration pattern depends on several factors, namely advertising budget, consumer cycle, and competitive strategy

In line with the increasing amount of information in a television, consumers are becoming increasingly clever in avoiding exposure, so that the frequency, duration and intensity of an advertisement play a very important role in addition to the creative side of the advertisement.

2) The Effect of Intensity/Exposure on Advertising on Consumer Purchase Behavior

From research conducted on the distribution of questionnaires 120 student respondents consisting of men and women obtained regression analysis data as follows:

Table 1. Validity & Reliability Test

	Cronbach Alpha (N=30, df=1)	Indicator (N=30, df=1)	Corrected Item total Correlation (N=30, df=1)
Ad Intensity	.700	X1.1	.709
		X1.2	.668
		X1.3	.565
		X1.4	.807
		X1.5	.656
Consumer Consumptive Behavior	.632	X2.1	.493
		X2.2	.660
		X2.3	.747
		X2.4	.648
		X2.5	.615

The validity test aims to measure the questionnaire questions that must be discarded or replaced because they are considered irrelevant. Instrument items are considered valid if $r_{count} > r_{table}$. From the table above, it is explained that each variable indicator still has a calculated r value $> r_{table}$ (0.3494), this shows that the indicators used are suitable for measuring what should be measured and can reveal data from the variables studied appropriately.

Reliability test is able to show the extent to which the instrument can be trusted and expected. The value of an instrument is said to be reliable if the Cronbach's Alpha value is 0.6. The table above explains that the Cronbach's Alpha value for each

variable is > 0.6 This indicates that the measuring instrument will provide consistent results if the measuring instrument is used again to examine the same object.

Table 2. Partial Test Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.
	B	Std. Error	Beta			
1 (Constant)	23.345	4.541			5.141	.000
Ad Intensity	.392	.168	.370		2.328	.028

a. Dependent Variable: Consumer Consumptive Behavior

Based on the results of research on the effect test (regression), there is a significant effect of advertising intensity on social media with the level of consumer knowledge of the product. From the results of data analysis, it is known that the t value is 2.328 with a significance level of $0.028 < 0.05$. From the output, it proves that the test results are influential and significant between the advertising intensity variable on consumer consumptive behavior.

The results of this study can explain how the influence of advertising on consumer consumptive behavior. Advertising itself has many purposes, especially influencing consumers to buy goods or services. This is in accordance with the opinion that advertising aims to increase the reaction of potential buyers or potential buyers to the company and the company's product offerings. Advertising is designed to increase product sales and company profits. To achieve this goal, advertisements are designed in such a way as to attract attention. The media used also plays an important role in relation to the intended target market.

The intensity or exposure to media which contains advertisements is the activity of hearing, seeing, reading messages carried out by individuals on a media. The intensity of viewing the media is trying to find audience data about the use of media which in this study is Instagram, frequency, and duration of use. Frequency is about how often people are exposed to advertisements, while duration is about how long people are exposed to advertisements. The assumption is that the longer and more often someone is exposed to advertising in the media, the more likely someone will get the influence of advertising. In addition to the frequency and duration of viewing advertisements in the media, what makes it possible for someone to get influenced by advertisements is the emergence of attention or attention to the media in this case is Instagram. Advertising will cause concern or attention to the product in the advertisement so that people who are exposed to children's advertisements remember the information. Here, the intensity indicators will enter into knowledge because advertising is basically a messenger/information.

Table 3. Simultan Test ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	49.186	2	24.593	6.628	.005 ^b
Residual	100.181	27	3.710		
Total	149.367	29			

a. Dependent Variable: Consumer Consumptive Behavior

b. Predictors: (Constant), Ad Intensity

Based on the results of the F-Test, the F-count value = 6.628 and the significance value = 0.005 < 0.05, because the sig value is smaller than alpha, it is said that H_a is accepted, meaning that there is a significant influence between the intensity of advertising on social media on consumptive behavior among students. . It can be concluded that the variables of watching frequency, watching intensity and watching duration together have a significant effect on consumptive behavior among consumers

Table 4. Test of Determination
Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.574 ^a	.329	.280	1.926

a. Predictors: (Constant), Ad Intensity

b. Dependent Variable: Consumer Consumptive Behavior

In the model summary table above, it can be seen that the value of R Square (R^2) = 0.328. This shows that the advertising intensity variable has an influence on the consumptive behavior variable among consumers by 32.8% and the remaining 67.2% is influenced by other variables outside of this study. Other variables that can influence the emergence of consumptive behavior include lifestyle, credit cards, income and so on.

3.2. Discussion

The Effect of Advertising Intensity on Consumer Consumptive Behavior

The results of this study support the theory put forward by Ajeev Batra, John Mayer, David Aaker about Advertising exposure which in theory says "the process that occurs when the audience is exposed to advertising exposure is first, exposure to advertising will create brand awareness, which makes consumers feel familiar with the brand. . Second, consumers will get information about the benefits and characteristics of the brand. Third, advertising will generate feelings for consumers to associate something with the brand (brand association). Fourth, through the use and various other tools, advertising can create an image of the brand, which is often called brand personality. Fifth, advertising can create the impression that the brand is liked by consumers. Sixth, this effect can create a feeling of liking something, or an attitude towards the brand that moves consumers to buy the product. In relation to the Advertising Exposure theory, the process that occurs in this research is, after the audience is exposed to Bukalapak advertisements, the audience pays great attention to Bukalapak advertisements. The public knows better information related to products with the Bukalapak brand. So that audiences are able to recognize and remember e-commerce with the Bukalapak brand, then a feeling of liking for Bukalapak e-commerce is formed and it moves consumers to buy, access or use the Bukalapak application."

In line with research conducted by Khairunnisa, explains that there is a positive influence between the use of Instagram and the consumptive behavior of teenagers in online shopping.(Khairunnisa, 2014) Because of the convenience provided by Instagram, it is easy for teenagers to consume goods that are not their main priority, in other words, teenagers prefer to buy things because they want not need.

In line with research conducted by Amaliya, it is stated that there is an influence between the intensity of the use of Instagram social media, peers, and the socioeconomic status of parents on the consumptive behavior of students (Amaliya, 2017).

Based on this explanation, it can be concluded that if consumers are exposed to advertising exposure, certain feelings and attitudes will be created towards the brand which will then move consumers to buy the product. In other words, exposure to advertising can affect impulsive purchases, waste, and irrational purchases which are factors of a person's consumptive behavior after being exposed to continuous exposure.

4. Conclusion

From the research conducted, the value of the t-test was 2.328 with a significance level of $0.028 < 0.05$. While the results on the F test obtained an F-count value of 6.628 and a significance value of $0.005 < 0.05$. and the coefficient of determination test obtained the value of R Square (R^2) = 0.328. This shows that the advertising intensity variable has an influence on the consumptive behavior variable among consumers by 32.8% and the remaining 67.2% is influenced by other variables outside of this study. Other variables that can influence the emergence of consumptive behavior include lifestyle, credit cards, income and so on. So from these results it can be concluded that the intensity or exposure to media which contains advertisements is an activity of hearing, seeing, reading messages carried out by individuals on a media. The intensity of viewing the media is trying to find audience data about the use of media which in this study is Instagram, frequency, and duration of use. Frequency is about how often people are exposed to advertisements, while duration is about how long people are exposed to advertisements. The assumption is that the longer and more often someone is exposed to advertising in the media, the more likely someone will get the influence of advertising. In addition to the frequency and duration of viewing advertisements in the media, what makes it possible for someone to get influenced by advertisements is the emergence of attention or attention to the media in this case is Instagram. Advertising will cause concern or attention to the product in the advertisement so that people who are exposed to children's advertisements remember the information. Here, the intensity indicators will enter into knowledge because advertising is basically a messenger/information.

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