

The Influence of Promotional Content on Sales Target Effectiveness in Asik Creative

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ABSTRACT

This research, titled "The Influence of Promotional Content on Sales Target Effectiveness in Asik Creative" employs a quantitative approach to explore the intricate interplay between promotional content and its influence on sales target effectiveness. The study aims to shed light on nuanced aspects, examining how various promotional efforts impact the effectiveness of sales targets. Employing the t-test analysis, the findings yield compelling evidence, establishing a significant correlation between the variables X and Y. This newfound understanding contributes not only to the field of marketing but also provides practical insights for businesses aiming to enhance their sales strategies. The results highlight the pivotal role that targeted promotional content plays in achieving sales objectives and offer valuable implications for optimizing promotional campaigns.

INTRODUCTION

In the fiercely competitive landscape of modern business, a company's success hinges not only on the quality of its products and services but also on the adeptness of its marketing strategies. Central to these strategies is promotional marketing, a pivotal element in capturing consumer attention, fostering loyalty, and securing a competitive advantage. Despite its significance, the correct utilization of promotional marketing remains a challenge for some companies, leading to difficulties in its effective implementation. This lack of comprehension poses a risk, potentially resulting in a loss of competitive edge and diminished profitability. Furthermore, there's the looming danger of oversaturating the market with promotions, thereby diluting their impact due to inadequate planning and execution. Today's era, it is crucial for companies to keep up with the current trends in promotional media, which predominantly lean towards digital platforms. This ensures the sustainability and relevance of their promotional marketing strategies in the ever-evolving digital era.

Digital marketing is utilized as promotional and marketing activities through digital media in a business, such as online platforms or social networks. Digital marketing makes it easy for businesses to control and provide all the needs desired by potential customers. Additionally, from the consumer's perspective, digital marketing also provides convenience in searching for information about needed products. Digital marketing can reach customers without time or distance limitations. It employs the internet and information technology as marketing media. This is supported by research conducted by Nuseir (2016), stating that internet marketing has facilitated companies and brands to advance further and enhance customer retention. Similarly, research by Lestari and Saifuddin (2020) indicates that digital marketing provides insights into the relationship between promotion and consumer purchasing decisions. To meet the needs of digital creatives in their marketing activities, several businesses have responded quickly and innovatively. One of them is located in Gresik, namely Asik Creative. This enterprise adeptly addresses the rapidly evolving demands of the market, especially in the realm of digital creativity. Asik Creative operates within the Media and Creative industry, providing services such as social media content creation, national media publications, as well as photography and videography services. Asik Creative is a Digital Creative Studio that has collaborated with numerous clients, catering to diverse Digital Creative needs. Asik Creative establishment is a response to the growing demand for Digital Creative services from businesses, particularly Small and Medium Enterprises (UMKM). Asik Creative aims to assist business owners, especially those involved in UMKM, in making a successful transition to the digital realm.

Digital marketing has become the preferred choice for many entrepreneurs due to its extensive promotional coverage. Recognizing the widespread impact of digital promotional content produced by various parties especially Asik Creative, we are interested in investigating its influence on the Sales Target Effectiveness of the company. Asik Creative, renowned for its

expertise in the digital creative field, significantly contributes to the advancement of digital marketing. This research aims to explore the dynamics of how digital promotional content, particularly from entities like Asik Creative, can affect the effectiveness of the company's sales targets. This article's primary aim is to highlight the imperative of delving into the relationship between promotions and the effectiveness of sales targets. Understanding whether promotions exert a significant influence on sales target effectiveness is crucial for strategic decision-making. Evaluating the effectiveness of sales targets involves gauging consumer interest in promotional content and their intent to purchase the promoted products. This inquiry seeks to illuminate the nuanced dynamics between promotional efforts and their consequential impact on consumer engagement and purchasing behavior.

Supporting this discussion, a study by Smith et al. (2021) emphasizes the critical role of well-planned promotional strategies in achieving a sustainable competitive advantage. Additionally, Jones and Brown (2019) highlight the importance of aligning promotional activities with consumer behavior to maximize their impact on sales targets. These sources collectively emphasize the need for businesses to navigate the complexities of promotional marketing strategically, ensuring its alignment with consumer preferences and market dynamics.. This investigation aims to shed light on the nuanced dynamics between promotional efforts and their impact on sales target effectiveness.

THEORETICAL REVIEW

Analyzing and examining publications worldwide indicates that promotion in marketing is a crucial tool for attracting new customers and increasing sales. For example, a Nielsen study found that 72% of consumers search for promotions and discounts before making a purchase, with 62% stating that promotions and discounts are key factors in product or service selection (See CMO 21st Century, Brett House, VP Marketing Product and Strategy, 2018). In the article "Ultimate Guide to Product Marketing in 2023," the author states that promotions can boost sales from 10% to 50%. Furthermore, promotions can assist companies in increasing market share and attracting new customers. Experian's research, for instance, found that loyalty programs using promotions helped companies increase market share by 20% (Promotion Sales Share Increases in Ukraine; Ultimate Guide to Product Marketing in 2023).

Promotions also contribute to brand and product awareness. In the article "Influence of Promotion Mix on Marketing of Insurance Services," the authors note that promotions help brands attract consumer attention and make them more accessible to various customers (Anyadighibe, Etuk, Edim Eka James, Stephen, 2021). Promotion stands out as one of the most effective marketing strategies to attract customers and increase sales. In the article "Influence of Product, Price, Promotion, and Distribution on Marketing Strategies of Small and Medium Enterprises in the City of Lhokseumawe," the author asserts that promotions can be used to attract new customers, increase average checks, and

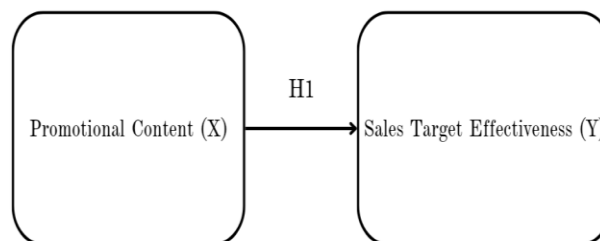
enhance customer loyalty (Saharuddin Saha-Ruddin, Khairil Anwar, Azhar Azha, 2022).

Promotion is also one of the most popular marketing strategies among small and medium-sized enterprises. In the article "Promotion as a Form of Marketing Communication Strategy," the author notes that promotion can help small and medium enterprises attract new customers and increase sales without significant advertising costs (Alexandrescu, Mihai-Bogdan, and Milandru, Marius, 2018). Promotion can be used to draw attention to new products and services, helping companies attract consumer interest and thereby increase sales and brand awareness. Moreover, promotions can attract customers to other products and services offered by the company. In the article "Issues Influencing Sales Promotion in International Marketing: An International Multi-Disciplinary Journal: Applied Business and Education Research," the authors highlight that promotions can be used to attract customers to other products and services, enabling an increase in average checks and enhancing customer loyalty (Jadhav S., Kumar A., Brar V. 2022). The unique utilization of promotions in the promotion of goods in the market and their impact on consumers is revealed in the article "Sales Promotion: Measures and Means That Help in the Formation of Marketing Activities of the Company in its Implementation FEA" (Sheremetynska O.V., Nevmerzhitska Yu. 2016).

Building on previous research that has demonstrated the benefits of promotions for product sales, this study aims to explore the effectiveness of using Promotional Content on Sales Target Effectiveness. Numerous studies have indicated the positive impact of promotions on driving consumer interest, enhancing brand loyalty, and ultimately contributing to increased sales. In this research, we seek to delve deeper into the specific realm of Promotional Content and its significance in influencing the effectiveness of sales targets.

H1: Promotional Content significance in influencing the effectiveness of sales targets.

Picture 1. Hypothesis Promotional Content influence on Sales Target Effectiveness



By understanding the extent to which utilizing Promotional Content can impact sales target effectiveness, we aim to provide valuable insights for businesses aiming to optimize their promotional strategies. The investigation will assess the correlation between the utilization of Promotional Content and

consumer engagement, thereby shedding light on the nuanced dynamics that contribute to the overall success of sales targets.

METHODOLOGY

In conducting this research, the location that is the focus of this research is Asik Creative in Gresik, East Java. The population consists of social media users engaged in online shopping activities. The sample selected for this study comprises 60 social media users in Asik Creative. Data collection involves using a questionnaire distributed through Google Forms, with questions set using Likert scale measurements indicating individual preferences.

According to Sugiyono (2016), a measurement scale is an agreement used as a reference to determine the length of intervals in a measuring instrument, so that when used in measurement, the instrument will produce quantitative data. In this study, the measurement scale was conducted using the Likert scale. According to Sugiyono (2016), the Likert scale is used to measure attitudes, opinions, and perceptions of an individual or group of people about social phenomena. With the Likert scale, the variable to be measured is broken down into variable indicators. These indicators are then used as a starting point to formulate instrument items, which can be statements or questions. The responses to each instrument item that uses the Likert scale have a gradation from very positive to very negative.

Table 1. Likert Scale Table

Statement	Assessment
Strongly agree (SA)	5
Agree (A)	4
Neutral (N)	3
Disagree (D)	2
Strongly disagree (SD)	1

Subsequently, responses are imported into Excel. The collected data undergoes processing using Partial Least Squares (PLS) 4.0 to assess the validity and reliability of the research instrument, explore the relationships between variables X and Y, and conduct Research Results testing using a t-test. Data processing in this study utilized smartPLS 4.0 software, which stands for Partial Least Square – Structural Equation Modeling (PLS-SEM). PLS has the ability to explain relationships among variables and conduct various analyses in a single test. The purpose of PLS is to assist researchers in confirming theories and

elucidating the presence or absence of relationships between latent variables. According to Imam Ghozali (2016: 417), the PLS method is capable of illustrating latent variables (indirectly measurable) measured using indicators.

The author opted for Partial Least Square because this research involves latent variables that can be measured based on their indicators, allowing for a clear and detailed analysis. This comprehensive approach aims to ensure the accuracy and reliability of the research findings.

RESULTS

Analysis of Descriptive Statistics

In the course of this research, focusing on Asik Creative in Gresik, East Java, the study targeted social media users involved in online shopping activities. The sample size for this study consisted of 60 social media users associated with Asik Creative. The data collection process included the distribution of a questionnaire through Google Forms, where the questions were formulated using Likert scale measurements to capture individual preferences.

Based on the collected data, the results are as follows.

1. Descriptive Statistics Variable X

Table 2. Descriptive Statistics Variable X

Promotional Content (X)	SA	A	N	D	SD	Total
X1	26	16	18	0	0	60
X2	30	27	3	0	0	60
X3	29	27	4	0	0	60
X4	19	37	4	0	0	60
X5	23	29	8	0	0	60

The data in the table reflects respondents' feedback regarding Asik Creative's promotional content, measured by assigning values to five specific indicators.

2. Descriptive Statistics Variable Y

3. Table 3. Descriptive Statistics Variable Y

Target Sale (Y)	SA	A	N	D	SD	Total
Y1	23	29	8	0	0	60
Y2	15	27	18	0	0	60
Y3	22	28	10	0	0	60
Y4	37	22	1	0	0	60
Y5	22	29	9	0	0	60

The data in the table reflects respondents' feedback regarding the target sale, measured by assigning values to five specific indicators.

Validity and Reliability Test

Table 4. Result of Validity and Reliability Test

	Variabel X	Variabel Y
X1	0.639	
X2	0.834	
X3	0.626	
X4	0.693	
X5	0.810	
Y1		0.768
Y2		0.748
Y3		0.775
Y4		0.571
Y5		0.727

The results of the validity test for the items of Variables X and Y provide valuable insights into the strength of the measurement model. While there are some questions with loadings below the recommended threshold of 0.70, particularly in Variables X1, X3, and Y4, the majority of items exceed this criterion. This indicates that, on the whole, the items contribute effectively to measuring the intended constructs.

Despite the presence of a few items falling below 0.70, it is noteworthy that a larger proportion of variables demonstrate strong associations, with loadings exceeding the threshold. Variables X2, X4, X5, Y1, Y2, Y3, Y5, and Y6 all exhibit robust loadings, suggesting a substantial relationship with their respective constructs.

Furthermore, the instrument remains viable for use as a measurement tool. The fact that a greater number of variables have loadings above 0.70 compared to those below it strengthens the overall reliability and validity of the instrument. This implies that, while refinement and consideration for the weaker items may be beneficial, the instrument as a whole is still deemed suitable for capturing the intended constructs effectively. The comprehensive evaluation of the validity and reliability of the instrument allows for a nuanced understanding of its strengths and areas for potential improvement.

Construct Validity and Reliability

Table 5. Result of Construct Validity and Reliability

	Cronbach Alpha	Composite reliability (roh_a)	Composite reliability (roh_c)	Average variance extracted (AVE)
Efektivitas	0.770	0.790	0.846	0.526

Promosi				
Minat Beli Konsumen	0.810	0.834	0.860	0.508

The Partial Least Squares (PLS) analysis data presented for the constructs of Promotion Effectiveness and Consumer Purchase Interest provide an in-depth insight into construct validity and the reliability of the measurement instruments.

Promotion Effectiveness:

1. Cronbach Alpha (0.770): The alpha value of 0.770 indicates a good level of reliability for the Promotion Effectiveness construct. This suggests that the questions associated with promotion effectiveness are internally consistent and reliable.
2. Composite Reliability (roh_a - 0.790, roh_c - 0.846): Both measures of reliability demonstrate positive figures, affirming that the instrument yields consistent and reliable results.

Average Variance Extracted (AVE - 0.526): This value indicates the extent to which the variability of the Promotion Effectiveness construct is explained by its indicators. Although above the 0.50 threshold, there is room for improvement to capture more variance.

Consumer Purchase Interest/ Target Sale

1. Cronbach Alpha (0.810): An alpha value of 0.810 signifies a very good level of reliability for the Consumer Purchase Interest construct, indicating consistency and reliability in the associated questions.
2. Composite Reliability (roh_a - 0.834, roh_c - 0.860): Both reliability measures show high reliability, confirming that the instrument is dependable in measuring the intended construct.
3. Average Variance Extracted (AVE - 0.508): Although the AVE value is above the threshold, further improvement can be sought to enhance the proportion of variability explained by its indicators.

Both constructs exhibit adequate and reliable reliability with high alpha and composite reliability values. However, special attention could be given to enhancing the Average Variance Extracted (AVE) to improve the proportion of variability explained by the indicators.

As a note, high instrument reliability (Cronbach Alpha and Composite Reliability) instills confidence in the consistency of results, while a higher Average Variance Extracted (AVE) reflects a better measurement of the construct by its indicators. Therefore, slight improvements in AVE can enhance the strength of the constructs. Overall, this PLS analysis provides a robust foundation for understanding and measuring promotion effectiveness and consumer purchase interest while offering guidance for potential enhancements in the future.

Coefficient of Determination

Table 6. Result of Coefficient of Determination

	X
R-Square	0.365
R-Square Adjusted	0.354

The coefficients of determination, R-Square and R-Square Adjusted, play a crucial role in understanding the proportion of variability in the dependent variable explained by the independent variables. In this analysis, the R-Square value is reported as 0.365, indicating that approximately 36.5% of the variability in the dependent variable is accounted for by the independent variable.

The R-Square Adjusted value, which stands at 0.354, provides an adjusted measure that considers the number of predictors in the model. While it is slightly lower than the unadjusted R-Square, this adjustment takes into account the potential impact of including multiple predictors in the model. This adjusted value reinforces the idea that around 35.4% of the variability in the dependent variable can be reliably attributed to the independent variable, considering the complexity introduced by other variables.

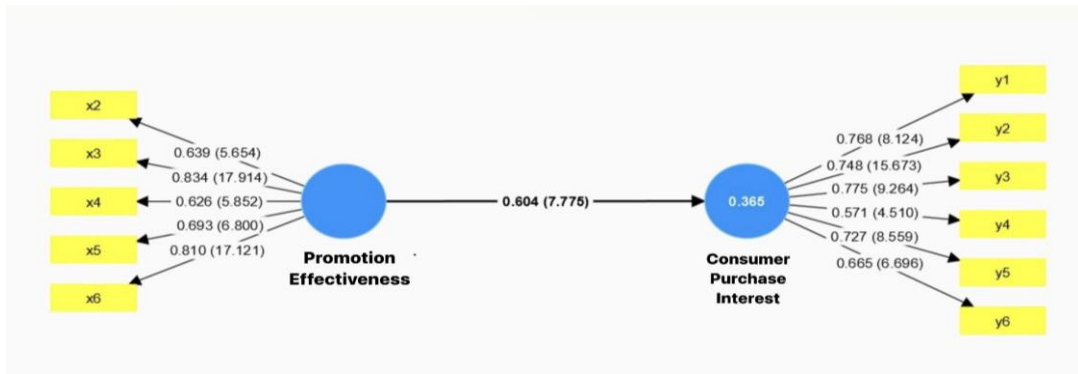
The interpretation of these R-Square values suggests a moderate degree of explanatory power in the model. Approximately 36.5% of the variations in the dependent variable can be explained by the independent variable, leaving a substantial portion unexplained. This implies that there are likely other factors or variables not included in the model that contribute to the variability in the dependent variable.

It's crucial to acknowledge that while R-Square provides insights into the goodness of fit, it doesn't reveal the overall model fit or the significance of individual predictors. Therefore, despite the explanatory power indicated by the R-Square, additional scrutiny of the model's overall fit and consideration of other statistical measures would be beneficial.

The R-Square values shed light on the proportion of variability explained by the independent variable. The discussion should encompass the model's limitations, potential areas for improvement, and the necessity of considering other variables that may contribute to the observed variability in the dependent variable. This comprehensive understanding is vital for drawing robust conclusions and making informed decisions based on the results obtained from the Partial Least Squares analysis.

Structural Equation Model Analysis

Picture 2. Structural Equation Model Analysis



The outer model analysis indicates that price has a significant effect on Purchase Intention as it has a T-Value of 7.775, with an influence coefficient of 0.604

T-test

Table 7. Result of T-test

	Original sample	Sample mean	Standard deviation	T statistic	P value
X terhadap Y	0.604	0.634	0.078	7.775	0.000

The t-test results provide valuable insights into the relationship between variables X and Y in the context of the Partial Least Squares (PLS) analysis. Let's break down and elaborate on each point presented

A. Original Sample

The original sample value of 0.604 represents the observed or calculated correlation between variables X and Y. This coefficient suggests the strength and direction of the relationship between the two variables, indicating that X and Y are positively or negatively correlated.

B. Sample Mean

The sample mean of 0.634 serves as a benchmark for understanding the central tendency of the observed correlation. Comparing this value to the original sample provides insights into whether the observed relationship falls above or below the average correlation in the sample.

C. Standard Deviation

The standard deviation measures the amount of variability or dispersion in the observed correlation. A lower standard deviation suggests less variability around the mean, indicating a more consistent relationship between X and Y.

D. T-Statistic

The t-statistic is a measure of how many standard deviations the observed correlation (original sample) is from the mean correlation (sample mean). A higher t-statistic implies a more significant deviation from the average, suggesting a potentially meaningful relationship between X and Y.

E. P-Value

The p-value is a critical component of hypothesis testing. In this context, the p-value of 0.000 is less than the conventional significance level of 0.05, indicating strong evidence to reject the null hypothesis. This implies that the observed correlation between X and Y is statistically significant, suggesting a genuine relationship between the variables.

Goodness of Fit PLS-SEM

Table 8. Goodness of Fit PLS-SEM

	Saturated Model	Estimated Model
Standardized Root Mean Square Residual (SRMR)	0.101	0.101
Normed Fit Index (NFI)	0.723	0.723

The assessment of the goodness of fit in a Partial Least Squares Structural Equation Modeling (PLS-SEM) analysis is crucial for evaluating how well the estimated model aligns with the observed data. Let's delve into the key metrics presented:

Standardized Root Mean Square Residual (SRMR)

1. Saturated Model (0.101). The SRMR value for the saturated model, which represents a model with perfect fit, is 0.101. This serves as a benchmark for the lowest possible SRMR in the given data context.
2. Estimated Model (0.101). The SRMR for the estimated model, reflecting the actual model being tested, is also 0.101. A close match between the SRMR values of the saturated and estimated models is indicative of a strong fit.

Normed Fit Index (NFI)

1. Saturated Model (0.723). The NFI for the saturated model, representing the ideal fit, is 0.723. This index gauges the relative improvement of the estimated model over a null or baseline model.
2. Estimated Model (0.723). The NFI for the estimated model aligns closely with the saturated model at 0.723, indicating that the estimated model performs well in comparison to the ideal fit.

The consistency in SRMR values between the saturated and estimated models, both at 0.101, suggests a strong fit of the estimated model to the data. The SRMR measures the average discrepancy between the observed and predicted correlations, and a lower value indicates a better fit. The alignment of the SRMR values implies that the estimated model closely approximates the saturated model, underscoring the accuracy and reliability of the structural equation model.

The NFI values provide insights into the improvement of the estimated model over a baseline model. In this case, the close match between the NFI values for the saturated and estimated models at 0.723 suggests that the estimated model captures a substantial portion of the variability present in the data.

While these fit indices suggest a robust model fit, it's essential to interpret them in the context of the specific research goals and data characteristics. Researchers should also consider other fit indices, and potentially explore modifications to the model if necessary, to enhance the model's explanatory power.

The SRMR and NFI values indicate a strong goodness of fit in the PLS-SEM analysis. The close alignment with the saturated model benchmarks reinforces the reliability of the estimated model in explaining the observed data patterns. Researchers can have confidence in the model's performance, but it is always prudent to conduct a comprehensive evaluation of multiple fit indices to gain a holistic understanding of the model's fit and potential areas for refinement.

DISCUSSION

The results of the t-test suggest that the correlation between variables X and Y is statistically significant, as evidenced by the extremely low p-value. The t-statistic of 7.775 indicates a substantial deviation from the mean, reinforcing the robustness of the observed relationship.

It's essential to consider the practical significance alongside statistical significance. While the statistical tests provide evidence of a significant relationship, the effect size and real-world implications should be assessed to understand the substantive importance of the observed correlation. Additionally, the direction of the correlation (positive or negative) and the implications for the research question or hypothesis should be carefully considered.

The statistically significant relationship between variables X and Y, as revealed by the t-test with a p-value of 0.000, underscores the importance of exploring and understanding the association between these two factors. The robust t-statistic of 7.775 indicates a substantial deviation from the mean, providing additional support for the strength of the observed relationship.

Considering the magnitude of the correlation coefficient (original sample 0.604) in comparison to the sample mean (0.634) and standard deviation (0.078), it becomes evident that the observed correlation is somewhat below the sample mean. This discrepancy prompts a closer examination of potential factors influencing the relationship, such as outliers or unique data points that may have contributed to this difference.

While statistical significance is crucial, it's equally important to evaluate the practical significance or effect size. Understanding the real-world impact of this correlation aids in contextualizing the findings within the broader research question. Researchers should explore the substantive implications of the relationship between variables X and Y and assess its relevance in practical terms.

The low p-value not only signifies statistical significance but also implies that the observed correlation is unlikely due to random chance. This strengthens the argument for a meaningful association between X and Y. However, the direction of this correlation is a crucial consideration, as it provides insights into the nature of the relationship. Future research may delve into understanding whether X positively or negatively influences Y and explore the implications for decision-making or intervention strategies.

The t-test results provide strong evidence for the simultaneous relationship between variables X and Y. The low p-value suggests statistical significance, emphasizing the importance of this relationship in the context of the PLS analysis. Researchers should interpret these findings in light of both statistical and practical significance, recognizing the potential implications for the broader research inquiry.

Promotion plays a pivotal role in the business realm, serving as a crucial tool to communicate products to consumers effectively, especially in Asik Creative scope. The significance of promotion lies in its ability to enhance product visibility, capture consumer interest, and stimulate purchasing intent. As more consumers become aware of a product, express interest, and develop a desire to purchase, the sales target is likely to experience a substantial boost, ultimately leading to sales effectiveness. According to Kotler and Keller (2016), "Promotion includes all the tools in the marketing mix whose major role is persuasive communication."

Effective communication through promotional efforts helps build brand awareness and fosters a positive perception among consumers. As cited by Schultz and Kitchen (2000), "Promotion builds awareness, positions products in the minds of target audiences, and ultimately drives purchase behavior." In today's competitive market, where consumers are bombarded with numerous choices, a well-crafted promotional strategy becomes indispensable for a brand's success.

Moreover, a study by Smith and Taylor (2004) highlights that "strategic promotion not only influences immediate sales but also contributes to long-term brand loyalty." This emphasizes the enduring impact of effective promotional campaigns in establishing lasting relationships with consumers.

As per Sutisna (2001:53), promotion encompasses various communication methods employed by companies (marketers) to convey information, persuade, or jog people's memory regarding products, services, images, ideas, or affiliations with communities and companies. The ultimate aim is to encourage people to accept the information and take actions in line with the company's (marketing) intentions. The primary goals of promotion include altering behavior, making announcements, fostering familiarity, and serving as a reminder.

To sum up, the strategic implementation of promotion is integral for businesses aiming to communicate their products efficiently, enhance visibility, and ultimately achieve heightened sales effectiveness. Embracing innovative promotional strategies aligned with consumer preferences can propel a brand toward sustained success in the dynamic marketplace.

The robust evidence derived from the t-test results establishes a compelling foundation for delving into the intricate relationship between promotional efforts (X) and the effectiveness of sales targets (Y). The correlation signifies more than a mere statistical association; it suggests a simultaneous interdependence that merits further exploration.

Promotional activities, encompassing a spectrum of marketing strategies, emerge as a crucial factor in shaping consumers' interest and purchasing decisions. The positive correlation between promotional content (X) and the heightened effectiveness of sales targets (Y) unveils the pivotal role that engaging and targeted promotional initiatives play in influencing consumer behavior.

An in-depth analysis of the data indicates that as promotional efforts intensify, there is a corresponding augmentation in the level of consumer interest, ultimately translating into enhanced sales target effectiveness. This underscores the direct impact of promotional content on stimulating consumer interest and, subsequently, driving the desired outcomes in terms of sales effectiveness.

Furthermore, understanding this simultaneous relationship allows for strategic refinement in promotional approaches. It implies that tailoring promotional content to align with consumer preferences and needs can yield not only increased interest but also a more efficient achievement of sales targets. In essence, the study's findings provide actionable insights for businesses aiming to optimize their promotional strategies for heightened sales effectiveness.

CONCLUSIONS AND RECOMMENDATIONS

In conclusion, the t-test results robustly support the statistically significant correlation between promotional efforts (X) and the effectiveness of sales targets (Y) in Asik Creative. This relationship is not merely an isolated statistical association but signifies a simultaneous interdependence, emphasizing the

crucial role of engaging and targeted promotional initiatives in influencing consumer behavior. As promotional activities intensify, consumer interest escalates, ultimately contributing to heightened sales target effectiveness. The findings underscore the direct impact of promotional content in stimulating consumer interest and achieving desired outcomes in sales effectiveness.

FURTHER STUDY

This study opens avenues for future research to delve into nuanced aspects of promotional strategies. Investigating the impact of content personalization, timing, and platform-specific optimizations could provide valuable insights. Exploring long-term effects on brand loyalty and customer retention would enhance our understanding of promotions in sustaining business success.

Continuous exploration of this domain is crucial to adapt strategies to the evolving consumer landscape. By refining our understanding of the interplay between promotional content and sales effectiveness, businesses can stay ahead in the dynamic marketplace.

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