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The Effect of Promotion Depth and Promotion Breadth on Distance Information Sharing with Moderation By Social Closeness (A Study of Rita Supermall's Instagram Account)

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Promotion Depth, Promotion Breadth, Distant Sharing, Social Closeness, Digital Marketing, Instagram, Rita Mall

ABSTRACT
This study aims to analyze the effect of Promotion Depth and Promotion Breadth on Distant Sharing, with Social Closeness as a moderating variable, in the context of digital promotion on the Instagram account of Rita Supermall Purwokerto. The research adopts a quantitative analytical approach and utilizes secondary data obtained from 73 promotional posts selected through purposive sampling from content published between January and March 2025. Promotion Depth is measured based on the level of discounts offered in each promotional post, while Promotion Breadth is measured by the number of product categories featured. Distant Sharing is assessed through audience engagement indicators related to the sharing of promotional content across social networks. Social Closeness is measured using social attributes embedded in the promotional content, such as cultural references and the degree of personal or relational appeal in message delivery. The results indicate that Promotion Depth has a significant negative effect on Distant Sharing, suggesting that higher discounts do not necessarily motivate audiences to share promotional content and may reduce perceived informational or social value. In contrast, Promotion Breadth has no significant effect on Distant Sharing, implying that promoting a wider range of product categories does not automatically encourage sharing behavior. Furthermore, Social Closeness is not found to moderate the relationship between either Promotion Depth or Promotion Breadth and Distant Sharing. These findings highlight the complexity of social media sharing behavior and provide valuable insights for marketers in designing more effective digital promotion strategies.

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INTRODUCTION

In the ever-evolving digital era, Electronic Word-of-Mouth (e-WOM) has become one of the indispensable elements in modern marketing strategies (Anastasiei & Dospinescu, 2019; Donthu et al., 2021; Hwang & Zhang, 2018; Kim et al., 2014). The concept of e-WOM refers to the dissemination of information regarding products or services through digital platforms that greatly influence consumer perceptions and their engagement with brands. In addition, e-WOM plays an important role in creating effective communication between consumers, especially on social media, which can influence purchasing decisions (Batth, 2022; Dellarocas, 2003; Kaur Batth, 2022; Minazzi, 2015).

In the world of digital marketing, there are two main dimensions that affect the dissemination of promotional information, namely Promotion Depth and Promotion Breadth. Both play an important role in understanding the phenomenon of distant sharing, where shared

information can reach a wider audience. In this context, Promotion Depth refers to the size of the discount offered for a particular product, while Promotion Breadth includes the range of products that receive discounts (Huang & Ren, 2025; Massoud, 2021; Parker, 2016; Yang et al., 2020).

However, although these two dimensions have been extensively studied in previous research, their effectiveness in influencing distant sharing has not always been consistent. Research conducted by Kurata et al. (2007) and Glauben et al. (2011) showed that Promotion Depth has a negative relationship with distant sharing, while Im et al. (2016) and Tian et al. (2018) highlighted the positive influence of Promotion Breadth on information-sharing behavior on social media. This demonstrates inconsistencies in existing findings, particularly regarding how the two dimensions of promotion can affect consumer behavior in sharing information on digital platforms.

Further research on the role of moderating variables, such as social closeness, is needed to elucidate the dynamics between Promotion Depth and Promotion Breadth in the context of e-WOM. This study aims to explore more deeply how these two dimensions of promotion are influenced by the social proximity of the audience, providing further insight into the factors that affect distant sharing behavior. As a case study, this research focuses on Instagram Reels as one of the social media platforms used by Rita Supermall Purwokerto. Based on the data obtained, it was found that the level of sharing of promotional information in Instagram Reels posts was very low, despite the number of viewers reaching thousands. This indicates that while digital promotion has the potential to reach a wide audience, its impact on consumer engagement remains limited.

Therefore, it is important to further investigate the relationship between Promotion Depth, Promotion Breadth, and distant sharing, as well as to identify the role of social closeness in moderating these relationships. This research is expected to make an important contribution to the development of more effective digital promotion strategies, particularly in enhancing the effectiveness of promotion through e-WOM.

METHOD

This research was conducted on the Instagram account @ritasupermallpwt, which serves as a promotional medium for Rita Supermall Purwokerto, with a data collection period of three months, from January to March 2025. The selection of this location is based on the high use of social media by audiences in Purwokerto and the relatively high frequency of promotional uploads on this account, which allows for an in-depth analysis of the influence of promotions on audience sharing behavior.

The population in this study consists of all promotional uploads on the @ritasupermallpwt Instagram account during the period from January to March 2025. The research sample comprised 73 promotional uploads selected through purposive sampling, based on specific criteria such as the presence of Promotion Depth (large discounts) and Promotion Breadth (promotional breadth that includes several product categories).

Data were collected using observational techniques on promotional uploads from the @ritasupermallpwt Instagram account. The measurement was conducted by collecting data on the number of likes, comments, and shares obtained by each upload to assess the level of Distant

Sharing. Meanwhile, Promotion Depth was measured based on the amount of discount offered, and Promotion Breadth was measured by the number of product categories promoted in each upload. Social Closeness was measured using the criteria of social attributes present in promotional content, such as the use of local elements or cultural themes that highlight emotional closeness between the uploader and the audience.

The variables measured in this study are as follows: (1) Promotion Depth – the amount of discount or price reduction offered in the promotion; (2) Promotion Breadth – the number of product categories promoted in a single upload; (3) Distant Sharing – the audience's behavior of sharing promotional information through post shares; and (4) Social Closeness – the perceived social proximity between the content uploader and the audience, measured through social elements present in the promotional content. Data were analyzed using multiple linear regression to test the direct influence of Promotion Depth and Promotion Breadth on Distant Sharing. To test the moderating role of Social Closeness, an interaction analysis between the independent variables and the moderating variable was conducted to examine whether the level of social closeness affects the relationship between promotion and Distant Sharing.

RESULTS AND DISCUSSIONS

Overview of Research Objects

Rita Super Mall (RSM) is the largest shopping mall in Purwokerto, owned by PT Ritelindo, and is located right in front of the city square. This mall offers a variety of facilities, ranging from fashion tenants and culinary options to entertainment venues such as Happy Time and CGV. In addition, RSM has an official Instagram account, @ritasupermallpwt, with 17.6 thousand posts and 133 thousand followers.

This Instagram account has a very strong local appeal because it represents one of the city's landmarks widely recognized by the people of Banyumas and its surrounding areas. The account successfully creates emotional closeness with local audiences, facilitates the organic spread of information, and provides diverse content ranging from tenant promotions and entertainment events to community activities. Thus, this Instagram account not only serves as a promotional medium but also as an information hub for the local community's lifestyle, showcasing visitor activities and the lively, cheerful atmosphere of the mall.

However, the @ritasupermallpwt Instagram account still has several weaknesses that need to be addressed to enhance the effectiveness of its communication. One of them is the lack of consistency in visual identity and branding, such as the use of uniform color templates, visual styles, and tone of communication. Interactivity with followers also remains low, as posts tend to be more informative and one-directional, focusing on promotions rather than engaging the audience through interactive content or invitations for participation. Instagram features such as Reels, Story Highlights, and Live have also not been utilized to their full potential, even though these features offer greater reach under Instagram's current algorithm.

To increase its appeal, the account could improve its bio by adding a more persuasive Call To Action (CTA), such as location links, operating hours, or information about ongoing promotions and events. With a digital communication strategy that is more interactive, consistent, and engagement-oriented, the account could become more effective in attracting visitors' attention and increasing foot traffic to Rita Super Mall, especially for audiences seeking attractive promotions uploaded through Reels videos.

Overview of Research Data

This study uses a sample of 75 promotional uploads taken directly from the official Instagram account of Rita Supermall Purwokerto. Before further analysis was carried out, the first step undertaken was an outlier detection test to ensure the validity and representativeness of the data. The test results revealed that two uploads were categorized as outliers and subsequently excluded from the analysis. The first outlier was a post related to a major annual event, the Rita Anniversary Sale, which offered discounts of up to 90% and involved more than 50 large tenants. This upload received a very high level of interaction, both in likes and comments, as it represented a large-scale, event-based promotion that was rarely conducted. The extreme values from this upload had the potential to distort the relationships among variables such as Promotion Depth, Promotion Breadth, and Distant Sharing.

The second outlier was a social activity promotion upload titled Blood Donation with Rita Supermall. Although it was posted on the promotional account, the content focused more on Corporate Social Responsibility (CSR) activities that were not oriented toward sales or economic incentives. Therefore, the Promotion Depth and Promotion Breadth variables were irrelevant for comparison with other commercial promotional uploads. After excluding these two samples, the final dataset used in the analysis comprised 73 promotional uploads.

The data used in this study were collected through observation, without any researcher intervention in the promotional activities conducted by the account manager. This observational approach allowed for a more objective analysis of the characteristics of digital promotions and user interaction behavior, enabling the results to more accurately describe the dynamics of promotion on social media. To provide an overview of the research data characteristics, a descriptive analysis was conducted on four main variables, namely Distant Sharing (DS), Promotion Depth (PD), Promotion Breadth (PB), and Social Closeness (SC). The statistical description included the minimum, maximum, mean, and standard deviation values of each variable based on 73 samples of promotional uploads on the official Instagram account of Rita Supermall Purwokerto.

Table 1. Descriptive Analysis Table

	N	Min	Max	Mean	Hours of deviation
DS	73	,00	6,26	2,317	1,67695
PD	73	,03	,90	,4066	,22629
PB	73	,14	,71	,2955	,16891
SC	73	0	1	,49	,503
Valid N	73				

The results of the descriptive analysis showed that the Distant Sharing (DS) variable had a minimum value of 0.00 and a maximum of 6.26, with an average value of 2.31 and a standard deviation of 1.68. This indicates that most promotional uploads achieved a fairly good share rate. In other words, many users shared promotional content they found beneficial, such as significant discounts or other attractive offers. In this context, a higher average compared to the standard deviation suggests that the Distant Sharing data is relatively homogeneous and represents a general trend, where most uploads receive a reasonable level of interaction and no outliers dominate the dataset.

The Promotion Depth (PD) variable showed a minimum value of 0.03 and a maximum of 0.90, with an average of 0.41 and a standard deviation of 0.23. An average value higher than

the standard deviation indicates that the level of Promotion Depth across uploads is relatively stable, with most promotions offering moderate discounts or additional benefits. Promotions that provide discounts in ranges that are neither too high nor too low reflect the general tendency of the Rita Supermall Instagram account in presenting its promotions. One example representing this characteristic is a Kidz Station upload offering discounts of up to 30% on Lego products.

Meanwhile, the Promotion Breadth (PB) variable showed a minimum value of 0.14 and a maximum of 0.71, with an average of 0.30 and a standard deviation of 0.17. Similar to the other variables, a higher average value compared to the standard deviation indicates that the data distribution is relatively even, with no extreme variations between uploads. Overall, these results suggest that promotions on Rita Supermall's Instagram account typically include several tenants or product categories simultaneously, yet remain focused within a specific promotional scope. This is evident in uploads that combine products from tenants such as Sportstation, which offers shoes, and The Executive, which offers clothing—encouraging consumers to purchase both products through a single joint promotion.

For the Social Closeness (SC) variable, which was measured using a dummy variable, minimum and maximum values of 0 and 1 were obtained, with an average of 0.49 and a standard deviation of 0.50. An average close to 0.5 indicates a relatively balanced distribution between uploads with high and low levels of social proximity. This means the promotional content uploaded by the Rita Supermall Instagram account is evenly distributed between audiences with close and distant social ties to the uploader or official account. This is reflected in several posts that align their themes with holidays or religious occasions such as Christmas, Eid al-Fitr, Eid al-Adha, and Chinese New Year. Content relevant to these themes helps foster stronger interactions between the uploader and the audience, contributing to closer social relationships between both parties.

Overall, the results of the descriptive analysis demonstrate that all research variables have an average value greater than their standard deviation, indicating that the data used are fairly representative and do not exhibit significant deviations. This finding reflects that digital promotions and user interactions on the Rita Supermall Purwokerto Instagram account during the observation period can be described accurately and objectively through this analysis.

Data Analysis

Classic Assumption Test

Normality Test

The normality test is performed to ensure that the residual data in the regression model has a distribution that is close to normal, since one of the basic assumptions in classical linear regression analysis is the normal distribution of residual values. The normality test in this study used the One-Sample Kolmogorov-Smirnov Test (K-S Test) with the help of SPSS software.

Table 2. Normality Test

		Unstandardized Residual
N		73
Normal Parametersa,b	Mean	,0000000
	Hours of deviation	1,22409911

		Unstandardized Residual
Most Extreme Differences	Absolute	,088
	Positive	,085
	Negative	-,088
Test Statistic		,088
Asymp. Sig. (2-tailed)		,200c,d

Based on the results of the Kolmogorov-Smirnov test, an Asymp value was obtained. Sig. (2-tailed) is 0.200, which is greater than 0.05. This shows that the distribution of residual data is not significantly different from the theoretical normal distribution, so that the residual data in this study is normally distributed. Thus, the regression model can be continued to the next stage of analysis.

Heteroscedasticity Test

The heteroscedasticity test was performed to find out whether there was an unevenness of residual variance between one observation and another. A good regression model should not show heteroscedasticity problems, which means the residual variance must be constant (homoskedastic). The heteroscedasticity test in this study was carried out with the Glejser test, which regresses the residual absolute value to independent variables, namely Promotion Depth (PD), Promotion Breadth (PB), and Social Closeness (SC).

Table 3. Heteroscedasticity Test

Model		Unstandardized Coefficients		Std. Coefficients	t	Itself.
		B	Std. Error	Beta		
1	(Constant)	,933	,276		3,384	,001
	PD	-,108	,413	-,032	-,261	,795
	PB	-,351	,538	-,077	-,653	,516
	SC	,329	,186	,216	1,766	,082

The test results showed that the significance values for the three variables were greater than 0.05, namely PD (0.795), PB (0.516), and SC (0.082), which means that there were no symptoms of heteroscedasticity in the regression model.

Multicollinearity Test

The multicollinearity test is used to ensure there is no high correlation between independent variables that can cause instability in the estimation of regression coefficients.

Table 4. Multicollinearity Test

	Tolerance	BRIGHT
PD	,915	1,093
PB	,968	1,033
SC	,910	1,098

The test results showed that the Tolerance value for all three variables was above 0.10, and the VIF value was below 10. For example, PD has a Tolerance of 0.915 and a VIF of 1.093, PB has a Tolerance of 0.968 and a VIF of 1.033, and SC has a Tolerance of 0.910 and a VIF of 1.098. All these values indicate that there is no high correlation between independent variables, so the regression model is free from multicollinearity problems.

Autocorrelation Test

The autocorrelation test was performed to find out if there was a correlation between the residual in one observation and the residual in the other observation in the regression model.

Table 5. Durbin-Watson test results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,663a	,467	,414	1,25043	1,315

The results of the Durbin-Watson test showed a DW value of 1.315, which was at the lower limit of Durbin-Watson (DL) with a value of 1.31 and the upper limit (DU) of 1.697 for n = 73 and k = 3 at a significance level of 5%. This indicates a positive autocorrelation, where an error in one observation tends to be followed by an error in the same direction in the next observation.

Multiple Regression Analysis

Multiple regression analysis was used to determine the influence of each independent variable (Promotion Depth, Promotion Breadth, Social Closeness) on the dependent variable, Distant Sharing. Based on the regression results, the following equations were obtained:

$$DS = 2{,}267 - 2{,}279(PD) + 0{,}312(PB) + 1{,}788(SC)$$

This equation shows the direction and magnitude of the influence of each independent variable on Distant Sharing. The constant (B = 2.267) indicates that if all independent variables are zero, then Distant Sharing is estimated to be 2.267 units.

a) Promotion Depth (PD) has a negative effect on Distant Sharing, with a regression coefficient of -2.279, meaning that the higher the depth of the promotion, the lower the tendency of users to share promotional information.
b) Promotion Breadth (PB) has a positive effect on Distant Sharing with a regression coefficient of 0.312. This shows that the more products are promoted, the greater the tendency to share promotional information.
c) Social closeness (SC) had a positive effect on Distant Sharing with a regression coefficient of 1.788. This means that the closer the user's social relationship is to the uploader of the promotional content, the more likely they are to share the information.

Hypothesis

Coefficient of Determination

The coefficient of determination (R^2) is used to measure how much an independent variable can explain variations in dependent variables.

Table 6. R Square Results

Model	Sum of Squares	df	Mean Square	F	Itself.
Regression	94,589	3	31,530	20,165	,000b
Residual	107,886	69	1,564		
Total	202,475	72			

Based on the regression results, an R^2 value of 0.467 was obtained, which shows that 46.7% of the variation in Distant Sharing behavior can be explained by the variables of

promotion and Social Closeness. An Adjusted R^2 of 0.444 indicates that after adjustment, about 44.4% of the variation in Distant Sharing can be explained by these three variables.

Test F

The F test is used to find out if the regression model as a whole is worth using.

Table 7. Table Anova

Model	R	R Square	Adj R Square
1	**,683a**	**,467**	**,444**

The F-value calculated as 20.165 with a significance value of 0.000 ($p < 0.05$) indicates that the regression model is significant simultaneously. Thus, independent variables (Promotion Depth, Promotion Breadth, Social Closeness) together have a significant effect on Distant Sharing.

T test

The t-test was performed to determine the influence of each partially independent variable on Distant Sharing.

Table 8. Test Results t

Model	Unstandardized Coefficients		Standardized Coefficients	t	Itself.
	B	Std. Error	Beta		
(Constant)	2,267	,455		4,985	,000
PD	-2,279	,681	-,308	-3,348	,001
PB	,312	,887	,031	,352	,726
SC	1,788	,307	,537	5,827	,000

Promotion Depth (PD) had a significant negative effect on Distant Sharing with a significance value of 0.001 ($p < 0.05$). Promotion Breadth (PB) had no significant effect on Distant Sharing with a significance value of 0.726 ($p > 0.05$). Social closeness (SC) had a significant positive effect on Distant Sharing with a significance value of 0.000 ($p < 0.05$).

Moderation Test

The moderation test was conducted to find out whether Social Closeness can moderate the influence of Promotion Depth and Promotion Breadth on Distant Sharing. After including the interaction variable, the results showed that the interaction variable between PD×SC and PB×SC was not significant ($p > 0.05$). This means that Social Closeness does not moderate the influence of Promotion Depth or Promotion Breadth on Distant Sharing.

The Effect of Promotion Depth on Distant Sharing

The results of the regression analysis showed that Promotion Depth (PD) had a negative effect on Distant Sharing (DS), with a negative coefficient indicating that the deeper the promotion offered, the lower the tendency of followers to share promotional information to a wider social network. These findings suggest that promotions with large discounts are more likely to drive direct consumption responses, such as purchases, rather than promotional information-sharing behaviors.

During the data collection period, the number of views of promotional content ranged from 4,000 to 69 million impressions, with the highest numbers recorded on uploads made during national holidays. Although promotional content in a short video format (Reels) reached a wide audience, social-based interactions—such as content sharing—remained relatively low. Some posts with large discounts received many consumptive comments such as “want to buy”

or “the discount is big,” yet there was no significant increase in shares. This indicates that audiences were more interested in obtaining personal benefits directly rather than sharing promotional information with others.

This phenomenon aligns with signaling theory (Kirmani & Rao, 2000), which states that overly explicit promotions can reduce consumer trust and discourage sharing behavior. Previous studies by Goh et al. (2013) and Bao & Chau (2017) also found that Promotion Depth has a negative influence on Distant Sharing, as consumers tend to focus on the personal benefits of such promotions. Furthermore, the three-dimensional theory of promotion (Chandon et al., 2000) suggests that when economic value dominates, consumers are more likely to use or consume the promotion themselves rather than share it.

The Influence of Promotion Breadth on Distant Sharing

Promotional content on Rita Supermall Purwokerto’s Instagram account shows that Promotion Breadth (PB) tends to be low, with most uploads promoting only one type of product or category. Although there are occasional variations—such as promotions involving more than one product category—most content remains focused on a single product. These findings suggest that the promotional strategy on the account is oriented more toward delivering direct messages to core followers rather than encouraging wider dissemination of information.

Data on Distant Sharing revealed substantial variation, with some uploads receiving high shares while most others did not. This supports the regression results, which showed that Promotion Breadth had a positive but insignificant effect on Distant Sharing. This aligns with the findings of Yi & Yoo (2011), which indicate that variation in promotion must be accompanied by Promotion Depth to encourage information-sharing behavior. Promotional content lacking strong emotional or visual appeal tends to fail in triggering such behavior. This demonstrates that diversity in promotions alone is insufficient to increase Distant Sharing without accompanying emotional value or compelling content.

These findings are consistent with those of Berger & Milkman (2012), who found that users are more likely to share content that evokes positive emotions or admiration, rather than content that merely offers product variety. Valos et al. (2016) also assert that the effectiveness of social media promotion depends not only on the breadth of content variety but also on the content’s ability to create social resonance and message clarity. Therefore, to expand the reach of content dissemination, promotional strategies at Rita Supermall should focus not only on increasing product variety but also on enhancing Promotion Depth through emotional engagement or exclusive value that captures audience attention.

Social Closeness Moderates the Relationship between Promotion Depth and Distant Sharing

The results showed that Social Closeness did not significantly moderate the relationship between Promotion Depth and Distant Sharing (B = 1.089; Sig. = 0.191). This finding indicates that variations in social closeness were not strong enough to alter the effect of Promotion Depth on Distant Sharing. Theoretically, this can be explained by the notion that the sharing of promotional content with large discounts is driven more by immediate economic considerations than by social or emotional factors.

According to electronic Word-of-Mouth (e-WOM) theory, consumers are more likely to share information they perceive as relevant and useful to the recipient (Berger & Milkman,

2012). However, in the context of promotions with substantial discounts, audiences are more concerned with personal gain than with sharing information. This is consistent with Huang et al. (2020), who stated that within strong social relationships, individuals are more selective about sharing promotional content and tend to delay sharing until they deem the information relevant.

This finding differs from that of Martínez-Navarro & Bigné (2017), who found that Social Closeness could moderate the relationship between Promotion Depth and Distant Sharing, particularly in larger social networks. In this study, however, audiences appeared more focused on the immediate economic benefits of promotions, thereby limiting the moderating effect of Social Closeness.

Social Closeness Moderates the Relationship between Promotion Breadth and Distant Sharing

The results also showed that Social Closeness did not significantly moderate the relationship between Promotion Breadth and Distant Sharing. This finding is consistent with e-WOM theory, which posits that within wider social networks, audiences are more selective in choosing which content to share. A high level of Promotion Breadth does not necessarily drive sharing if the content lacks relevance to the audience. In broad and heterogeneous networks, individuals may find it challenging to tailor promotional messages to varying audience preferences, making high-variance promotions less effective in encouraging sharing. Goh et al. (2013) emphasize that the effectiveness of information sharing depends largely on an individual's ability to personalize content according to audience characteristics. In this study, Social Closeness did not amplify the effect of Promotion Breadth, suggesting that audiences prefer sharing clear, concise, and relatable content rather than overly varied or complex promotions.

CONCLUSION

Based on the results of the data analysis and discussions conducted, several conclusions can be drawn as follows. First, Promotion Depth has a positive influence on Distant Sharing (the dissemination of promotional information). This suggests that promotions offering substantial discounts or benefits tend to encourage audiences to share promotional information within their social networks, even though the effect is more conducive to direct consumption responses (such as purchases) than to sharing behavior. Second, Promotion Breadth (the diversity of promotions) does not have a significant effect on Distant Sharing. While variations in promotional types may attract attention, the results show that overly diverse promotions are not always effective in motivating audiences to share content. Third, Social Closeness does not moderate the relationship between Promotion Depth and Distant Sharing.

This indicates that the level of social closeness between the uploader and the audience is not sufficiently strong to alter the effect of promotion depth on information sharing. Fourth, Social Closeness also does not moderate the relationship between Promotion Breadth and Distant Sharing. This finding suggests that although social proximity can play a role in certain contexts, in this study, social factors were not influential enough to enhance the spread of more

diverse promotions. Furthermore, the findings of this study reinforce the view that information-sharing behavior on social media is more strongly influenced by the direct economic aspects of promotion (such as large discounts) than by social considerations. This demonstrates that consumers tend to focus more on personal gain—especially when the discounts or benefits offered are substantial—and are less motivated to share promotional information with others.

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