

However, even the first page of text-based or text-picture mixed webpages perform worse o advertising attention than any page on the picture-based or video-based websites.

Another important criteria they found was, even if the webpages are on the same website, it is possible for a significant variance in attention to advertisement to occur when changing the placement webpage of the ad. To conclude, they recommended that when deciding whether to spend money on the internet, the client should consider not only the nature of the website, but also the structure of the website, the information type of the website content and the placement priority on the ad itself.

However, to create the effective advertising, the writer need to consider all the aspects as discussed above especially when the primary aim of the advertising is to attract consumer's attention. According to Dyer (1982), advertising involves the process of using language effectively where the advertising language itself is a full loaded language. He observed that the entrepreneurs have to play with words and manipulating and distorting their everyday meanings, break the rules of language for effect, use words out of context and even make up new ones. Thus, it shows that, the use of text and visual as the cores of effective advertising features in online stores should be in a form of persuasion and attractive enough for consumers to fall in love with the products offered.

5 Methodology

This study is a qualitative case study research. According to Bromley (1990), it is a “systematic inquiry into an event or a set of related events which aims to describe and explain the phenomenon of interest” [21]. Yin (1994) laid out the case study design must have five components: the research question(s), its propositions, its unit(s) of analysis, a determination of how the data are linked to the propositions and criteria to interpret the findings. [21]

The websites are chosen based on the companies' profit and revenues. According to Tellis (2004), one of the ways to measure advertisement effectiveness is through accounting variables, which is derived from the outcomes of advertising. The accounting variable is the aggregate of the choices of individual consumers, summed up to the level of the firm [18].

Three important accounting measures are a firm's sales, revenues, and profits. Sales in units are

the sum of all quantities of a brand purchased by consumers within a particular time period. Revenues are the product of unit sales and the price per unit. Profits are revenues minus costs [18]. “The aggregate measures of sales and revenues give a summary measure of advertising performance. They lack the insight into the nature, depth, breadth, or timing of the response to advertising ...” However, “the aggregate measures are not without merit. First, they are relatively easy to obtain. Second, they may be more accurate, especially if they represent the population and note merely a sample.” [18]

Based on these arguments, it is appropriate to choose accounting variables as the measurement for effective advertising. Thus, the websites are chosen based on the ranking in Top 100 companies from 2015 Harris Poll RQ Summary Report: A Survey of the U.S. General Public and Opinion Elites using the Reputation Quotient. The 2015 Harris Poll Reputation Quotient (RQ®) measures the reputations of the most visible companies in the U.S. as perceived by the general public.. In 2015, RQ was expanded to measure the reputations of 100 most visible companies in the U.S.

6 Findings

6.1 Features on the Text

6.1.1 The Excerpt below Used Logic and Reasoning (Ethos)

a. Case 1 Product 1:

NATURALLY PROMOTE WEIGHT LOSS – Let's face it, nothing will melt pounds off of you. However, nature has provided us with the ways to gently boost our metabolisms and get us moving! Green tea has been used for centuries in Asian cultures to promote healthy weight loss (and overall health), and has finally gained popularity in the Western world. Today, millions of people around the world incorporate Green Tea into their healthy lifestyles.

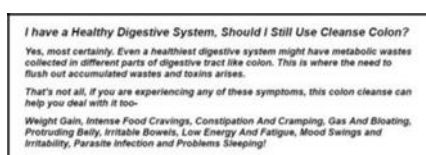
Figure 1: Advertisement for Case 1 Product 1



b. Case 2 Product 1:

I have a Healthy Digestive System, should I Still Use Cleanse Colon? Yes, most certainly. Even a healthiest digestive system might have metabolic wastes collected in different parts of digestive tract like colon. This is where the need to flush out accumulated wastes and toxins arises.

Figure 2: Advertisement for Case 2 Product 1



Advertisers use logic and reason to show that their perspective is believable and true. In Case 1 Product 1, the advertisers use logic and reason through few ways. First, the advertisers bring people to face reality that it is very difficult to lose weight. However we are not without help. Advertisers quickly mentioned the nature are able to help and it comes in the form of green tea. The advertisers further mention the benefits and history of green tea in human's health. It is because it has been used in a long time and many people use it so it must be effective. In argumentation theory, it is called Argumentum ad populum which is a fallacious argument where the logic is 'a proposition is true because many people believe it.' In Case 2, the advertiser in use logic in the form of question and answer. It starts with a question with what people normally worry about and reply with the answer that aligned with the reason why people need to buy their product. In this case they use of medical facts.

6.1.2 Excerpt that use of emotion appeals (Pathos)

a. Case 1 Product 2:

DETOX & CLEANSE – Our 14 Day Teatox Cleanses and Purifies the Body of Toxins and Waste. Boost Your Metabolism and Energy Level. Helps Get Rid of Excess Water and Reduces Stress. Detox Tea and Weight Loss Tea. Pleasant & Smooth Taste.

Figure 3: Advertisement for Case 1 Product 2



b. Case 2 Product 2:

With just one bite, you will experience Godiva's deliciously rich chocolate, complex and layered and sure to indulge and delight all five of your senses.

Figure 4: Advertisement for Case 2 Product 2



Emotional appeals involves with the use of persuasive words through positive words like healthy, happy, fun, clean etc. It brings emotion to the people about how they'll feel after they use the product. It can be seen clearly in these 2 cases where the use of word cleanse, purify, boost, pleasant and smooth taste. Case 2 describes the emotion you will feel while and after eating chocolate using word delicious, indulge and delight. It engages with human's emotion of wanting to feel good. Mental engagement has been proven by studies as a motivational force in decision-making process. Connecting a product with the consumers emotionally brings an intimate experience at personal level. It gives a sentiment that this product exists is solely to make them happy. The emotional engagement is able to function as a lure in advertisement so customers will be persuaded to make purchase. Mahmoud & Mohamad Mehdi (2007) has found in their study that recognition of the effects to the buyers is important in designing advertisement [1] while Salman (2011) showed there is a strong relationship in emotional factors for influencing the customer behaviour for shopping and emotional responses have a greater relationship with the consumer behaviour. [1]

6.1.3 Excerpt that use of credibility

a. Case 1 Product 3:

Dehydrated bone broth powder pills are made from Au Bon Broth's 5-Star award winning and best-selling fresh organic bone broth. Our bone broth protein is produces with ingredients that are certified organic, non-GMO, USDA organic pasture raised animals that are ethically and sustainably raised, and contain absolutely NO gluten/soy/dairy/MSG/hormones/antibiotics/ Made in USA, GMP Certified.

6.2.2 Action Picture

Action pictures describe how a product works. It gives more information to the customer without having to use words to write the instructions for example. Another benefits of using this type of picture is it put imagination in people’s mind about how they will use the product.

Figure 9: Advertisement for Case 1 Product 5



Figure 10: Advertisement for Case 1 Product 4



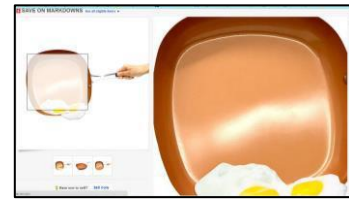
6.2.3 Zoom in feature

Zoom in feature provide details of a product. Customer can view the details thoroughly before purchasing and getting more information of a product. It gives a sentiment that the seller has nothing to hide.

Figure 11: Advertisement for Case 1 Product 6



Figure 12: Advertisement for Case 2 Product 5



6.2.4 Picture with end products

Putting up pictures that contain the end products gives messages to the consumer of what they may gain from the product. It completes the thought’s sequence of why a consumer need a product, how they can use it and what is the end results. In Case 1 is the advertisement of a DIY ball toy. The balls are made through putting the powder in the ball mould, put it into the water and it will come out as a jelly ball. The picture contains images of three balls after they’ve gone through the process. Consumer will get ideas of what can be expected from the product.

Case 2 shows the image of air fryer product. In the air fryer contains fries and fried chicken after they have been fried using the product.

Figure 13: Advertisement for Case 1 Product 7



Figure 14: Advertisement for Case 2 Product 6



6.2.5 More than one picture of a product

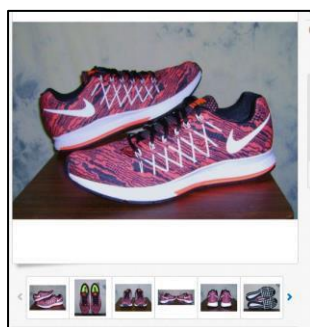
A series of picture gives the air of complete view and information about a product. The more information unfolds, the customers would have lesser doubt about a product. Below is an advertisement for a dress in Case 1 and a sneaker in Case 2. The dress advertisement contains six pictures of the dress

consist of various views from different angles. Another additional picture provide the measurement table for customer's reference. For Case 2, the advertiser includes five pictures of the sneakers from various angles as well.

Figure 15: Advertisement for Case 1 Product 8



Figure 16: Advertisement for Case 2 Product 7



6.2.6 New Findings:

Some other visual elements that accompany these two elements in effective advertisements are the use of minimal colours, attention-grabbing prompter (5200 sold, Only 2 left! Almost gone) highlighted in bold-red text. Other than that, certain types of products also provide a video along with few pictures. The video usually contains information about how the product is used or a commercial ad or a model poses with the product. Usually it can be found in kitchen appliances advertisements, electronic appliances advertisements, clothing advertisements and in other type of products that requires how-to instructions. An interesting finding which in Case 1 store, its front page has a coub video, where a visitor doesn't need to click on play button for the video to play. So when a visitor open the website, he or she can see a picture suddenly moves. It is a really effective attention-grabber.

7 Conclusion and Recommendation

From the findings, it can be concluded that text and visual elements play an important role that makes up the building blocks of what makes an advertisement becomes effective. The persuading process that was implemented through the three means of persuasion techniques to convince customers to buy their products have been carried out in most of their advertisements. When a customer browsing a product, he or she will see the picture of the product first and then, read the product description. Most of the persuasion techniques are implemented in product description section where elaborate information of a product can be found. To capture customers' attention in quick seconds, few criteria of effective picture use can be seen as well.

In conclusion, this study unveils the criteria of the effective use of text and visual in two popular online stores. Since texts and pictures main function is to convey information to the customers [8] both means have been utilized marginally in order to achieve intended effects. Based on the findings, in the text element, all three persuasion techniques are found in the products' advertisements in both online stores.

Persuasions are carried out through the use of enticing and positive words and phrases in order to attract, convince and influence consumers. Visualization is another important mean in the pursuit of persuasion in advertising. The use of big pictures, action pictures, zoom in feature, picture with end products and the advertisers provide more than one picture of a product has been identified in both online stores advertisements. The persuasive effects of texts and visuals in online environment can be considered as a measure for effective factor for online purchases.

In general, most customers make a decision to purchase in online stores by relying on information through a computer screen [8] The way of the information are portrayed and delivered can be manipulated in order to persuade customers into making purchases. However the advertisers do not leave anything by chance. They make sure the consumers are engaged logically and emotionally so the products will stay longer in their mind. It is also important to make sure that the customers can make the decision to purchase by free will. It cannot be denied that it takes much more than effective advertisements for a buyer to make a purchase. For example the consideration of the price, delivery,

website's safety, payment methods etc. However a product's advertisement is one of the factor that involves in the decision-making process.

This study also has found some new interesting findings. Therefore, future researches are recommended to explore the use of these new elements. In fact, visualization not only consist of picture, but it also involves colours, layout etc. Text usage also involves product's name, search key words and etc.

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