

New Media Advertisement and Subsequent Effects on Purchase Intention of Consumers: An Empirical Study

Jeton Kelmendi¹, Vinod Bhatt², Dev Brat Gupta³, Gajendra Sirohi⁴ and Resul Sinani⁵

Abstract

In the present scenario, no one is away from the fast blowing wind of online advertising or more clearly stated as new media advertising. The objective of the paper is to analyse the effect of new media advertisement and the consumer buying behaviour. Simple random sampling is employed in the quantitative research methodology. Data was acquired by questionnaire sent among new media users. A 5-point Likert scale was used to evaluate the questionnaire's suitably designed questions. The sample size chosen is 360 in total. In order to evaluate the impact of the new media advertisement on consumers, different variables have been determined such as, attention grabbing, entertainment, credibility, creative characteristics, emotional appeal. The results of the analysis indicate that the new media advertisements have the greatest impact on consumers' purchasing decisions among all available options. The author hopes to provide insightful analysis of the new media advertisement by relating these findings to pertinent theories from the theoretical framework.

Keywords: *Buying Behaviour, New Media Advertisement, Purchase Intentions of Customers, Customer Behaviour*

INTRODUCTION

Right from searching educational institutes to hunting for a job, from watching a movie to selecting a restaurant for dinner, advertisements influence our decisions. Advertising is the most commonly used tool of promotion and is considered to be one of the most important elements of the marketing mix. Advertising is the most influential element of all marketing strategies (Behboudi et al 2012; Petrescu, 2018). It is the most effective way to attract potential customers towards a product or services. However, advertising has been criticized to be a wastage of funds which leads to unnecessary burden on customers in terms of higher cost per product because the per unit cost of advertising is added to the cost of the product. But one cannot completely ignore the role played by advertising as a primary tool of promotion.

Having a good product alone does not ensure that it would sell. Companies need to master the art of selling it as well (Lyngbo, 2012; PSFK & Gurevich, 2015). The aim of advertising is to grab the attention of the audience and deliberately create a need or a desire for a product (Edelman, 2014). With the changing pace of businesses, the conventional methods of advertising are becoming ineffective and newer, more effective, methods of spreading news are being followed. Most of the latest advertising methods are related to web technologies.

LITERATURE REVIEW

34 percent of a product's total cost is linked to advertising costs. This is crucial since marketers strive for strong top-of-mind recall when using commercials (Singh, 2012). As a result, advertising play a crucial role in marketing strategies, particularly in business-to-consumer settings (Kotler, Keller, Koshy, and Jha 2009). With the advent of new media, customer communication tools and strategies have undergone significant change. As a result, businesses must learn how to use new media in a way that is consistent with their business plan (Mangold and Faulds 2009). These platforms are being used by people to communicate with one another and by well-known firms to promote their goods. Social networking websites have allowed for the virtualization of real-world social

¹ Media and Journalism, Pristina Kosovo, AAB University College; E-mail: jeton.kelmendi@universitetiaab.com

² School of Advanced Sciences and Languages, VIT Bhopal University, Madhya Pradesh, India; E-mail: vinodbbhatt1310@gmail.com

³ School of Advanced Sciences and Languages, VIT Bhopal University, Madhya Pradesh, India; E-mail: devbrat.gupta026@gmail.com

⁴ Department of commerce, Acropolis Institute of Management Studies & Research, Indore; E-mail: gajendrasirohi@yahoo.com

⁵ Faculty of Mas Communication, Pristina Kosovo, AAB University College; E-mail: resul.sinani@universitetiaab.com (Corresponding Author)

activity. Real-time messaging has made it possible for people to communicate and exchange information. As a result, businesses view social media platforms as essential resources for dominating the online market (Ebrahim, 2020). New media and social networking sites are frequently used interchangeably. Social media, on the other hand, is distinct because it enables users to connect by creating personal information profiles and granting friends and co-workers access to those profiles (Kaplan and Haenlein 2010). Social media is therefore the setting in which social networking occurs and has changed how customers obtain information and make purchasing decisions (Holly Paquette 2013). According to Wang & Yu (2015), reviews of a service or product might be good or negative, which influences the consumer's decision to buy. In new media, word-of-mouth has a significant influence on consumers' purchasing intentions. In order to spread information about the goods or services on social networking sites, word of mouth is therefore highly helpful. One of the most crucial marketing factors, according to the survey, is word-of-mouth advertising. Additionally, a framework model that heavily relies on word-of-mouth advertising was created in accordance with this study. Our argument is that, at least from a marketing perspective, understanding the current state of new media lies more in what users do on these platforms than the technologies or services offered by these platforms, even though the rise (and fall) of various types of new media platforms has been important for understanding the new media landscape (Appel, G 2020). New media advertising's impact on consumers' attitudes and behaviour because it tempts a customer to buy your stuff; this will also help them remember it. Advertising on new media has long been a potent tool for gaining the attention of consumers.

NEW MEDIA ADVERTISEMENT AND PURCHASE INTENTION

In recent years, new media has recognised as a significant and crucial marketing component that influences the success of a product, service, or business (Hawkins and Vel, 2013). Durkin (2013). Consumers use the Internet as a medium primarily for three reasons: information, entertainment, and social features (Heinonen, 2011). Consumer purchase behavior is the totality of a consumer's market behavior, preferences, intents, and decisions while purchasing a product or service. Consumer behavior research is important because we are all customers, whether we know it or not. The marketing proclivity of consumer behavior has been significant in the marketing production philosophy. Some issues emerge in marketing, and as marketers, we must pay attention to them and provide appropriate responses. One of the questions is, "What is the goal of customer behavior?" Keeping in mind that a marketer must also study consumer behavior to recognize our consumers' requirements and demands and take suitable action to meet their needs and wants. In this study, we hope to explain our ideas on consumer behavior considering prior research. Consumer behavior is a relatively recent topic in marketing. The number of studies on consumer behaviour has significantly increased in the last few years. Consumer behavior includes the mental, emotional, and physical behaviours that individuals participate in while selecting, acquiring, utilising, and disposing of things and services that fulfil their wants and desires (Kotler, 1999).

OBJECTIVES

The objectives of the study are as-

To examine the buying behavior of consumers of new media advertisement.

To examine the different factors effects the buying decision of new media users via social media advertisement.

HYPOTHESIS

H1- Attention grabbing factor of the new media advertising has positive influence on purchase intention of consumers.

H2-Entertainment factor of the new media advertising has positive influence on purchase intention of consumers.

H3- Credibility factor of the new media advertising has positive influence on purchase intention of consumers.

H4- Creative characteristic factor of the new media advertising has positive influence on purchase intention of consumers.

H5- Emotional appeal factor of the new media advertising has positive influence on purchase intention of consumers.

QUESTIONNAIRE DESIGN AND DATA COLLECTION

Based on the literature review, a questionnaire of 30 questions has been designed. The questionnaire is divided into two parts; the first part consists of very basic demographic questions and the second part having questions dealing with independent and dependent variables. A 5-point Likert scale was used to evaluate the properly framed survey questions, with 1 denoting strong disagreement, 2 denoting disagreement, 3 denoting neutrality, 4 denoting agreement, and 5 denoting strong agreement.

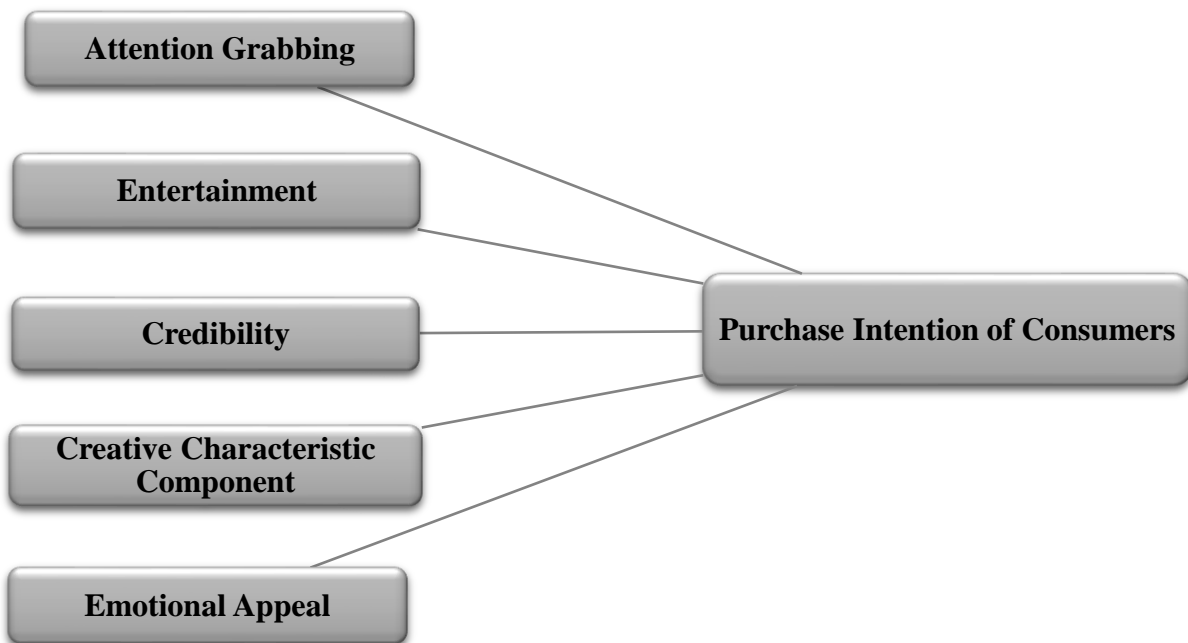
PILOT STUDY

A pilot study has been carried out to confirm the validity and viability of the investigation. A Google form was used to distribute a survey that had 30 questions and received responses from about 52 people. The data analysis for this study makes use of the statistical programme SPSS. For the pilot study, reliability and validity tests were conducted. Values for Cronbach's Alpha, and factor loading have been calculated.

RESEARCH METHODOLOGY

A thorough analysis of the earlier studies that had been published led to the creation of a questionnaire. The questionnaire was used to conduct the survey. The study has a total sample size of 359 respondents, all of whom use new media. SPSS was applied to the exploratory factor analysis. Structural equation modelling was employed for evaluating the constructs.

CONCEPTUAL FRAMEWORK



DATA ANALYSIS

DEMOGRAPHIC ANALYSIS

DEMOGRAPHIC ANALYSIS

Table-1

Gender		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	135	37.7	37.7	37.7
	Male	223	62.3	62.3	100.0
	Total	358	100.0	100.0	
Area of residence					
Valid	Rural	21	5.9	5.9	5.9
	Urban	187	52.2	52.2	58.1
	Semi urban	150	41.9	41.9	100.0
	Total	358	100.0	100.0	
Age					
Valid	18-25 years	53	14.8	14.8	14.8
	25-35 years	5	1.4	1.4	16.2
	36-45 years	106	29.6	29.6	45.8
	46 above	194	54.2	54.2	100.0
	Total	358	100.0	100.0	
Education level					
Valid	Primary Education	5	1.4	1.4	1.4
	High School	31	8.7	8.7	10.1
	Diploma	27	7.5	7.5	17.6
	Undergraduate	128	35.8	35.8	53.4
	Postgraduate	167	46.6	46.6	100.0
	Total	358	100.0	100.0	
Profession					
Valid	Student	48	13.4	13.4	13.4
	Service	107	29.9	29.9	43.3
	Business	59	16.5	16.5	59.8
	Professional	48	13.4	13.4	73.2
	Self- Employed	25	7.0	7.0	80.2
	House Wife	42	11.7	11.7	91.9
	Retired	12	3.4	3.4	95.3
	Others(please specify)	17	4.7	4.7	100.0
	Total	358	100.0	100.0	
Income level					
Valid	5000-15000	82	22.9	22.9	22.9
	16000-50000	58	16.2	16.2	39.1
	51000-85000	70	19.6	19.6	58.7
	86000-225000	80	22.3	22.3	81.0
	226000-200000	14	3.9	3.9	84.9

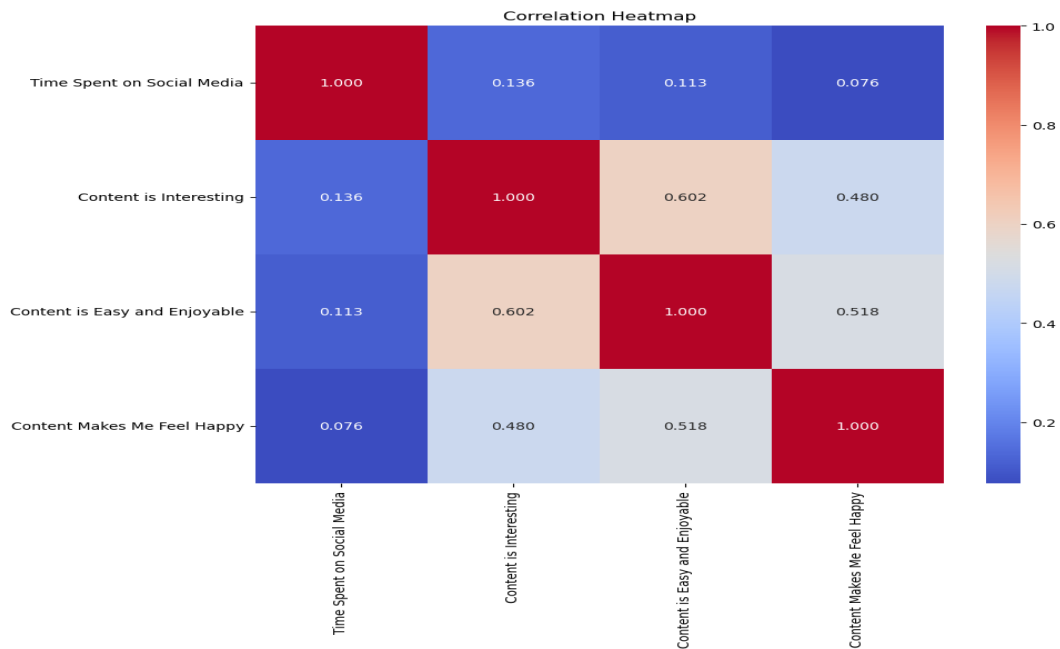
201000-onwards	54	15.1	15.1	100.0
Total	358	100.0	100.0	

CORRELATION ANALYSIS

To explore the relationships between continuous variables (e.g., Average time spent on New media vs. The content of new media ads is interesting, the content of new media ads is easy and enjoyable, the content of new media advertising makes me feel happy).

Table-2

To explore the relationships between continuous variables (e.g., Average time spent on New media vs. The content of new media ads is interesting, the content of new media ads is easy and enjoyable, the content of new media advertising makes me feel happy).



The Figure 1 depicts several noteworthy correlations between consumers’ behaviors and perceptions regarding new media advertising content. Firstly, there exists a positive correlation (correlation coefficient = 0.136, $p = 0.010$) between the average time spent on new media per day and the level of interest expressed in new media ad content. This suggests that as the time spent engaging with new media platforms increases, there is a slight inclination for consumers to exhibit greater interest in the content of new media advertisements. Furthermore, a similar positive correlation (correlation coefficient = 0.136, $p = 0.010$) is observed between finding the content of new media ads interesting and the time invested in consuming new media. This implies that consumers who allocate more time to new media tend to find the content of ads within these platforms more interesting. In addition, there is positive correlation (correlation coefficient = 0.602, $p < 0.001$) exists between perceiving new media ads as easy and enjoyable, and the level of interest in their content. Consumers who perceive new media ads in this manner are more likely to demonstrate a heightened interest in the content of these ads. Similarly, a positive correlation (correlation coefficient = 0.480, $p < 0.001$) is identified between experiencing happiness in response to new media ad content and the level of interest in these ads. Consumers who derive a sense of happiness from the content of new media advertisements are more inclined to display a greater interest in their content.

These correlation outcomes underscore a significant trend: consumers who allocate more time to new media consumption and perceive new media ad content as interesting, easy, and enjoyable, are more likely to demonstrate a heightened interest in the content of these ads. Furthermore, the experience of positive emotions

in response to new media ad content is associated with increased interest in the ads. These insights emphasize the pivotal role of engaging and emotionally resonant ad content in the realm of new media marketing strategies.

MULTIPLE REGRESSION ANALYSIS ON ADVERTISEMENT PREFERENCE VARIABLES

To understand how the various advertisement preference variables (independent variables) collectively affect the overall satisfaction with new media advertisements' content (dependent variable).

Dependent Variable: Overall satisfaction with new media advertisements' content.

Independent Variables: Entertainment factor, Credibility, Attention Grabbing, Creativity Characteristic & Emotional Appeal.

RESULTS

Table-3

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.469	.220	.133	.715

The Model Summary table provides information about the performance and goodness of fit of the regression model.

The correlation coefficient (R) is 0.469, indicating a moderate positive correlation between the independent variables and the dependent variable. This means that there is a relationship between the predictors (Entertainment factor, Credibility, Attention Grabbing, Creativity Characteristic & Emotional Appeal) and the outcome variable (Overall satisfaction). Since the correlation coefficient (R) is positive, it indicates that as the values of the independent variables increase, the values of the dependent variable also tend to increase.

The coefficient of determination (R²) is 0.220, which means that approximately 22.0% of the variance in the dependent variable can be explained by the independent variables in the model. This indicates that the predictors collectively account for a moderate proportion of the variability in the outcome.

This is a modification of R Square that adjusts for the number of predictors in the model. It provides a better estimate of the model's goodness of fit. Here, it's 0.133. The Std. Deviation depicts the measure of the accuracy of the predictions. In this case, it's 0.715, indicating that the model's predictions have an average error of about 0.715 units. The R Square value of 0.22 suggests that the model accounts for about 22% of the variability in overall satisfaction.

Table-4

ANOVA^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	23.201	18	1.289	2.519	.001
	Residual	82.376	161	.512		
	Total	105.578	179			

The overall interpretation of the ANOVA table suggests that the regression model (f=2.519) is statistically significant in explaining the variation in the dependent variable. The predictors included in the model collectively have a significant effect on the overall satisfaction with new media advertisements.

Table-5

Coefficients^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		

1	(Constant)	1.263	.440		2.870	.005
	Ads with controversial content are more effective	.148	.060	.336	2.47	.007
	Ads with attractive offers	.162	.062	.368	2.613	.004
	Ads with lasting effect	.175	.062	.204	2.823	.012
	Ads with information about peer behaviors	.159	.060	.215	2.642	.009
	The length of the message	.135	.067	.214	2.015	.016
	Ads with the price of the product	.247	.057	.278	4.331	.001
	Ads stands out from its competitors.	.189	.083	.218	2.277	.018
	Ads with original ideas	.166	.093	.187	1.955	.047
	Text based ads	.201	.085	.208	2.36	.009
	Ads with information about products.	.171	.083	.113	2.060	.047
	Ads with Creative characteristics	.251	.081	.0247	3.098	.006
	Ads with implementation of new technologies	.174	.078	.153	2.230	.005
	video based ads	.170	.066	.144	2.578	.039
	ads with strong emotional appeals more than rationally appealing	.251	.068	.279	3.691	.009
	emotional appeal as a necessary prerequisite for advertisement	.187	.078	.204	2.397	.013
	emotionally appealing ad more effectively persuades	.194	.077	.183	2.519	.024
	Entertainment choices of an ad	.214	.073	.189	2.932	.046
	Ads with implementation of new technologies	.206	.066	.260	3.108	.002
a. Dependent Variable: Overall, people are satisfied with new media advertisements content.						

Table 5 shows the coefficients for each predictor in the regression model. The coefficients obtained from the regression analysis reveal significant determinants of consumers' satisfaction with new media advertisements. Notably, variables with t-values indicating statistical significance ($t = 2.870$) and p-values less than 0.05 ($p < 0.005$) demonstrate substantial influences on consumers' satisfaction level.

Ads featuring controversial content ($t = 2.47, p = 0.007$) and those presenting attractive offers ($t = 2.613, p = 0.004$) exerted a positive influence on satisfaction. Similarly, advertisements designed for a lasting effect ($t = 2.823, p = 0.012$), conveying information about peer behaviors ($t = 2.642, p = 0.009$), and employing a longer message ($t = 2.015, p = 0.016$) were associated with heightened levels of satisfaction.

Furthermore, the inclusion of product pricing information ($t = 4.331, p = 0.001$) and the creation of ads that distinguish themselves from competitors ($t = 2.277, p = 0.018$) demonstrated a positive correlation with satisfaction.

Originality in ad content ($t = 1.955, p = 0.047$) and utilization of text-based content ($t = 2.36, p = 0.009$) were identified as further factors contributing to elevated satisfaction levels.

Moreover, advertisements furnishing detailed product information ($t = 2.060, p = 0.047$) and those characterized by creative features ($t = 3.098, p = 0.006$) exhibited a positive association with satisfaction. Incorporating entertainment elements such as color, sounds, music, or graphics also played a substantial role in augmenting engagement and satisfaction with ads ($t = 2.230, p = 0.005$). Furthermore, the integration of new technologies into ads ($t = 2.578, p = 0.039$) and the utilization of video content ($t = 3.691, p = 0.009$) were positively associated with heightened satisfaction levels.

Finally, ads with strong emotional appeals more than rationally appealing ($t = 2.397, p = 0.013$), as well as emotional appeal as necessary prerequisite for advertisement ($t = 2.519, p = 0.024$), and emotionally appealing ads more effectively pursuits ($t = 2.932, p = 0.046$) identified as further contributors to heightened satisfaction.

Ads incorporating entertainment characteristics ($t = 3.108, p = 0.002$) exhibited a robust association with elevated levels of satisfaction.

These findings offer valuable insights into the diverse array of factors influencing consumers' satisfaction with new media advertisements, thereby contributing to the informed creation of more effective and gratifying advertising content in the future.

ANOVA

Table-6

		ANOVA				
		Sum of Squares	df	Mean Square	F	Sig.
Ads with controversial content are more effective	Between Groups	14.993	5	2.999	2.868	.015
	Within Groups	368.079	352	1.046		
	Total	383.073	357			
Ads with information about peer behaviors	Between Groups	15.776	5	3.155	3.081	.010
	Within Groups	360.517	352	1.024		
	Total	376.293	357			
content of an ad	Between Groups	12.170	5	2.434	2.371	.039
	Within Groups	361.285	352	1.026		
	Total	373.455	357			
engagement with brand posts made on weekdays or	Between Groups	9.969	5	1.994	2.319	.043
	Within Groups	302.682	352	.860		

	Total	312.651	357			
The content of advertising and feeling of happiness	Between Groups	9.369	5	1.874	2.354	.040
	Within Groups	280.162	352	.796		
	Total	289.531	357			

Table 6 of ANOVA results shed light on the influence of specific attributes within new media advertising on viewer engagement and emotional response. For instance, the presence of controversial content significantly impacts viewer engagement ($F(5, 352) = 2.868, p = 0.015$), suggesting that controversial elements contribute to heightened engagement.

Similarly, advertisements incorporating information about peer behaviors exhibit a noteworthy effect on engagement ($F(5, 352) = 3.081, p = 0.010$), indicating that social cues play a significant role in capturing viewer attention. Additionally, mentioning the price of a product in an ad proves to be a motivating factor for further exploration ($F(5, 352) = 2.371, p = 0.039$), underlining the importance of transparent pricing information.

Furthermore, the timing of brand posts also emerges as a relevant factor, with higher engagement observed on weekdays compared to weekends ($F(5, 352) = 2.319, p = 0.043$). Finally, the emotional impact of advertising content is demonstrated by a significant effect on viewer happiness ($F(5, 352) = 2.354, p = 0.040$), emphasizing the importance of evoking positive emotions through ad content.

The ANOVA results provide valuable insights into the distinct elements that contribute to viewer engagement and emotional response in the sphere of new media advertising.

RESULTS AND DISCUSSION

The results indicate that the Purchase Intention of Consumers is positively influenced by attention grabbing factor of the new media advertising (H1). Posting on new media can fetch the attention of people which may lead to purchase. The "attention-grabbing factor" in new media advertising influences customers' intentions to make purchases in a favourable way. Consumers are more likely to be favourably impacted and inclined to buy when commercials in new media platforms successfully attract and hold the audience's attention. The result supports that the Purchase Intention of Consumers is positively influenced by entertainment factor of the new media advertising (H2). Consumers' intents to make purchases are positively impacted by the "entertainment factor" in new media advertising. In other words, customers are more likely to be positively affected and motivated to make a purchase when marketing on new media platforms are entertaining and engaging. Traditional or boring advertising typically fail to capture the audience's attention as successfully as entertaining ones do. The output of the data analysis clearly describes the Purchase Intention of Consumers is positively influenced by credibility factor of the new media advertising (H3). Consumers' intents to make purchases can be significantly influenced positively by the credibility factor of new media advertising. Consumers are more likely to be favourably influenced and motivated to make a purchase when they believe that an advertisement is credible and trustworthy. Advertising that is credible promotes consumer trust in the brand. Consumers are more likely to view a product or service as reliable when they believe the brand's claims and message. The analysis of data reflects the Purchase Intention of Consumers is positively influenced by the creative characteristic component in the new media advertising (H4). The creative quality component of new media advertising may significantly increase consumers' intents to make purchases. Ads on new media platforms have the power to engage audiences, elicit favourable feelings, and create an enduring impression when they are creatively developed and implemented. In an ocean of content on new media platforms, creative advertisements are more likely to stand out, grabbing the attention of customers and stimulate their interest. As the results suggest that the Purchase Intention of Consumers is positively influenced by emotional appeal factor of the new media advertising campaign (H5). Consumers' purchasing intentions can be significantly and favourably influenced by the emotional appeal component of new media advertising campaigns. A deeper connection is made, feelings are evoked, and consumers' decision-making is influenced when advertisements appeal to their

emotions. Consumers' attention is drawn and their personal interests are aroused via emotional appeal. As a result of more emotional content being passed along, liked, and commented on, it receives greater visibility. It's critical that brands use emotional appeal in an authentic way that is consistent with their brand values.

REFERENCES

- Abayi M., Khoshtinat B. (2016). Study of the Impact of Advertising on Online Shopping Tendency for Airline Tickets by Considering Motivational Factors and Emotional Factors, 1st International Conference on Applied Economics and Business, 36, 532 – 539 [https://doi.org/10.1016/S2212-5671\(16\)30065-X](https://doi.org/10.1016/S2212-5671(16)30065-X)
- Alhabash, S., McAlister, A. R., Quillam, E. T., Rifon, N. J., Richards, J. I., & Richards, J. I. (2013). Between likes and shares: Effects of emotional appeal and virality on the persuasiveness of anti cyberbullying messages on Facebook. *Cyber Psychology, Behavior and Social Networking*, 16(3), 175–182. <https://doi.org/10.1089/cyber.2012.0265>
- Ang, S.H., Lee, Y.H. & Leong, S.M. (2007). The ad creativity cube: conceptualization and initial validation. *J. of the Acad. Mark. Sci.* 35, 220–232. <https://doi.org/10.1007/s11747-007-0042-4>
- Bond, C., Ferraro, C., Luxton, S., & Sands, S. (2010). Social media advertising: An investigation of consumer perceptions, attitudes, and preferences for engagement. In P. Ballantine, & J. Finsterwalder (Eds.), *Proceedings of the Australian and New Zealand Marketing Academy (ANZMAC) Conference 2010 'Doing More with Less'* (pp. 1 - 7). University of Canterbury.
- Budiawan Ramdan (2017). The Quasi Experimental Study Of The Influence Of Advertising Creativity And Exposure Intensity Toward Purchasing Action With Aida Approach, *Independent Journal Of Management & Production (Ijm&P)*, 8(2). <https://doi.org/10.14807/ijmp.v8i2.526>
- Chukwu B.A., Kanu E.C. & Ezeabogu A.N. (2019) The Impact Of Advertising On Consumers, *International Journal of Arts and Commerce*, 8 (1).
- Dehghani, M., & Tumer, M. (2015). A research on effectiveness of Facebook advertising on enhancing purchase intention of consumers. *Computers in Human Behavior*, 49, 597–600.
- G. Nicolaas. (2016). The Influence of Mobile Marketing on Consumer Attitude Study at Student of Sam Ratulangi University, *Journal EMBA*, 4 (1), 1221-1228.
- Gilaninia S., Taleghani M., & Karimi H. (2013). Internet advertising and consumer behavior in the purchase of products. *Kuwait Chapter of the Arabian Journal of Business and Management Review*, 2(11), 1.
- Huang, J., Su, S., Zhou, L., and Liu, X. (2013). Attitude toward the viral ad: Expanding traditional advertising models to interactive advertising. *Journal of Interactive Marketing*, 27(1), 36–46
- Jain, G., Rakesh, S., & Chaturvedi, K. R. (2018). Online video advertisements' effect on purchase intention: An exploratory study on youth. *International Journal of E-Business Research (IJEER)*, 14(2), 87–101. <https://doi.org/10.4018/IJEER.2018040106>
- Jessica Braojos-Gomez, Jose Benitez-Amado, F. Javier Llorens-Montes. (2015). How do small firms learn to develop a social media competence? *International Journal of Information Management*, 35 (4)443-458. <https://doi.org/10.1016/j.ijinfomgt.2015.04.003>
- Jiyong Cha (2009) Shopping on Social Networking Web Sites, *Journal of Interactive Advertising*, 10:1, 77-93. <https://doi.org/10.1080/15252019.2009.10722164>
- Jung Chang, H., Yan, R.-N. and Eckman, M. (2014), "Moderating effects of situational characteristics on impulse buying", *International Journal of Retail & Distribution Management*, Vol. 42 No. 4, pp. 298-314. <https://doi.org/10.1108/IJRDM-04-2013-0074>
- Kamboj, Shampy & Sarmah, Bijoylaxmi & Gupta, Shivam & Dwivedi, Yogesh. (2018). examining branding co-creation in brand communities on social media: Applying the paradigm of Stimulus-Organism-Response, *International Journal of Information Management*, Elsevier, 39(C) 169-185. <https://doi.org/10.1016/j.ijinfomgt.2017.12.001>.
- Khare Arpita (2014). Consumers' susceptibility to interpersonal influence as a determining factor of ecologically conscious behaviour, *Marketing Intelligence & Planning* 32(1), <https://doi.org/10.1108/MIP-04-2013-0062>
- Kotler P., Keller K. L., Koshy A., & Jha M. (2009). *Marketing management a South Asian perspective* (13th ed.). New Delhi: Pearson Education.
- L. Lim and S. Yao. (2018). Mobile Advertising: An Insight of Consumers' Attitude", *Scholar Conference in Business, Marketing and Tourism at Citadines Uplands Kuching*, 372-398.
- Lim, X. J., Radzol, A. M., Cheah, J., & Wong, M. W. (2017). The impact of social media influencers on purchase intention and the mediation effect of customer attitude. *Asian Journal of Business Research*, 7(2), 19–36. <https://doi.org/10.14707/ajbr.170035>
- M. Malkanthie and S. Lanka. (2018). Customer Attitude towards Mobile Advertising. *Academy for Global Business Advancement (AGBA)*, 15th World Congress, Thailand.
- Minam Yomso, A Study on Social Media and Consumer Behaviour with Special Reference to East Siang District of AP, *International Journal of Advanced Research in Commerce, Management & Social Science (IJARCMS)*, 04(2),68-76.
- Mishra V., & Vashiath A. (2017). Is advertising medium an important constraint in consumer purchase intention: The theoretical foundation. *Journal of General Management Research*, 4(1), 38–45.

- Moore, J. J., & Rodgers, S. L. (2005). An examination of advertising credibility and skepticism in five different media using the persuasion knowledge model. In *Proceedings of the conference-American academy of advertising* (10–18). Lubbock: American Academy of Advertising.
- Pollay, R., & Mittal, B. (1993). Here's The Beef: Factors, determinants, and segments in consumer criticism of advertising. *Journal of Marketing*, 57(3), 99–114.
- Powers, T., Advincula, D., Austin, M.S., Graiko, S. and Snyder, J. (2012). Digital and social media in the purchase decision process. *Journal of Advertising Research*, 52(4) 479–489.
- Qian He & Hongjian Qu (2018). The Impact of Advertising Appeals on Purchase Intention in Social Media Environment Analysis of Intermediary Effect Based on Brand Attitude, *Journal of Business Administration Research*, 7(2).
- Raktham, W., Chaipoo Pirutana, S., & Combs, H. (2017). Factors influencing consumer attitudes toward social media advertising. In *International conference on Humanities, Social Sciences and Education (HSSE)*. London (UK).
- R. Indu, & V. Raj. (2012). Developing a Theoretical Framework for a Study on the Impact of Advertising Credibility of Consumer Healthcare Products. *European Journal of Commerce and Management Research*, 1(1), 14-24.
- Rourke, B., Bellur, S., Nowak, K.L. (2023). All distractions are not equal: The moderating role of autistic traits and technology multitasking on academic performance among college students. *Atlantic Journal of Communication*. 32(3).
- Ruiz S., Sicilia M. (2004). The impact of cognitive and/or affective processing styles on consumer response to advertising appeals. *J. Bus.*;57:657–664.
- Saleem Alhabash, Anna R. McAlister, Chen Lou & Amy Hagerstrom (2015) From Clicks to Behaviors: The Mediating Effect of Intentions to Like, Share, and Comment on the Relationship Between Message Evaluations and Offline Behavioral Intentions, *Journal of Interactive Advertising*, 15:2, 82-96.
- Sama, R. (2019). Impact of Media Advertisements on Consumer Behaviour. *Journal of Creative Communications*, 14(1), 54–68.
- Samuels, P. (2015). Statistical methods: Scale reliability analysis with small samples. Birmingham City University, Centre for Academic Success.
- Shahbaznezhad, Hamidreza & Dolan, Rebecca & Rashidirad, Mona, 2021. The Role of Social Media Content Format and Platform in Users' Engagement Behavior, *Journal of Interactive Marketing*, Elsevier, 53(C), 47-65.
- Singh B. (2012). Impact of advertisement on the brand preference of aerated drinks. *Asia Pacific Journal of Marketing & Management Review*, 2(2), 147–160.
- Smith (2009). The social media revolution. *International journal of market research : the journal of the Market Research Society* /. [Online] 51 (4), 559–561.
- S. Huq, S. Alam, and M. Nekmahmud. (2015). Customer's Attitude towards Mobile Advertising in Bangladesh. *International Journal of Business and Economics Research*, 4(6), 281-292.
- Sriram K V, Namitha KP & Giridhar B Kamath. (2021). Social Media Advertisements and their Influence on Consumer purchase Intention, *Cogent Business & Management*, 8:1
- Talih Akkaya, D., Akyol, A., & Gölbaşı Şimşek, G. (2017). The effect of consumer perceptions on their attitude, behavior and purchase intention in social media advertising. *Marmara University Journal of Economic & Administrative Sciences*, 39(2), 361–385.
- Trivedi J. (2017). Do long formats ads sell? Evidence from Indian consumers. *Global Business Review*, 18(3), 38–S51.
- Triyono Adi Tristanto, Ratih Hurriyati , Puspo Dewi Dirgantari, Abdul Muhaimin Elyusufi. (2021). AIDA Model as a Marketing Strategy to Influence Consumer Buying Interest in the Digital Age, *Budapest International Research and Critics Institute-Journal (BIRCI-Journal)*, 4 (4).
- Veronija Nolcheska. (2017), The Influence of Social Networks on Consumer Behavior, *Balkan and Near Eastern Journal of Social Sciences*, 3 (04).
- Vinaya Kumar CM, Mehrotra S. (2018). Print vs. Online Advertising: Impact on Buying Behavior of Youth. *Global Media Journal*, 16:31.
- Werthner, H. & Klein, Stefan. (1999). *Information Technology and Tourism: A Challenging Relation*. Springer-Verlag, Wien. <https://doi.org/10.1007/978-3-7091-6363-4>.
- Woltman Elpers, J. L. C. M., M. Wedel, R. G. M. Pieters. (2003). Why Do Consumers Stop Watching TV Commercials? Two Experiments on the Influence of Moment-to-Moment Entertainment and Information Value. *Journal of Marketing Research* 40(4) 437–53
- Y. Fern, T. Ling, and L. Boon. (2018). Mobile Advertising: Behavioural Intention among Undergraduates in Malaysia, *International Journal of Engineering & Technology*, 7,232-237.
- Yousef M, Dietrich T, Rundle-Thiele S. (2021). Social Advertising Effectiveness in Driving Action: A Study of Positive, Negative and Coactive Appeals on Social Media. *Int J Environ Res Public Health*. 1;18(11)
- Xie, K. and Lee, Y.J. (2015). Social media and brand purchase: quantifying the effects of exposures to earned and owned social media activities in a two-stage decision-making model, *Journal of Management Information Systems*, 32(2), 204–238.