

## **Reciprocity & Advertising in Consumer Psychology**

Siti Aminah Binti Harun<sup>1</sup>, Muhammad Ashraf Bin Fauri @ Fauzi<sup>2</sup>, Siti Rasyidah Noor Osman<sup>3</sup>, Nuralissa Eszuatey Zainudin<sup>4</sup>, Nor Syamimi Athirah Mohd Fadzli<sup>5</sup>

<sup>1,2</sup> Faculty of Industrial Management, University Malaysia of Pahang (UMP) Gambang, Pahang

<sup>3,4,5</sup> Department of Psychology, Widad University College (WUC) Kuantan, Pahang  
Siti Aminah Harun\*

sitiaminahbintiharun@yahoo.com.my

### **Abstract**

Typical advertising is known as consumers' emotions, such as fear, love, pleasure, or vanity, which can be powerful drivers of consumer desires and products' responses. Each of these emotions can be manipulated and used differently to affect behavior of reciprocity: Fear, anxious, addicted, and feeling attached are a compelling emotion and can be a robust motivator. Every aspect is unique and has belonged to a fundamental psychology principle to generate a desired reaction or response. At the same time, there are many psychological elements to incorporate. Researcher had proposed the concept of reciprocity behaviour in consumer psychology, especially overlook for the wise of advertisement.

**Keywords:** Reciprocity, Consumer, Psychology, Advertising, Industrial, Purchasing

### **1. Introduction**

Common every advertiser and marketer is well-known on how to attract their consumers, and digital marketers are the smartest way to do it. It is because advertisement examines the art of manipulating human actions to make those decisions about purchases. There are so many different types of advertising nowadays. If someone uses conventional tactics or digital tactics, it is crucial to understand advertising psychology. Consumer behavior involves studying how people, either

individually or in groups, receive, use, observe, discard, and make decisions about goods, services, or even lifestyle habits such as socially responsible and healthy eating. Advertisement is also about consumers' behavior and reaching them out, and getting their feedback and reactions towards products. (Osman, 2018) By the meaning of these reactions, the advertisers will create more effective and creative campaigns. It is because the more creative the campaign is, the more useful to gain the consumers.

The market has responded well as the year has progressed, and as a result, many brands are now increasing investment in the segment. Getting an internet presence would help nearly any organization. Before scrambling to dump some old content on the web, though, take time to develop an Internet campaign that dovetails with the more effective marketing and company strategies and helps propel them. The use of internet ads to reach consumers and prospective customers is more a matter of dedication and policy than financial spending. To meet online consumers efficiently, it does not need to be pricey. Company can create an efficient website using a market-led approach to Internet marketing and draw consumers through numerous Internet-based marketing strategies.

Online marketing requires new platforms to educate the company's market and entice individuals to buy products and services. The internet (and, by extension, mobile) is merely a medium for your advertisement, promotional and public relations activities to have more excellent coverage. Comprehensive marketing strategy must involve Internet marketing. Online marketing tactics should be used within the overall marketing strategy of the business. Instead of seeing them as separate platforms, businesses who wish to improve conventional advertisements' effects need to dovetail their advertising campaigns with Internet strategies. For example, a successful internet platform increases the productivity of other ads so more clients who see the advertising of business will compare the goods and services of company online.

To learn more about their reciprocity, the researcher is trying to viable this into many aspects especially in social media intervention, targeting ads and influencers trend. Consumers in all of those countries have acknowledged that they are now buying more online than before: The United States (62%), Canada (59%), Mexico (70%), the United Kingdom (58%), France (41%), Germany (32%) and Australia (32%) (47 percent). Overall, 49% of shoppers state that they are

now browsing more online than they were pre-COVID (Coronavirus (COVID-19) Marketing & Ad Spend Impact: Report + Stats (Updated September), 2020). Below is the expected framework which is will be proposed to the extended research after the concept paper being published.

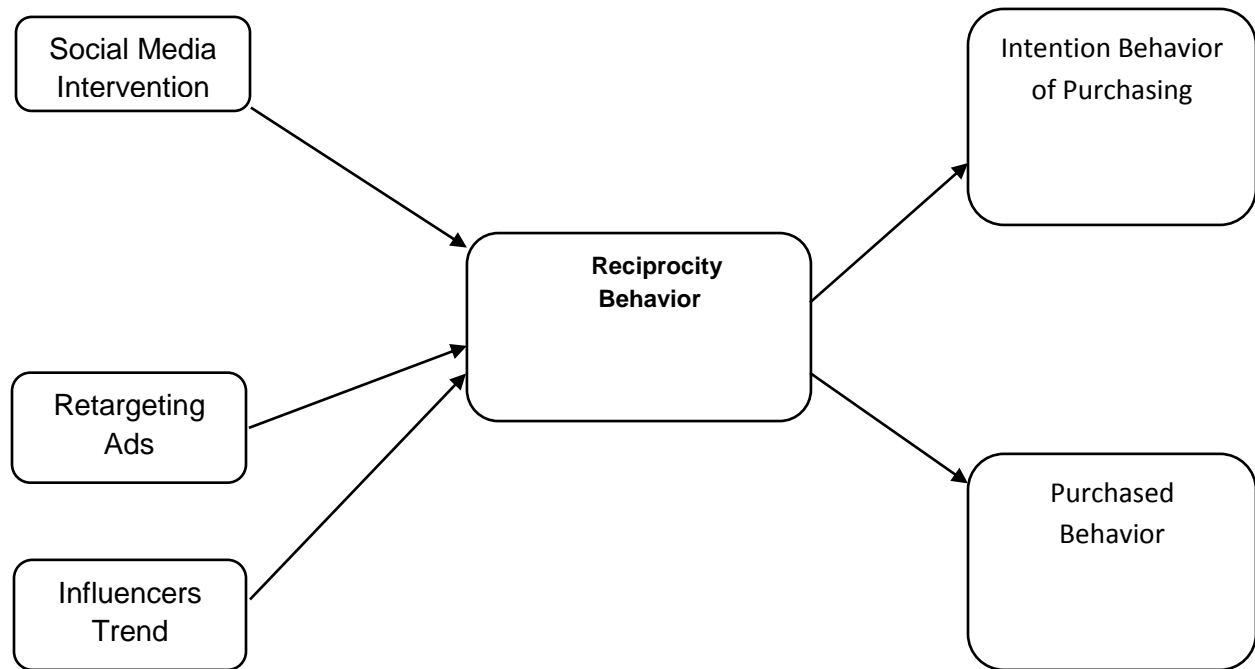


Figure 1: Proposed framework adapted from (Harun, et al 2021)

## 2. Literature Review

### 2.1 Social Media Intervention

As Instagram first came on the scene back in 2010, it was like every other social platform: full of selfies, animals, and videos. The transition from a primary picture sharing app to a robust marketing system through Instagram in 2019 is nearly complete. Only look at some of the current functionality of the platform! In the last year, Instagram has launched scores of innovative technologies for enterprises, including predictive analytics, shoppable Instagram

messages, new approaches to push Instagram stories traffic, and IGTV, the new independent content site.

For someone who works in e-commerce, schooling, media, and writing, Instagram will support. However, suppose they want to get moving. In that case, they have to know the site and the audience inside and outside. It includes what material is the most relevant, how to develop a plan for Instagram Stories, and how to monitor their measurements and KPIs. Everyone knows how excellent Instagram is for posting images and videos with our friends and families, but it is an excellent e-commerce channel.

An obvious explanation is the format of Instagram. Instagram provides vast resources for e-commerce firms seeking to advertise their goods because of its visual aspect. Daily images, videos, or Instagram histories have shown millions of companies that creating a visual identity on Instagram will greatly complement their e-commerce marketing. Instagram fans are much more active than regular social network users. Even while patterns appear to demonstrate that Instagram's dedication is falling, the site still produces higher interaction rates with corporations than both Twitter and Facebook. However, Instagram consumers are more than just active; and they are typically web shoppers as well. According to a recent survey, 72 percent of Instagram users report making a buying decision after seeing anything on Instagram. With clothes, makeup, shoes, and jewelry is the most common category. This shopping attitude renders Instagram users the right target because they are intentional and easy to convert.

Another explanation of why Instagram is so successful on the website itself is because of e-commerce. Recently, Instagram launched a lot of innovative market resources, and indeed, more would be expected. Whether by links in Instagram Stories or shoppable Instagram updates, many of our online shopping encounters will begin and end on Instagram soon enough.

All of this said, it would be a misconception to believe the company does not belong to Instagram merely because they do not offer e-commerce goods. Instagram is also a fantastic way for brands to create brand equity and link to new viewers and potential customers. Naturally, business owners must first grasp how the Instagram algorithm functions.

## 2.2 Re-targeting Ads

Re-targeting is, to put it plainly, a strategy by way of which advertisements track a consumer around the Internet when a user clicks on or purchases a specific object. The key goal is to transform a lead into a profitable transaction by analyzing customer activities and personalizing the consumer's advertising. About 2% of site queries are transformed in the first phase into a profitable transaction if we access a website with a Google search, cookies that we visit on the website. Those who do not recognize the meaning of cookies are a tiny piece of data received from a website and saved in a user's machine by a browser is an HTTP cookie (also known as a network cookie, internet cookie, browser cookie, or only cookie). In turn, Instagram and Facebook use these cookies to map sites the user visits on the site, the number of times spent on each tab, the links he clicks, the search for, and other related experiences. For example, when a user visited the web, clicked on but did not purchase the Charles Dickens book selection connection, it was saved by the cookie on the site as a possible future purchase.

This knowledge was also used to locate other related books which those who also were involved in the same collection by Charles Dickens had already purchased. And then, when he enters another website; say Instagram, advertisements from the same books monitored by the cookie are displayed to him frequently to inform you of the order. It is also regarded as re-marketing or re-publishing. This allows marketers to determine which advertisements can be put to increase revenues. Targeted ads rose 2.7 times more sales than non-targeted advertising, as seen by a 2009 survey undertaken by Network Advertising Initiative. The pace of conversion of consumers to customers is double that of re-marketing. The low cost of a product-related ad quest is \$15.65 per search, but it decreases sharply to just \$1.69 per search for targeted publicity (Dutta, 2020). With the impact the of Coronavirus already filling in the world economy, corporations and designers in the influencer marketing business do their utmost to adjust. Initially, all of their sponsorship arrangements were shut down and activities were cancelled. Over the week, many relied on alternate income sources, which enabled them to continue to survive without leaving their homes.

Brands have been postponed by influencer marketing firms, although social media sites have been more active than usual, since more users have spent time in physical isolation.

Advertisers noticed that the business model for influencer marketing may be especially appropriate for a period when DIY ad material shot at home is feasible as commercial filming was shut down. Any influencers are seeing their businesses steadily bouncing back a few months after the pandemic. Any niche influencers and content also saw new booms. Brands at first slash marketing expenditures and offers continued to decline during the beginning of the epidemic – then they eventually return. Influencers who raise money from sponsorship started to encounter a drastic downturn in business at the beginning of the epidemic. According to a survey from a marketing analytics organization, Launch metrics, funding posts on Instagram decreased to 4 percent by mid-April from 35 percent of influencer content. The funded offer was disastrous for travel and event-based producers whose content relies upon escaping their homes. The travel industry "holding their breath," and corporations are hesitant to enter new arrangements that affected creators' profits. To reduce prices and stop being disrespectful amid the public-health crises, several companies deferred influencer marketing initiatives. It was uncertain for developers whether these funded content opportunities will come back. Some brands deferred promotions to allow logistic changes to affect the work that once involved transport or development. Some others re-started campaign messages published before the outbreak of the coronavirus and feel out of contact. Nevertheless, by June and July, influencer brand contracts steadily began to stabilize as industries began adjusting their policies to the current economy and climate. Supported content for tourism and products, for example, plummeted to an all-time low in April, according to Idea numbers. By July, those patterns began to take a turn and funded travel and tourism content began to recover by 34%. Although funded advertising has long been a (and essential) predictable revenue source for digital artists, the market has evolved well beyond advertised products. Moreover, with the slashing of brand transactions, many influencers switched to other forms of income.

The creative business now provides a broad spectrum of non-ad income options, including goods purchases through firms such as Fanjoy, e-commerce partner revenues by websites such as reward style or annual payment revenues by providers such as Patreon, and a host of other groups. While supported advertising has long been a predictable (and essential) revenue source for digital artists, it has grown well beyond branding. Furthermore, with the cutting of brand agreements, many influencers switched to other income sources. The creative sector now has several non-ad income choices, including product revenues by companies such as

Fanjoy, e-commerce partner revenue from platforms including RewardStyle, periodic subscription earnings by services such as Patreon several other categories.

As more citizens remained home to help deter the transmission of the latest coronavirus, social media usage grew. Marketers of influences have seen ad prints and consumer interest increases in supported content in TikTok and Instagram applications.

### **2.3 The Influencer Trend**

The influencer marketing firm said that the amount of "likes" for Instagram's supported content has risen. Everyone is at home and actively on TikTok, and influencers and advertisers work together to fill the content further with social distance (McGloster, 2020). In recent months' interest in live streaming has also grown, and developers, advertisers, and technology platforms seek innovative ways of making living money. Influencers on Instagram, Twitter, Twitter, or Twitch will gain hundreds or thousands of dollars by advertising a commodity or featuring on a brand's live stream. Customers are more likely to trust third-party recommendations like a blogger or an Instagrammer instead of a company itself. The Influencer can be seen as a buddy who links a company with its target customers. Not only does the influencer bring their own fans, but they also have a network of followers. They will also boost traffic to the company's website if an influencer has devoted fans, raise social media visibility and sell the company's product via their endorsement or story about their experience with the company's product/service (Matthews, 2020).

Companies are shifting toward earned media for subjects such as ad theft and ad blocking, because they want distribution options that would not be blocked and that they believe will attract the right audience. Content from influencers will not be stopped, external influencers are produced every day, and the easiest way to win consumer loyalty is to partner with someone already trusted by consumers. It is practically difficult for a brand to create alone with the client the built-in degree of confidence between influencer and reader (Hall, 2016).

### **3. Discussion and Conclusion**

Therefore, experts in the field of technology are racing to create new technology designs that will facilitate the affairs of all human beings for the use of modern society. As it turns out, most of their creations have become a necessity for all human beings so that we cannot abandon the use of gadgets in our lives even for a day.

Furthermore, the Covid-19 situation that limits human encounters has been listed as one of the factors why technology today is becoming more widespread as all communities regardless of age need to use gadgets to help them connect communications even from a distance. The same goes for daily life as a trader who is always competing to streamline their sales product. Many traders are affected by the Covid-19 epidemic that befell the world because any business needs more effective marketing such as promoting their goods in shopping complexes, in lazy markets and so on. However, the situation does not allow them to change their advertising concept to a platform that is more likely to be used by the community at this time. The same goes for traders who want to market their products. At a glance, all the information about the item has been displayed on the screen of their smartphone. Nowadays, times are advancing, in line with the technological modernity of the world that has replaced verbal communication with technology.



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