

## Evaluating the Effectiveness of Copywriting and Content Design in Facebook Ads: Insights from Indonesian Consumer Behaviour

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### Abstract

This study investigates the impact of copywriting and content design in Facebook Ads on consumer purchasing intention in Indonesia. Employing a Facebook Ads A/B test, the study observed audience responses to advertisements with varying levels of copywriting and content design complexity. Despite generating a significant number of link clicks, the findings indicate that variations in copywriting and content design do not substantially influence purchasing intention. The study also identified challenges during the purchasing phase, such as product mismatch, suboptimal user experience, lack of trust, insufficient information, competition, pricing, and absence of incentives, which impact consumer decisions. The analysis reveals that the effectiveness of an advertising campaign depends on multiple factors beyond click quantity, including product relevance, user experience, trust, and purchase incentives. The study highlights the importance of understanding the target audience and identifying potential barriers in their purchasing journey to optimize the efficacy of advertising campaigns and enhance conversion rates.

**Keywords:** Copywriting, Content Design, Purchase Intention, Facebook Ads, Consumer Behaviour, Digital Marketing, Social Media.

### 1. Introduction

In the contemporary era, a wide array of activities can be executed through the Internet. From the identification and compilation of information to the execution of commercial transactions and pursuit of entertainment, the Internet has become a pervasive platform. This phenomenon is attributable to the proliferation of technology, which has afforded individuals a multitude of avenues for utilising it. According to the data collected by the Ministry of Communication and Information of the Republic of Indonesia, the number of Internet users in 1998 did not exceed 200 million. By 2010, this figure had increased exponentially to 1.7 billion individuals accessing the Internet. The number of Internet users in Indonesia alone has reached 30 million (Alyusi, 2016).

The utilisation of social media constitutes a notable aspect of internet usage. Social media can be defined as a digital technology label that facilitates connectivity, interaction, content production, and message-sharing among individuals (Lewis, 2010; Tania et al., 2020). The capacity of social media users to connect with each other, irrespective of geographical distance and temporal differences, is a salient feature of this technology (Jones et al., 2019).

Facebook and Instagram have emerged as two of the most widely used social media platforms in Indonesia. According to Data Indonesia. id, the number of social media users in Indonesia will reach 191 million by 2022. Facebook is a social media platform with the second-largest user base in Indonesia, followed by Instagram in third place (tekno.sindonews.com). Facebook officially acquired Instagram (cnbcindonesia. com) in 2012.

Given the substantial number of active users on Facebook and Instagram, these two platforms have developed a tool or feature in the form of Facebook and Instagram ads. Facebook Ads have existed since 2014 (Rachmadi 2020). Instagram Ads was launched in October 2013. Facebook and Instagram advertisements are paid advertising services that enable businesses to extend their reach to a broader audience (Azzahro & Siti, 2020). Over time, Facebook's advertising features have the potential to be integrated into the Instagram platform.

Advertising via the Internet is referred to as digital marketing. Digital marketing can be defined as a method for promoting goods or services that are targeted, measurable, and interactive. It employs digital technology to achieve objectives such as brand promotion, formation of preferences, and increased sales. These objectives are pursued using various digital marketing techniques (Saputra et al., 2020). The growing demand for individuals to acquire proficiency in these techniques has led to a proliferation of educational resources, including courses and guides, catering to those seeking to enhance digital marketing competencies (Jones et al., 2021).

Given the prevalence of Facebook Ads among businesses, it is imperative for each actor to possess distinct characteristics and methodologies to ensure that their advertisements are compelling to the audience. This approach is instrumental in fostering a distinct brand identity, which in turn enhances the efficacy of advertising campaigns on Facebook. According to Musman (2021), in his book *Copywriting: Boosting Online Selling with Persuasive Sentences*, copywriting can be defined as the creative process of advertising that involves the selection and arrangement of words to create advertising scripts. This process combines intellectual work and art to fulfil sales messages. The application of copywriting in sales promotions has been demonstrated to be an effective strategy for enhancing the appeal of advertisements. In essence, advertising professionals craft written content for advertisements that aim to capture attention and foster interest among potential customers, thereby motivating them to consider purchasing associated products or services. Consequently, copywriting can be employed to persuade audiences, thereby attracting more market attention. The content of advertisements is also of paramount importance in maximising their effectiveness. Content is meticulously crafted and strategised to capture audience attention. The strategic implementation of planned content can assist businesses in determining the direction of their content marketing strategy, which is executed on Facebook. The discussion of advertising or visual content is paramount, as visual content is widely preferred and can effectively convey advertisers' messages. Through content, audiences can psychologically understand each element of an image, making it interesting and easy to understand (Budiarto & Alfian, 2020). Essentially, appealing advertisements can stimulate audience interest in purchasing products or services.

Purchase interest is defined as the feeling of interest that arises after an individual is encouraged to purchase in order to possess a product (Kotler, 2020). Kotler and Keller (2016) state that purchase interest is a response to an object that indicates a person's desire to buy that appears externally (Hartanto & Leni, 2022).

According to the aforementioned definitions, it can be concluded that buying interest is defined as a sense of interest or desire for an object that is perceived arising from individual attitudes. Consequently, a series of positive response behaviours emerged to facilitate the decision to make a purchase.

The proliferation of advertisements on prominent social media platforms, such as Facebook and Instagram, has become a pervasive phenomenon. A recent study revealed that advertisements from businesses or brands become visible when Facebook and Instagram applications are opened. This finding lends credence to the assertion that Facebook Ads have considerable efficacy in the promotion of products and services. Additionally, the field of copywriting and the development of advertising content for various brands worldwide are undergoing a marked increase in creativity.

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Consequently, researchers posit that copywriting and advertising content on Facebook can influence people's buying interest. When individuals encounter advertisements on Facebook, appealing content can significantly increase the likelihood of a purchase.

The study, titled "The Effect of Online Advertising Through Facebook Media on Clothing Purchasing Decisions of Students of the Faculty of Economics and Business, Trunojoyo University Madura" by Hening and Suyono (2014), posits that attitudes towards online advertising, ad recall, and frequency of clicks on online advertisements exert a significant influence on clothing purchasing decisions. The study found that both attitudes toward and memory of online advertising had a positive and significant influence on clothing purchasing decisions, with the exception of the frequency of clicks on online advertisements via Facebook, which did not have a significant influence on clothing purchasing decisions. Among these three factors, the memorability of online advertising exhibited the most substantial influence on clothing purchasing decisions through Facebook online advertising.

This study seeks to examine the impact of copywriting and Facebook ad content design on public buying interest, thereby demonstrating the relationship between these variables. The presence of specific data or information is often viewed as a potential asset for marketing professionals, offering insights that may inform the promotion of products or services. Many copywriting methodologies and techniques have emerged in the contemporary business landscape to foster the creation of captivating content. These methodologies are often disseminated through educational institutions that offer courses that focus on the development of these competencies. The objective of this study was to determine the correlations between these variables.

## **2. Literature Review**

In her 2022 journal article, "The Effect of Online Advertising, Product Quality, and E-Word of Mouth on Buying Interest in Online Bag Products (Study on Bag Store Manado Consumers)",

Jessica Giovanni Nyio et al. arrived at the following conclusions: Online advertising, product quality, and E-WOM have an effect on buying interest. Online advertising has no significant effect on buying interests. Product quality has a significant effect on buying interest. E-WOM has a significant effect on buying interests.

The journal "The Effect of Online Advertising on Purchasing Decisions (Survey on Students of 4G LTE Internet Telkomsel Product Users)" by Deni Dwi Prasetyo et al. (2016) shows positive results, namely message content, message structure, message format, and message source together have a positive and significant influence on the structure of purchasing decisions.

The journal "Analysis of the Effect of Online Advertising on Purchase Intention: A Case Study of E-Commerce Application Users in East Oku" by Helisia Margahana (2020) demonstrate that online advertising exerts negligible influence on the purchase intention of e-commerce users in South Sumatra. This finding is in contrast to the conclusions of previous studies and provides marketers with a foundation for enhancing the quality of online advertising content. Specifically, it suggests that online advertising should focus on providing more informative content, reducing irritation, and incorporating entertainment elements to capture readers' attention and enhance the impact of online advertising.

Adhita Maharani Dewi (2018) in her journal entitled "The Effect of Online Advertising Through Instagram on Purchasing Decisions for Increasing Sales of Local Culinary Products" concluded that there is a positive relationship between the factors of attitude towards advertising, ad recall, and click rates with purchasing decisions. This relationship suggests that these three factors significantly influence purchasing decisions. A preliminary analysis revealed that attitude towards advertising, ad recall, and click rates exert a substantial influence on purchasing decisions. Furthermore, of these three factors, ad recall on Instagram appears to have the most substantial influence on purchasing decisions. Hypothesis 1: Copywriting and the content design of Facebook Ads have a significant impact on individuals' purchase intentions.

### **3. Research Methods**

This research methodology employs a quantitative analysis approach that utilises advertising trials on a Facebook advertising platform. Data were collected through the implementation of diverse advertisements, with an emphasis on the evaluation of copywriting and content design elements. Through this empirical approach, people's responses to and interactions with different advertisements were systematically observed. The collected data were then subjected to rigorous analysis to ascertain the relationship between ad elements and purchase intention. This study focuses on product advertisements for Bawang Goreng, a traditional Indonesian condiment ([kids.grid.id](http://kids.grid.id)).

The population of interest in this study encompasses Indonesian individuals aged 21 to 65 years and above who possess a Facebook or Instagram account. This population is considered infinite because it is not possible for researchers to control or predict the exact number of samples involved in the advertising trial. The sampling technique employed in this study was non-probability sampling with an accidental sampling method, wherein respondents who

participated in the trial were selected randomly according to the determination of the Facebook Ads platform.

Within the framework of this trial, two advertisements, designated as Ad A and Ad B, were evaluated. Ad A will employ the Attention, Interest, Desire, Action (AIDA) copywriting technique and utilise content design. Conversely, Ad B will not adhere to the AIDA copywriting technique and will not utilise the content design.

AIDA refers to the copywriting technique that stands for Attention, Interest, Desire, and Action. Initially, the "Attention" step entails the strategic attraction of potential consumers through the employment of a striking or attention-grabbing message. Subsequently, the "Interest" step entails the generation of interest among potential consumers through compelling and pertinent copywriting. The subsequent "Desire" step entails the cultivation of the prospective customer's inclination towards the product or service, facilitated by persuasive communication. The final step, "Action", aims to motivate prospective customers to undertake specific actions such as making a purchase, utilising a product, or subscribing to a service. Adopting this systematic approach is expected to foster the transformation of potential consumers into active consumers, thereby aligning their actions with the objectives of the advertisement (Dini Safitri 2023).

The budget allocated to this experimental phase was Rp 25,000 for each advertisement for a duration of three days. Advertisements were automatically allocated via the Facebook Ads platform. The objective of this research is to understand how advertising elements such as copywriting and content design influence purchase intention in the context of Fried Onion products..

#### 4. Results and Discussion

##### Results

An A/B Test of Facebook Ads: The findings of the ad testing, utilising the Facebook Ads tool known as the A/B Test, reveal that Facebook ad copywriting and content design exert no influence on individuals' purchasing interest in Indonesia.

The advertisements that were subjected to the testing process successfully directed the users to the shopping platform upon selection. The researcher designated "link clicks" as a reference point for advertisements that were deemed successful.

**Table 1. Advertising Trial Results**

	Ads A	Ads B
Impression	32.469	25.885
Reach	23.640	19.972
Link Clicks	228	339
CPC (Cost per link-clicks)	Rp. 184	Rp. 125
CTR (Link click-through rate)	70,2 %	131 %

Source: Facebook Ads account by author

The Ad A results demonstrated that although Ad A achieved a more extensive audience reach, it garnered a lower number of ad clicks than Ad B. The efficacy of an advertising campaign is

contingent on numerous factors, including the target audience, nature of the product or service being promoted, competitive landscape in the market, and prevailing marketing strategy.

The observed outcomes may be attributable to several factors, including the simplicity and directness of the message, its potential to be more readily understood by the audience, a more straightforward approach that may be more appealing, the efficacy of advertisements devoid of elaborate designs, the absence of ostentatious elements such as copywriting and design, which may engender curiosity, the potential preference of the intended audience for a more straightforward approach, and the timing of the advertisement's airing. However, it is important to note that such outcomes may not be universally applicable. In general, both copywriting and design play an important role in achieving marketing objectives. They help convey information effectively, build emotional connections, and create a favourable impression of the brand.

The experimental ads exhibited a sum total of 567 link clicks; however, no purchases were made by audience members on the Shopee platform. This suggests that despite the effectiveness of ads in attracting attention and eliciting clicks from the audience, there are likely barriers or issues hindering the audience from progressing to the purchase stage. The following are some potential issues that may have contributed to this outcome.

- a. There is no product match: this suggests that the advertisement may not align with the target audience's needs or interests. While it is possible that users may engage with the advertisement due to a sense of curiosity or initial interest, upon accessing the Shopee platform, they may encounter a lack of products or offers that align with their actual preferences or requirements.
- b. An analysis of the user experience on a website is warranted. Additionally, challenges concerning user experience or interfaces on the Shopee platform may emerge. If the process of purchasing products or services is arduous, protracted, or difficult to navigate, it is plausible that the target audience may opt to continue the transaction.
- c. Mistrust: In some cases, consumers may be reluctant to engage in transactions on an online platform, particularly if they have no prior experience. Concerns regarding data security, available payment methods, and policies surrounding returns can also influence decision-making processes.
- d. Insufficient information: In the absence of adequate information regarding the product offer, the audience may experience a lack of confidence in advancing to the subsequent purchasing stage.
- e. Competition and price: The competitive environment and price of a product can also exert influence. In instances where the product boasts numerous alternatives or more competitive pricing, it is conceivable that the target audience may opt to seek alternative purchasing options.
- f. Absent incentives: In the absence of incentives or special offers designed to encourage immediate purchases, audiences may not feel motivated to engage in transactions.

## **Discussion**

The following is a description of the data analysis conducted in this study.

1. The Impact of Copywriting and Content Design: The findings of the preliminary investigation indicate that within the parameters of this study, the distinction between advertisements that feature sophisticated copywriting and content design and those

devoid of these components does not exert a substantial influence on individuals' inclination to procure the advertised product or service. This finding indicates that the copywriting component, which directs the message, and the visual design of the advertisement, irrespective of its complexity or simplicity, are not the primary factors that influence purchase intention.

2. Impact of the shopping platform on consumer behaviour: While the advertisement garnered 567 link clicks, the failure to generate a purchase on the Shopee platform suggests the presence of barriers that hinder the audience from progressing to the purchase stage after clicking on the advertisement. This phenomenon may be attributed to various factors, including the complexity of the purchasing process on the platform, lack of confidence in online purchases, or the presence of mismatches between the product and the audience's expectations.
3. A comparison of advertisements A and B reveals that despite the fact that advertisement A reached a more extensive audience, advertisement B, with a comparatively smaller number of clicks, demonstrated a stronger positive purchase intent. This finding indicates that, within the context of this study, audience quality is a more significant factor than the number of clicks. The concept of purchase intent encompasses not only the quantity of clicks but also the extent to which the audience is inclined to engage in subsequent purchase actions.
4. The following factors were found to be relevant in determining outcomes: The analysis revealed that several factors contributed to the results. A straightforward and easily comprehensible message, an authentic approach that captures attention, and a focus on the message without the disruption of a complex design can influence how the audience engages with an advertisement. Furthermore, the incorporation of captivating elements into an advertisement has been demonstrated to evoke curiosity and subsequently motivate viewers to engage with the content by clicking on the advertisement.
5. The following challenges have been identified in the purchasing process: Despite the evident interest in engaging with advertisements, challenges have emerged during the purchase phase. These challenges encompass a range of issues, including the misalignment between product offerings and consumer expectations, unfavourable experiences on the Shopee platform, distrust in online shopping, inadequate product information, price competition, and absence of incentives. These factors have the potential to impede the audience's progress towards completing a purchase. Through this analysis, the research demonstrates that the effectiveness of an advertising campaign is the result of a complex interaction of various elements, including the message, design, user experience on the platform, and audience psychological factors. The efficacy of an advertising campaign cannot be gauged by a solitary metric, such as the number of clicks, but rather necessitates profound comprehension of the target audience and concerted efforts to surmount obstacles in their purchasing journey.

## **5. Conclusion**

Several conclusions can be drawn from the results of this study.

1. The following observations can be made regarding copywriting and content design: A series of tests employing the Facebook Ads A/B test tool revealed that copywriting and content design on Facebook ads do not exert a substantial influence on people's purchasing interest in Indonesia.

2. The influence of shopping platforms on consumer behaviour is a subject of ongoing research. The present study examined the efficacy of advertisements directed at a shopping platform, and the results indicated that these advertisements elicited a significant number of clicks. However, despite a substantial number of clicks, no purchases were made on the platform.
3. The relationship between click frequency and purchase intent: While advertisement A garnered a more extensive audience, it received fewer clicks. However, advertisements B and C exhibited higher rates of click-through, resulting in more favourable outcomes with respect to purchase intent. This finding indicates that the number of clicks is not the sole determinant of an advertising campaign's success.
4. The following factors have been identified as contributors to the observed outcomes, which may be influenced by several factors: a straightforward message that is easily comprehensible by the audience, an honest approach that attracts attention, a focus on the message without the distraction of a complex design, and a lack of ostentatious elements that trigger curiosity. Additional factors that may contribute to the effectiveness of the message include the audience's inclination toward a more straightforward approach and the timing of the screenings.
5. Challenges in buying: A close examination of the advertisements reveals that despite the audience's initial interest in engaging with the advertisements, various obstacles or barriers exist that hinder them from making a purchase on the Shopee platform. The analysis identified various factors that can influence the purchase decision of the audience, including product mismatch, poor user experience, distrust in online shopping, lack of information, competition and pricing, and lack of incentives.

The present study's findings demonstrate that the efficacy of an advertising campaign is contingent not only on the quantity of clicks but also on factors such as product relevance, user experience convenience, trust, and purchase incentives. It is imperative to comprehend the target audience and identify potential impediments to their purchasing journey to enhance conversion rates and optimise the efficacy of advertising campaigns.

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