Relationship Between Online Shopping Site Ads with Buying and Selling Interests on Online Shopping Sites

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Abstract. The purpose of this research is to discover whether advertising influences the interest of buying and selling people on online shopping sites. To support our research, we used observation method, which was by looking at how often the advert on television and on the internet are displayed. The results of this research show that there is a relationship between online shopping site advertising and buying and selling on online shopping sites and the relationship is directly proportional. The best strategy on advertising online shopping sites do can help the seller to promote their product and buyer can have proper information about product they search.

1. Introduction
Nowadays media promotion shifting from conventional media such as television to digital media using internet. These changes are caused by consumer’s need for information, which is faster and more accurate about products on markets. To stimulate their interest to buy and sell, online shopping sites trying to ads their product on digital media such as media socials.

E-Commerce marketing in today's sophisticated media is the best way to increase marketing and business widely [1]. The internet today has become a major source of information for a large number of consumers and allows consumers to share their opinions and experiences about goods and services [2]. Current technological advances have a major impact on the world of trade, especially in markets that have now shifted from the physical market to the digital/online market [3]. In this day and age, business development in the technology field today is mostly generated from synergies between creative idea owners (technopreneur), who generally are affiliated with various research centres (such as universities), with providers of capital that can be used in the business world [4].

E-business is one of the latest technologies to open up big opportunities for entrepreneurs. One of the most famous e-business parts of e-commerce [5]. The biggest e-Commerce challenge to understand their market is by mapping the level of quality of their services according to customer perceptions [6]. Companies that are able to implement e-commerce correctly can grow profits, increase the number of customers, in addition to having a positive impact on the development of an unprofitable e-commerce business [7]. But in addition to advertising tables and billboards, currently an increase in the number of active social media users, especially Facebook, stimulates viral advertising behaviour among them, thus attracting e-marketers to focus on viral advertising in promoting their products [8].

After we have advertised on social media, we must have loyalty, because customer loyalty is needed in the e-Commerce business. The use of social media is a new way to maintain customer loyalty [9] and advertising effectiveness, proving that using incoming marketing will provide more value in product sales and get the right target market [10]. This is also reinforced by this statement [11].
The aims of this research are to find out whether advertising influences the interest of buying and selling people on online shopping sites. So online shopping sites can build an effective and efficient strategy to promote their products. Not only to grow their market share but also maintain customer needs.

2. Method
This research uses descriptive methods with an observational. Descriptive method to determine variables related to e-commerce and online business, and uses previous research related to the development of e-commerce and online marketing. The observational method is used to look how often adverts on television and internet are displayed. It can be shown effective and efficient adverts so that it can analyze how much influence e-commerce technology in the business world. In this research, the researcher used www.youtube.com as primary data to see how often the ads watched.

3. Results dan Discussion
Online shop is a breakthrough that can make consumers feel the benefits, one of the benefits is can simplify the consumer in the process of purchasing any goods/services [12]. Not only simplify process, but also to create consumer loyalty [9]. Therefore, promotional media is needed to provide complete information for products sold in shopping online sites. The use social media effective and efficient, it will provide complete information for seller and buyers.

To attract visitors to access web pages in the online business world, sellers promote various social media, one of which is YouTube. Youtube here plays a role in explaining the products offered. For example, for online businesses that offer clothing or clothing products, the products on the site have a variety of clothing or clothing items ranging from clothing stores, pants, dresses, shirts and others. open youtube then look for an online store called eBay, then the search results will come out and the eBay icon will appear on the youtube. then click the official online store (Figure 1).

![Figure 1](https://www.youtube.com)

Figure 1. Official Account of Ebay’s Account. This Figure was adopted www.youtube.com, was taken on February 20, 2019

After clicking on the channel to buy and sell online on the youtube, then click the video tab above, there will be a variety of videos that sell several types of products on the online trading site (Figure 2).
Figure 2. Series of Video in Ebay’s Account. This Figure was adopted www.youtube.com, was taken on February 20, 2019

Then click on one of the videos on the channel. also, will glimpse the introduction or marketing of online buying and selling products (Figure 3).

Figure 3. First Sample Video in Ebay’s Account. This Figure was adopted www.youtube.com, was taken on February 20, 2019

In this video explains the original product quality, packaging of goods that are guaranteed to be safe and always follow the trend at any time, especially in the clothing category. This video also provides a way how we can buy clothes that are trendy today by visiting the web or downloading the online buying and selling application (Figure 4).
Figure 4. Second Sample Video in Ebay's Account. This Figure was adopted www.youtube.com, was taken on February 20, 2019

And at the end of the video will be listed online buying and selling site, in order to be as after the visitor saw the video, the visitor immediately visited the online buying and selling site that has been listed on the video advertisement that aired on youtube (Figure 5).

Figure 5. Ebay’s Demo Video. This Figure was adopted www.youtube.com, was taken on February 20, 2019

After the visitors saw the video of the online buying and selling the site and they were interested in purchasing the product, the ad that was shown on youtube was declared successful in attracting the buying interest of the visitor.

Based on the explanation above, it is shown how online shopping who post their ads on social media such as youtube. It can be seen that the advertisements posted by eBay can be more effective and efficient. Different from conventional advertising that product contain words without complete information. The benefit from ads post on Youtube is buyer can choose what they want and need, then
for seller can gather data about product which is prefered by buyers. It can be seen from how many
that post view and like ads.

4. Conclusion
The development of technology makes it easy for people, especially in business and is more
convenient for people to do online shopping and no need to leave home using only cell phones and the
internet can all be done quickly and efficiently. With e-commerce, consumers have the convenience
of transacting in online purchases because sellers obtained by consumers can consider a ranking
system regarding the quality of online business seller services, and consumers are not worried about
transfer payments.

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