

Embedding Persuasive Multimedia Content (PMC) into Social Media Advertising (SMA) in Persuading Social Media Users

Muhammad Abdul Malik, S., Sobihatun Nur, A. S., and Nassiriah, S.

Abstract—Multimedia content is about the combination of media elements such as text, image, audio, and video in a variety of written forms. It often used to deliver a message of written article, advertisement (ad.), documentary video, and others. In advertising, multimedia content can mix with many multimedia elements in order to make an advertisement to be more attractive and persuasive. Therefore, the use of multimedia content should be empowered with persuasion aspect. This paper will emphasize the embedded persuasive multimedia content (PMC) into an advertising that aims to persuade the social media users. Using social media as an advertising tool, the persuasive multimedia content will help advertisers or advertisement creators to enhance social media users' attention towards the advertising content.

Index Terms-persuasion, advertising, persuasive advertising, persuasive multimedia content, social media, social media advertising.

1 INTRODUCTION

IN a competitive and globalized marketplace, businesses are turning to use current technologies to give them the competitive edge within their operating environments. With the evolution of multimedia technology, businesses are creating advertisements that are enriched with a variety of multimedia enhancement to deliver a message of their products or services to consumers. The use of multimedia in various industries has been effective in increasing productivity and retention rates where people remember 20% of what they see, 40% of what they see, hear and about 75% of what they see and hear and do simultaneously [1].

The advertisements content of the products or services should not be simply created, but it must be enriched with persuasive approaches. This is because the use of persuasive approaches in advertising can help businesses to develop strong messages to consumers and these persuasive approaches are likely to persuade the consumers in a purchase decision. According to [2], persuasion implies an attempt to move, affect or determine a purchasing decision. Persuasive approaches embedded within multimedia contents called as the persuasive multimedia content is used to grab users' attention to stay with the advertisements for a long time period. This persuasive multimedia content approach can

be found in social media advertising where organizations or companies normally use this kind of advertising to engage with users as potential customers.

The impacts of social media nowadays can be found in various fields such as politic, health, finance, education and business. In business, social media offers much potentials and advantages to organizations as it is designed to bring the products or services into a business that seeks users' custom [3]. It offers online advertising which enables organizations to promote their products or services to consumers. Based on tremendous impacts of social media, many sectors use it for internal and external operations [4]. For example, in the tourism sector, local people who are involved in this sector intend to improve their quality of lives in term of economic and social aspects [5]. Hence, social media can play a role as a supplementary advertising platform to improve information delivery. The popularity of using social media advertising becomes an explosive phenomenon due to the improvement of people living standard [6] which allows them to communicate and further collaborate with each other. This kind of advertising has become a staple of the media mix as marketers look to leverage their campaigns to drive valuable word of mouth and influence [7].

Therefore, this paper emphasizes on the alternative advertising strategy by embedding persuasive multimedia content in helping to enhance business promotion via social media tools. Moreover, this area must be continually studied to meet the changing of consumer attitudes and behaviors. It is because advertising goal is to persuade and plays an important role for long-term brand capital building for a business and the emergence of digital media has led the organization to focus on people response [8]. The

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emergence of social media with persuasive multimedia content enables advertisers to get into users' minds. Social media is about human psychology whereby the successful delivering message should brush up the fundamentals of influence [9]. Hence, both persuasive multimedia content and social media advertising need for a new improvement aims to grab users' attentions and make them engage with the advertisement.

2 PERSUASIVE MULTIMEDIA CONTENT (PMC) AND PERSUASIVE ADVERTISING

Persuasive multimedia content (PMC) is about the combination of several multimedia elements that can be used for message delivering to persuade other people. It refers to the combination of information with multimedia contents such as text, image and video that appeal to end user [10]. Persuasive multimedia content is also referred as the combination of information with multimedia contents that appeal to end users [10] and provides strictly factual information [11] where psychology approach is required in order to enable advertisers to get into customers' minds. When advertisers got into customers' mind, persuasive multimedia content will likely persuade potential customers to join with online group, give a call or make an online purchase [12]. In order to make it work, persuasive multimedia content should reach its purpose of persuading the potential customers and persuasive advertising must be used as a method to deliver advertising message persuasively.

Practitioners and academics claimed that a good advertising plays its role in term of unique persuasive informational message delivery. According to [13], advertising is about the art to get a unique selling proposition into the heads of the most people at the lowest possible cost and [14] said that advertising is a kind of activity that increase people's knowledge and changes people's attitudes. According to [15], in order to achieve superior reach and engagement, advertising content should be better designed because it becomes an important issue for marketing on social media platform. Therefore, persuasive advertising has become an essential technique in order to keep business or organization in the eyes of people, those who make a decision in purchasing or rejecting certain products or services [16]. Persuasive advertising is associated with three components of advertising goals are inform, persuade and remind as shown in Figure 1.



Fig. 1. Persuasive Advertising's Goals.

Advertising is basically used to influence people's behavior whether in immediate or later in time on products or services. Essentially, it needs to look specifically at proper way of advertisement to achieve an immediate alteration in consumer behavior. According to [17], advertising association attempt to accomplish three things are attention, brand awareness and persuasion. In addition, persuasive advertising is the using of persuasion tactic to persuade people to act because advertising itself is fundamentally persuasion and it can effect for success or failure of a product or service [18].

3 SOCIAL MEDIA ADVERTISING (SMA)

Social media has become a technologically advanced communication platform that benefits small and large businesses. It has become a contagious phenomenon and an interesting topic for many organizations across the world [19]. As an important communication platform, the number of registered users is increasing and becoming a dramatic phenomenon around the world. Figure 2 shows the social media growth from the year 2012 until 2014.

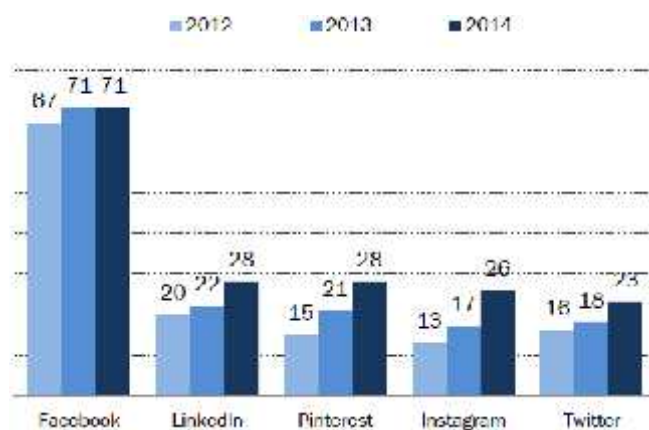


Fig. 2. Percentage of Social Media Growth from the year 2012 until 2014 [20].

Based on the Figure 2., the number of registered users from the five social media tools such as Facebook, Twitter, Pinterest, Instagram, and Twitter are increasing year by year where Facebook has the largest number of users. The increasing number of users of those social media tools indicates that social media phenomenon could benefit people especially those who want to build their own businesses. By using social media tools, they can deliver their messages of business to other social media users via online.

Besides that, social media also brings a new dimension for researchers and good potential for organizations. Many scholars preferred to implement research in social media as online technologies because it has become among interested research area [21]. Social media also gives a new opportunity for organizations and diverse social media technologies have begun to spread out. According to [22], many studies indicate that nearly 80 percent of organizations used as least one form of social

media for marketing endeavors. Besides that, marketers use social media tools to collaborate with consumers for business activities but most of the marketers still not implement social media well [23]. In order to ensure the use of social media meets with the audience, then this study has been motivated to use social media technology as an alternative advertising tool to promote business.

Social media advertising has become a trend in a business world where organizations use it to leverage advertising campaigns to grab valuable word of mouth and influence [7]. This type of advertising has become a larger component of organizations' advertising budgets with a greater share of consumers' time spent online [15]. It is a way to advertise products or services online by using social media platforms such as through YouTube, blog, Facebook, Twitter and LinkedIn. According to [24], social media advertising concerned about human communication, thoughts, and behavior. Using social media advertising, businesses or organizations can tell the stories of products or services in order to get audiences' attention. The result of using the approach of social media advertising with powerful elements indicates that it is useful to support brand goals. As an example of social media advertising tool is a blog which is used to influence, inform and entice potential consumers [25].

4 EMBEDDING PERSUASIVE MULTIMEDIA CONTENT (PMC) INTO SOCIAL MEDIA ADVERTISING

Social media promises sophisticated advertising strategy, thus, organizations through advertisers need to adapt persuasive advertising of the social media advertising to reach out the people with suitable psychological persuasive multimedia content. As proposed by [26], multimedia content in social media advertising can improve psychological impact when integrated with approaches of persuasion. The integration between multimedia content and persuasive approaches with social media advertising is illustrated in Figure 3.

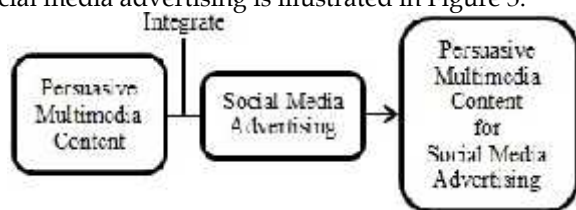


Fig. 3. Integration of Persuasive Multimedia Content and Social Media Advertising [26].

Advertising through social media indicates a useful instrument to transform the business to engage with customers. In addition, creating quality content is hard work but it is a ticket to face with current demanding online consumers [9] because delivering the content on social media page to a target consumer need for thought, originality, work, strategy experimentation and persistence [27]. Therefore, the embedding of persuasive

multimedia content into social media advertising has become essential in order to refine the persuasiveness of advertising by using social media platform.

The content that embedded with multimedia elements such as blending of images, text, audio and video can be used to attract people attention. These multimedia contents should carefully considered, planned and articulated because it will bring an understanding from customers further gently steer them towards business goals [12]. When multimedia content are successfully embedded with the approaches of persuasion then the multimedia content will be persuasive and it is expected can persuade social media users. Besides that, customers will more educated and informed about products or services on social media advertising and probably to help them to purchase further recommendation to colleagues.

5 CONCLUSION

This study on the area of persuasive advertising found that persuasive multimedia content for social media advertising becomes an important key to invoke social media users into action towards business advertisements. Psychology research has demonstrated that people attitude requires a liking or disliking tendency towards an entity which is can affect people's behaviors [28]. There is no doubt that social media has changed the way people communicate over the world as found in reading materials. The successful persuasive advertising may benefit in term of consumers' emotion, thought and behavior change. With the adoption of persuasive approaches and strategies in social media advertising, consumers' beliefs towards the products or services will likely change and influence them in purchasing decision. This scenario will continue to spread through social media advertising to meet with the virtual audiences who are using social media. Accordingly, businesses or organizations need to take advantage of social media advertising in order to strengthen social media users' engagement by embedding persuasive multimedia content into advertising.

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