

The impact of Design Element of E-advertising on Social Network Platforms on sales growth

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Abstract :

Objective: Increased exposure on social media sites makes consumer vulnerable to digital advertising, promoting them to make a purchase. However, concentrated marketing necessitates devising innovative strategies for intriguing customers. This study assesses the impact of E-advertising's Design on Social Network Platforms on Sales Growth

Method: Descriptive analytical research design was adopted with the use of questionnaire as data collection instrument. A sample of 385 respondents was randomly selected and test instrument administered on them.

Results: It showed that advertising design majorly affects the sales growth (69.6%), Conclusion: The Design must be used on E-advertising on Social Network Platforms on sales growth.

Keywords: Design, E-advertising, Social Network Platforms, sales growth, Social media advertisement

Introduction:

Ongoing analysis by the team at Kepios reveals that there are now more than 5 billion internet users around the globe, marking a momentous milestone on the world's journey towards universal access. That journey only began about 50 years ago, with the first transmission of data via an internet-like network taking place in October 1969.

Email followed in the early 1970s, but it wasn't until Tim Berners-Lee developed the World Wide Web some 20 years later that adoption of the internet really started to gain momentum. When the first website went live in August 1991, fewer than 4 million people around the world used the internet, but internet users grew quickly over the following decade. The global user total passed 50 million shortly after the removal of commercial internet restrictions in 1995, and by the turn of the millennium, well over a quarter-of-a-billion people were already online. The billionth internet user likely came online sometime in 2005, but it only took another 6 years for that global user figure to double to 2 billion. Less than 5 years later, in early 2015, the global figure passed the 3 billion mark . By early 2017, more than half of the world's total population was using the internet. The global user figure passed the 4 billion mark in early 2018 . That means it has taken roughly four years for the global internet user total to grow from 4 billion to 5 billion.. These trends indicate that internet user growth rates have slowed in recent years, but that's perhaps

to be expected now that more than 6 in 10 people are online. The latest data show that internet users have still increased by almost 200 million yearly though, representing year-on-year growth of slightly over 4 percent.

Time spent online

The latest wave of research reveals that the world's internet users now spend an average of 6 hours and 53 minutes online each day. The latest figures mean that the world's 5 billion internet users still spend a combined total of more than 2 trillion minutes online every single day. For context, the typical internet user now spends more than 40 percent of their waking life online. On average, younger people tend to spend more time online than older generations do, with young women spending the greatest amount of time using the internet. GWI's research reveals that women aged 16 to 24 now spend an average of 8 hours per day online, meaning that many women in this demographic now spend as much time using the internet as they do sleeping. At the other end of the spectrum, men in the Baby Boomer generation say that they spend just under 5½ hours per day online, but that still equates to roughly a third of their waking hours. <https://www.hootsuite.com/newsroom/press-releases/digital-2022-report>

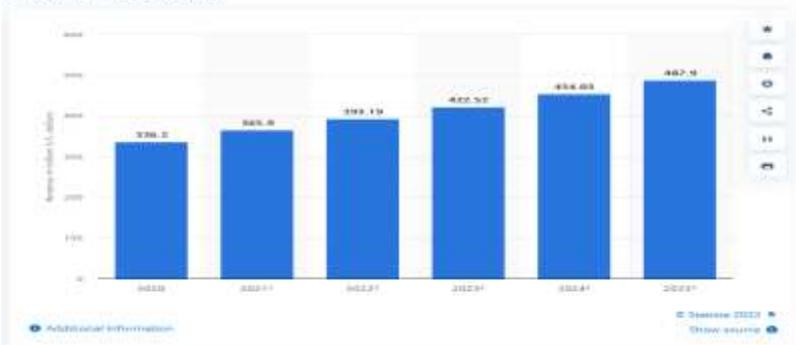
Social Network Platforms

Social Network Platforms such as Google+, Facebook, YouTube, Instagram, Snapchat, and Twitter, and many others are popular

internet sites where people especially youth interact freely, sharing and discussing information about each other and their lives, products or services, using multimedia mix of personal words, pictures, videos and audio. Advertisers have always been fascinated by media and the youth because of their primacy to business. Social media are the latest platform that advertisers are spending huge part of their advertising budget on. Social media is continually finding ways to integrate into every aspect of individual life. Its advent has revolutionized the relationship between a firm and a customer given its constant connectivity and accessibility. Kapoor, et al. reasons that marketing dynamics have significantly shifted with the emergence of social networks, which have provided different ways to improve the customer consciousness. Most studies confirm customer's behavioral and perceptual engagement with various social media platforms such as an instrumental tool for optimizing company-marketing efforts. Advertising through social networks has created a more interactive virtual environment for promoting business and brand recognition. Several organizations are using social media networks for targeting customers and establishing a profitable relationship. Social media network have been use as a strategic marketing tool is found to impose a persuasive influence on customer purchasing and increasing sales. such as instead of relying on the traditional modes of advertisements customers are more inclined to use social media to assess a products, it's

quality , prices and peer reviews to support to determine the credibility of the product. Lee and Hong had been document that creativity in the idea, design, brand image, and celebrity endorsement increasing sales of the products. The significance of social media advertising is evident from Pricewaterhouse Coopers (PWC) issued IAB (Internet Advertising Revenue) report, which highlighted that digital advertising revenues increased by 23.1% in 2018. Also based on statista company we can found that revenue will be expected to be 487.9 billion USD.

Global internet advertising revenue from 2020 to 2025
(in billion U.S. dollars)



(Scour : <https://www.hootsuite.com/newsroom/press-releases/digital-2022-report>)

Studies reported that organizations are aggressively spending on advertisements , reporting an investment of 524.58 billion USD in 2016 only. Increased competitiveness serves as a challenge for marketing managers and firms concerning the plan and design of the ad. Similar is the case for marketers in the Egypt, where the number of social media users continues to expand with an equal

penetration of smartphone usage in the e-commerce sector (i.e., more than 90 percent).

Internet use in Egypt in 2022

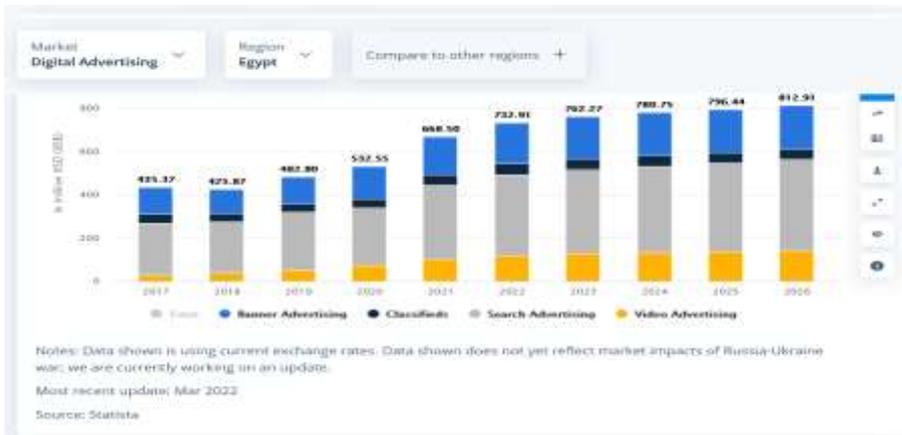
There were 75.66 million internet users in Egypt in January 2022.

Egypt's internet penetration rate stood at 71.9 percent of the total population at the start of 2022. Kepios analysis indicates that internet users in Egypt increased by 1.4 million (+1.9 percent) between 2021 and 2022.

Generally, in the Egypt, based on statista company

- Ad spending in the Digital Advertising market is projected to reach US\$733.00m in 2022.
- The market's largest segment is Search Advertising with a market volume of US\$376.00m in 2022.
- In global comparison, most ad spending will be generated in the United States (US\$232.70bn in 2022).
- The average ad spending per user in the Search Advertising segment is projected to amount to US\$4.63 in 2022.
- In the Digital Advertising market, 41% of total ad spending will be generated through mobile in 2026.
- In the Digital Advertising market, 91% of the Digital Advertising revenue will be generated through programmatic advertising in 2026.

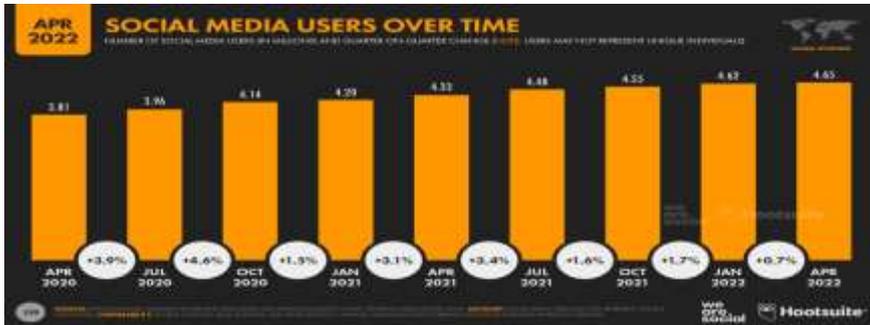
Source: (<https://www.statista.com/outlook/dmo/digital-advertising/egypt>)



Source: (<https://www.statista.com/outlook/dmo/digital-advertising/egypt>)

Social media growth slows

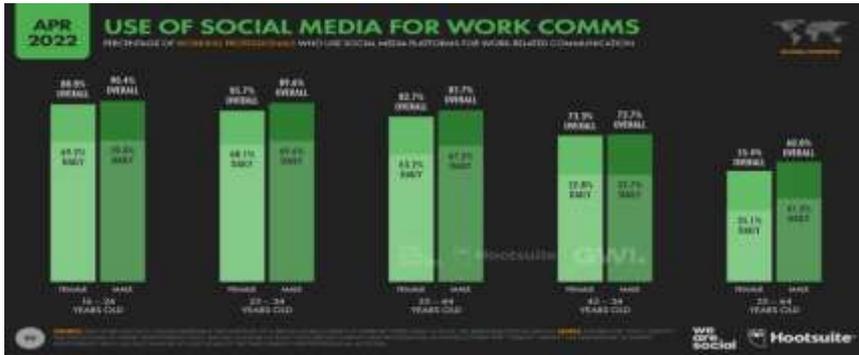
Kepios analysis reveals that global social media users have only increased by 32 million since the start of 2022, equating to quarterly growth of 0.7 percent.



Source: (<https://www.statista.com/outlook/dmo/digital-advertising/egypt>)

Social media at work

Meanwhile, more than 4 in 5 working professionals now use social media for work-related communications.



(Source : <https://datareportal.com/reports/digital-2022-april-global-statshot>)

Roughly 9 in 10 professionals in the Gen Z demographic say that they use social media for work conversations, with roughly 7 in 10 saying that they do so every day.

<https://datareportal.com/reports/digital-2022-april-global-statshot>

Social media statistics for Egypt in 2022

There were 51.45 million social media users in Egypt in January 2022.

The number of social media users in Egypt at the start of 2022 was equivalent to 48.9 percent of the total population, but it's important to note that social media users may not represent unique individuals. Kepios analysis reveals that social media users in Egypt increased by 2.5 million (+5.0 percent) between

2021 and 2022 (<https://datareportal.com/reports/digital-2022-egypt>) . Various studies report that seven factors stimulate the growth of the sector; including increasing demand, high adoption rates of high-end internet and mobile devices, increasing younger population that use internet heavily and smartly, constant use of social networks, cross-border ecommerce, and growth in the numbers of entrepreneurs along with improved great government support . As a result, people are exposed to many advertising messages every day, becoming more resistant to traditional forms of advertising. Knoll reports that there are constant concerns about the usefulness of advertising campaigns and how these campaigns can attract more customers. The increasing competition further has forced advertisers and designers to re-evaluate their advertising methods to pursue more comprehensive and effective marketing concepts. This evaluation is critical for both researches as well as managers. Also, existing researchers have generally concentrated their attention to either purchasing behavior , brand management , customer relationship], innovation management , and employee recruitment . Whereas, the studies on the specialized social media areas such as advertisement, its component, and its elements are found limited. Tuten and Solomon also highlighted that social media advertising is instrumental in shaping the consumer's decision making through promotion and communication. Accordingly, Dar et al. supplied that there is a need to examine social media

advertising in recent times. Oh, Bellur, and Sundar also emphasize to discover more advertising dimensions that affect customer reactions and perceptions of the product. Thereby, given the limited research concerning the advertising elements and design, this research aims to highlight the impact of design of the e- advertising through social media on sales growth . It also identifies the factor that impact the sales growth. The study assumes that the results drawn would contribute to the understanding of the role of design of the e- advertising through social media on sales growth and help supply valuable information to the companies and their advertising designers for crafting better advertainment designs leading to improved product sale and promotions.

Literature Review

Social media network

Various studies report that many factors motivate the growth of the sector; including increasing demand, , constant use of social networks, high adoption rates of high-end internet and mobile devices, increasing younger population that use internet heavily and smartly, cross-border ecommerce, and growth in the numbers of entrepreneurs along with improved great government support . As a result, Public are exposed to many advertising messages every day, becoming more renitent to traditional forms of advertising. Knoll refer that there are constant concerns about the usefulness of advertising campaigns and how these campaigns

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crafting better advertisement designs leading to improved product sale and promotions.

Social media advertisement

Making purchase over the internet has never been easier and quicker, in the sense that there is a process of bargaining with each mechanism on every website, and in addition to that, online selling enables us to cut the costs of marketing and distribution and help us eliminate cost for human resources. Communicating the products and services through the internet has been dominantly adopted by marketers nowadays, with one of the effective online media to advertise the product is through social networking site. A social networking site that has gained popularity in Egypt is not only used as a means of communication, but along with the development of social media website, has been used as a political campaign and product or service promotion. Promoting through social media is more effective as social media is able to reach a wider consumer, as well as more quickly. Through social media, the business actors can deal directly with customers or potential customers and keep at pace with the development of their experiences with the products on offer. Consumers' commentaries which are satisfactory or tend to compare with other products can be easily identified by business actors. Marketing strategies through social networking can not only be adopted by smaller companies or home industries but also big corporations whose line of business

is in other sectors. Social media may disseminate various matters related to human life, even with the rapid development, social media is not only used as a means of communication between one individual and the others but also can serve as a platform for business owners to sell their products. This is received by customers who mostly spend their time in front of monitor screen and gadgetry which is also mostly done . There are many social media platforms that fit into Egypt users, like Facebook, Twitter, and Instagram. All forms of social media accessed through the internet with the purpose of informing the company's products is referred to as social media marketing, in addition to making use of website as the main media in marketing the products. The propagation of media has changed the way message in advertisement is delivered and received. Due to the high costs incurred in reaching out to mass audience, advertisers are moving away from television advertisement and opting to invest in an alternative media such as social media platforms in order to reach out to their target customers. The emergence of social media has helped organizations directly to be engaged, efficient, cost-effective and timely end-customer contacts if compared to other conventional means of communication. Therefore, social media advertisement brings more benefits not only for large multinational companies, but also for small and medium-sized companies and even non-profit and government agencies. "Marketing through conventional channel is four times more

expensive than marketing through the Internet" (Kotler et al., 2009). A company communicates with its customers through various platforms such as online forums, word-of-mouth, blogs, discussion board and chat rooms as sponsored by the companies, products or services where consumers rank the website, internet forums and discussion, Mo-blogs (a website containing digital audio, pictures, films or photos) and several social networking websites. With the assistance of social media platforms, the consumers can actively interact with advertisements, in which case the social media platforms enable consumers to like specific advertisements, to follow certain advertisements on it , to share it with friends and to find out which friends like the advertisements. Quite a number of consumers turn away from conventional advertising sources such as radio, television, magazines, and newspapers and use social media more often to search for information about the products and make purchasing decisions. Online Advertising is the art of using the internet as a medium to deliver marketing messages to an identified and intended audience. It is helpful for attracting website traffic and brand exposure, but first and foremost, online advertising is designed to persuade the targeted customer to engage in a specific action - like, making a purchase.

Advertising is reflected as a strategic marketing tool for attracting people and increasing interaction for deriving customer actions towards a product or service. Previously, television and

print advertising were used and considered pillars of the advertising and marketing process. However, with the development of digital technology, the use of advertising through social media evolved, which helps attract people and creates a positive perception of the product or service. Zhu and Chang reported that social media advertisers customize and tailor the advertising message as per their customers' preferences, because of the perceived level of personalization help customer to stay loyal as well as satisfied. Zain & Salman stated that emotional responses to advertising greatly influence consumer purchase decisions. also expertise predict that animation and images are the significant components in social media advertising. The success of the e- advertising and effectiveness of online advertising are based on its design elements, such as image, color, writings, designs, and effects .Ashley and Tuten reported that creativity of the designs and content assist enhance the receiver ' s opportunity, motivation, and the ability for processing information from an ad. However, firms often virtually spend on advertising to attract the target audience without consulting or undergoing in-depth research on design strategies which often leads to the failure to convince the client. Visual design factors along with the theory of visual rhetoric , emphasizes that visual elements help easily convey the marketing messages, which often rely on advertising in psychological, emotional and social connotations to affect consumer purchasing

behavior effectively .Accordingly the increased ability to attract attention amid the abundant of competing products, depending on the optimal use of design style, image, colors, objective, writings, texture, and effects can characterize the multifunctional of advertising. All those must be followed by the next step of delivering a message to the consumer, which requires attention to the written elements as the type choice, color and font size, which must be used appropriately for the product and consumer.

Sales growth

Sales growth depended on consumer's purchasing decision. Recently, interest in researching the decision to buy through social media has increased due to its significant impact on the sales growth and global economy .Many studies have declared that the most significant component in the formation of consumer behavior and decision making that lead to increasing sales is the attractive ad. Attractive ad and advertised product help convince the consumer and motivates his purchase decision through the creativity in the idea, design, brand image, and celebrity endorsement. Holis stated that exposure to a single online ad can have a significant impact on the purchase and help decide to buy a new product which increasing the sales for the firm. The advertising drives consumers to buy a product or service by gauging in the emotional reaction of the recipient through visual elements of advertising messages. Also, the preference and

likelihood of online purchases increase if the consumer likes the design of the ad.

The model:

The following figure represents A Schematic representation of the variable discussed in the study



Methodology

The researcher uses in this study the analytical approach to put the phenomenon under investigation in a quantitate way. The research uncovers the relationship between the different dimensions in order to arrive to a conclusion that may help later in the future researches. The research methodology, its steps, the tool used and how it is developed. This chapter also includes the research population, and the sampling technique that is used in the research.

Measurement instrument:

The researcher used a questionnaire form prepared by the researcher to examines impact of "The effect of the E advertising Design through the Social Media platforms on sales ”.

Research Sample:

- **Research Population:** The research population will be customers who greater than 1000000.

- **Sample size:** Due to the large size of the society, the size of the sample to be drawn from a large statistical society can be determined using the following equation: Sample size

$$(n) = 2Z / (FS)^2 * P (1-P)$$

$$Z=1.96 \text{ at } p\text{-value } 0.05$$

$$FS = 0.05$$

$$P= 0.5$$

As a result, the sample size will be **385 respondents**.

Table (1) illustrated the number of responses sample

No of responses	No of corrected responses	No of wrong responses	%
385	385	0	100

The number of responses of sample was 38^o responses, all were correcting with (100%).

Statistical methods used:

Data were unloaded by known Statistical Package for Social Sciences Statistical Program was the statistical analysis using the computer through a statistical package software IBM SPSS V. 25, the precursor to the disaggregation of data, and through him was:

1. Testing reliability through Cronbach's alpha coefficient to test the stability of the questionnaire.
2. Correlation by Pearson coefficient.
3. Descriptive statistics of the data through the tabulating data in the form of (Numbers, Percentage) for variables questionnaire.
4. Descriptive statistics of the data through the tabulating data in the form of (mean, the relative weight percentile, standard

deviation and one sample T-test) for questions questionnaires to prove the validity study hypotheses.

5. Simple and regression to study the impact of independent variables on the dependent variable to prove the validity study hypotheses.

Research Results

Reliability & Validity:

Reliability:

To check the stability of the questionnaire, the researcher used Cronbach's alpha equation (Cronbach Alpha) and the following table shows the reliability coefficients generated using this equation.

Table (1): The reliability of the questionnaire

Variables	Cronbach's Alpha	N of Question
H questions	0.835	7

From the above table illustrate that, the reliability coefficients of the questionnaire were good values where reliability coefficient values were (0.835) for Strategies (H questions,) consequently that indicate the values of reliability coefficients to the validity of the questionnaire' questions for the application and the reliability of the results and trust.

The validity:

The researcher calculates the intrinsic validity for each axis of the questionnaire as follows:

Table (2) the numbers and percent of the hypothesis' questions

Question	Strongly Agree		Agree		Neutral		disagree		Strongly disagree	
	No	%	No	%	No	%	No	%	No	%
Do you agree that the direct and simple design in the E-advertising has a positive impact on the sales growth?	189	49.1	166	43.1	11	2.9	18	4.7	1	0.3
Do you agree that the Innovative creative idea in the E-advertising has a positive impact on the sales growth?	341	88.6	43	11.2	1	0.3	0	0	0	0
Do you agree that the information shown in the graphics in the E-advertising has a positive impact on the sales growth?	219	56.9	149	38.7	11	2.9	6	1.6	0	0
Do you agree that using animation in the E-advertising has a positive impact on the sales growth?	303	78.7	72	18.7	1	0.3	9	2.3	0	0
Do you agree that using a story about the products in the E-advertising has a positive impact on the sales growth?	245	63.6	139	36.1	1	0.3	0	0	0	0
Do you agree that using a slogan in the E-advertising has a positive impact on the sales growth?	362	94.0	22	5.7	1	0.3	0	0	0	0
Do you agree that using video in the E-advertising has a positive impact on the sales growth?	229	59.5	142	36.9	1	0.3	13	3.4	0	0

Table (2) shows the following:

- The greatest number for answering the question (Do you agree that the direct and simple design in the E-advertising has a positive impact on the sales growth?) (Strongly Agree) with No (189) percent (49.1%), while the number of (Agree) were (166) with percent (43.1%), the number of (Neutral) were (11) with percent (2.9%), the number of (disagree) were (18) with percent (4.7%) and finally, the number of (Strongly disagree) was (1) with percent (0.3%).
- The greatest number for answering the question (Do you agree that the Innovative creative idea in the E-advertising

has a positive impact on the sales growth?) (Strongly Agree) with No (341) percent (88.6%), while the number of (Agree) were (43) with percent (11.2%) and finally, the number of (Neutral) was (1) with percent (0.3%).

- The greatest number for answering the question (Do you agree that the information shown in the graphics in the E-advertising has a positive impact on the sales growth?) (Strongly Agree) with No (219) percent (56.9%), while the number of (Agree) were (149) with percent (38.7%), the number of (Neutral) were (11) with percent (2.9%) and finally, the number of (disagree) were (6) with percent (1.6%).
- The greatest number for answering the question (Do you agree that using animation in the E-advertising has a positive impact on the sales growth?) (Strongly Agree) with No (303) percent (78.7%), while the number of (Agree) were (72) with percent (18.7%), the number of (Neutral) was (1) with percent (0.3) and finally, the number of (disagree) were (9) with percent (2.3%).
- The greatest number for answering the question (Do you agree that using a story about the products in the E-advertising has a positive impact on the sales growth?) (Strongly Agree) with No (245) percent (63.6%), while the number of (Agree) were (139) with percent (36.1%) and finally, the number of (Neutral) was (1) with percent (0.3%).

- The greatest number for answering the question (Do you agree that using a slogan in the E-advertising has a positive impact on the sales growth?) (Strongly Agree) with No (362) percent (94.0%), while the number of (Agree) were (22) with percent (5.7%) and finally, the number of (Neutral) was (1) with percent (0.3%).
- The greatest number for answering the question (Do you agree that using video in the E-advertising has a positive impact on the sales growth?) (Strongly Agree) with No (229) percent (59.5%), while the number of (Agree) were (142) with percent (36.9%), the number of (Neutral) was (1) with percent (0.3%) and finally, the number of (disagree) were (13) with percent (3.4%).

Table (3) means, standard deviations, weight percentile and T-values of the hypothesis' questions

Question	Mean	SD	Weight Percentile	Degree	T value	P-value
Do you agree that the direct and simple design in the E-advertising has a positive impact on the sales growth?	4.36	0.78	87.22	Agree	34.446	0.000
Do you agree that the Innovative creative idea in the E-advertising has a positive impact on the sales growth?	4.88	0.33	97.66	Strongly Agree	112.072	0.000
Do you agree that the information shown in the graphics in the E-advertising has a positive impact on the sales growth?	4.51	0.63	90.18	Strongly Agree	46.724	0.000
Do you agree that using animation in the E-advertising has a positive impact on the sales growth?	4.74	0.58	94.75	Strongly Agree	58.486	0.000
Do you agree that using a story about the products in the E-advertising has a positive impact on the sales growth?	4.63	0.49	92.68	Strongly Agree	65.721	0.000
Do you agree that using a slogan in the E-advertising has a positive impact on the sales growth?	4.94	0.25	98.75	Strongly Agree	150.507	0.000
Do you agree that using video in the E-advertising has a positive impact on the sales growth?	4.52	0.68	90.49	Strongly Agree	44.187	0.000
Total second hypothesis	4.66	0.40	93.11	Strongly Agree	81.513	0.000

Table (3) shows the following:

- T-test value was (34.446) which a significant at (0.01) for question (Do you agree that the direct and simple design in the E-advertising has a positive impact on the sales growth?) with mean (4.36) and the weight percentile was (87.22%) which place in the degree (agree).
- T-test value was (112.072) which a significant at (0.01) for question (Do you agree that the Innovative creative idea in the E-advertising has a positive impact on the sales growth?) with mean (4.88) and the weight percentile was (97.66%) which place in the degree (strongly agree).
- T-test value was (46.724) which a significant at (0.01) for question (Do you agree that the information shown in the graphics in the E-advertising has a positive impact on the sales growth?) with mean (4.51) and the weight percentile was (90.18%) which place in the degree (agree).
- T-test value was (58.486) which a significant at (0.01) for question (Do you agree that using animation in the E-advertising has a positive impact on the sales growth?) with mean (4.74) and the weight percentile was (94.75%) which place in the degree (agree).
- T-test value was (65.721) which a significant at (0.01) for question (Do you agree that using a story about the products in the E-advertising has a positive impact on the sales growth?)

with mean (4.63) and the weight percentile was (92.68%) which place in the degree (strongly agree).

- T-test value was (150.507) which a significant at (0.01) for question (Do you agree that using a slogan in the E-advertising has a positive impact on the sales growth?) with mean (4.94) and the weight percentile was (98.75%) which place in the degree (Strongly agree).
- T-test value was (44.187) which a significant at (0.01) for question (Do you agree that using video in the E-advertising has a positive impact on the sales growth?) with mean (4.52) and the weight percentile was (90.49%) which place in the degree (strongly agree).
- T-test value was (81.513) which a significant at (0.01) for (Total second hypothesis) with mean (4.66) and the weight percentile was (93.11%) which place in the degree (strongly agree).

Table (4): Correlation between The Design in the E-advertising on the Social media platforms and sales growth

Variables	Sales Growth	
	r	P-value
The Design in the E-advertising on the Social media platforms	0.805**	< 0.001

** r values significant at (0.01)

From the above table we find that the Pearson correlation value was (0.805) which significant at (0.01). Therefore, there is a correlation between The Design in the E-advertising on the social media platforms and sales growth.

Table (5) Simple linear regression test to study the impact of Design in the E-advertising on Social Network Platforms on sales growth

Model	B	t	p-values	R	R ²	F	p-values
Constant	1.518	12.549	< 0.001				
Impact of Design in the E-advertising on Social Network Platforms on sales growth	0.696	26.514	< 0.001	0.805	0.647	703.01	< 0.001

To study the impact of Design in the E-advertising on Social Network Platforms on sales growth was test by linear simple regression and the results were as follows:

- The value of the correlation coefficient (R) to the relation between Design in the E-advertising on Social Network Platforms on sales growth was (0.805).
- From the results of the coefficient of determination (R²) of regression simple linear in the previous table, we find that there is an impact of Design in the E-advertising on Social Network Platforms on sales growth were (64.7%).
- The test significant model regression based on the value of (F), which amounted to (703.01) which was significant at level < (0.01), which confirms the significant regression model.
- It has been through model significant regression coefficient test (B), which explains the presence of Design in the E-advertising on Social Network Platforms with value (1) increased sales growth value with (0.696) and rely on the value of (T), which amounted to (26.514) which was significant at level < 0.01.

Conclusions

It is believed that study results largely conceived the role The Design of E-advertising and the extent of its positive impact on sales growth

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