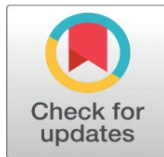
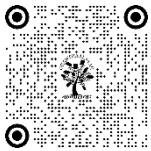


CONSUMER PERCEPTION AND MEDIA INFLUENCE: AN EXPLORATION OF TRUST, ENGAGEMENT, AND CHANGING PREFERENCES

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ABSTRACT

This study explores consumers' attitudes toward media focusing on media consumption patterns and preferences. The research examines the relationship between consumer attitudes and media using a mixed-method approach. Secondary data from scholarly sources formed the conceptual framework, while the main data was collected from 500 respondents in Dehradun and Rishikesh through a stratified convenient sampling method. Quantitative analysis was conducted using IBM SPSS 20.0, employing statistical tools such as Factor Analysis, and Descriptive Statistics. The findings reveal that most respondents view advertisements as valuable sources of product information and decision-making tools. The study concludes that media significantly shapes consumer behaviour, particularly through advertisements, and the importance of understanding media habits and attitudes. The results show significant insights for developing transparent and impactful media strategies.

Keywords: Media, Demographics, Consumer Attitude, Advertisements

1. INTRODUCTION

The dynamic landscape of media consumption has reshaped the way consumers perceive and interact with information, significantly influencing their decision-making processes. Media, both in its traditional forms such as newspapers, television, and radio and contemporary digital platforms such as social media, streaming services, and mobile applications serves as a critical touchpoint between businesses and their target audiences. This interaction underscores the importance of understanding consumer attitudes toward media, as these attitudes directly impact how individuals engage with content and, consequently, their purchasing behaviour. A variety of views are included in consumer attitudes towards media, such as engagement, utility, trust, and credibility. These attitudes often dictate the effectiveness of media as a tool for communication and marketing. Katz et al. (1974), in their foundational work on uses and gratifications theory, argue that media consumption is not passive but rather an active process where individuals choose specific media channels to fulfil particular needs. They state, "Media users are active participants, choosing

specific media to satisfy distinct needs, such as information, entertainment, or social connection." This theory highlights the interplay between media content and consumer expectations, suggesting that positive attitudes toward media enhance user engagement and receptivity. In the digital era, attitudes toward media are increasingly influenced by personalization and interactivity. According to a study by Bolat et al. (2016), digital media platforms that offer tailored experiences foster higher levels of trust and satisfaction among consumers. Bolat et al. (2016) note that "consumers perceive personalized content as more relevant and engaging, which positively influences their attitudes toward the platform." This observation underscores the necessity for businesses to adopt data-driven strategies that align with consumer preferences and behaviours. Furthermore, the credibility of media sources plays a pivotal role in shaping consumer attitudes. A study by Appelman and Sundar (2016) emphasizes that trust in a media channel significantly affects how information is perceived and acted upon. They argue, "Perceived credibility is a crucial determinant of media effectiveness, as it directly influences the acceptance and impact of the message delivered." Thus, consumer attitudes are not solely based on content quality but also on the perceived reliability and authenticity of the media source. Media habits, defined as the patterns of media consumption, are a critical factor influencing consumer behaviour. These habits include the frequency, duration, and type of media usage, as well as the specific channels and platforms consumers prefer. Media habits have evolved significantly with the advent of digital technologies, leading to a more fragmented yet personalized consumption landscape. Social media's influence on product discovery and purchasing decisions is among the most significant effects of media habits on consumer behaviour. According to Duffett (2017), the interactive and participatory nature of social media creates a more engaging environment for consumers, which directly enhances their purchase intentions. Duffett (2017) states, "Social media platforms enable consumers to interact with brands, access peer reviews, and receive tailored advertisements, all of which contribute to an informed and confident purchasing decision." Additionally, the habitual use of mobile devices has amplified the influence of media on buying behaviour. A report by Statista (2022) indicates that over 70% of consumers use their smartphones for product research before making a purchase. This behaviour highlights the importance of optimizing media content for mobile platforms to meet consumer expectations and preferences. Streaming services and on-demand content have also redefined media habits, particularly among younger demographics. The shift from scheduled programming to on-demand access has given consumers greater control over their media consumption, resulting in more deliberate and goal-oriented behaviours. A study by Nielsen (2020) found that "consumers who engage with on-demand media are more likely to act on advertisements that align with their interests and viewing habits." This finding underscores the importance of understanding media habits to design effective advertising strategies. Examining consumer attitudes toward media and understanding the impact of media habits on buying behaviour are critical for designing effective marketing strategies. Positive attitudes toward media enhance engagement and receptivity, while habitual media consumption patterns provide valuable insights into consumer preferences and decision-making processes. As Katz et al. (1974) and other scholars have demonstrated, the interplay between media content, credibility, and user behaviour is central to understanding and influencing consumer actions. Businesses may successfully negotiate the intricacies of the contemporary media ecosystem and maintain long-term success in a cutthroat industry by utilising these insights.

2. LITERATURE REVIEW

Bakır et al. (2022) investigated factors influencing consumer attitudes toward social media advertising within Turkey's airline sector. Utilizing Ducoffe's advertising value model, the research identifies informativeness, entertainment, and credibility as positive contributors to advertising value, which in turn enhances consumer attitudes. Interestingly, irritation was found to have no significant impact. The findings suggest that airlines should focus on creating informative, entertaining, and credible social media content to positively influence consumer perceptions.

Statista (2022) Statista report examines U.S. consumer attitudes toward various media forms. It reveals that 71% of "super users" enjoy recommending technology and media products/services to others, indicating a high level of engagement and influence within this group. The data underscores the importance of targeting super users in marketing strategies to leverage word-of-mouth promotion.

Nguyen et al. (2022) explored how the Vietnamese government utilized media to shape consumer behaviour favouring domestic products through a national campaign. By framing public interest and leveraging media channels, the campaign effectively influenced consumer attitudes, leading to increased preference for Vietnamese goods. The research highlights the power of media in driving consumer nationalism and supporting local industries.

Zhu et al. (2023) employs the Cognition–Affect–Conation (CAC) model to investigate user attitudes toward digital media. Findings indicate that cognitive factors (e.g., perceived usefulness), affective responses (e.g., enjoyment), and conative intentions (e.g., continued use) significantly influence overall attitudes. The study suggests that enhancing user experience in these areas can positively impact consumer engagement with digital media platforms.

Quach et al. (2022) analysed the effect of social media marketing on consumer behaviour within the fashion retail sector. Employing a mixed-methods approach, the research finds that social media marketing significantly influences brand awareness, engagement, and purchase decisions. The authors recommend that fashion retailers invest in robust social media strategies to enhance consumer interaction and drive sales.

Efendioğlu et al. (2022) explored how conspicuous consumption displayed on social media platforms influences users' purchasing intentions. The study concludes that exposure to luxury lifestyles and products on social media increases viewers' desire to purchase similar items, driven by aspirations for social status and acceptance. The result shows the role of social media in shaping consumer desires and behaviours.

Ott, M., & Kim, J. (2021) applied the Elaboration Likelihood Model (ELM) to assess how interactivity and source authority in social media advertising influence consumer attitudes. Findings suggest that high interactivity enhances perceived informativeness, leading to positive attitudes and increased purchase intentions, especially when the source is authoritative. The research implies that marketers should focus on creating interactive and credible content to effectively engage consumers.

Srivastava, R. K. (2021) investigated the impact of using celebrities in advertisements on the purchasing behaviour of educated working consumers. The study finds that while celebrity endorsements alone do not significantly influence purchase decisions, the perceived suitability and credibility of the celebrity can enhance advertisement effectiveness. Marketers are advised to carefully select endorsers who align well with the product and target audience.

3. RESEARCH GAP

A probable research gap for these objectives could focus on the evolving dynamics of media consumption in the digital era and their nuanced influence on consumer attitudes. Existing studies often generalize media's influence without delving deeply into specific demographic or psychographic groups or examining the interplay of emerging media platforms like social media, streaming services, and traditional outlets. Furthermore, limited research explores how the lack of focus on how cultural or regional differences within country (e.g., urban vs. rural populations) shape attitudes toward media consumption. Understanding the digital divide's impact on media attitudes in lower-income versus higher-income demographics.

3.1. OBJECTIVE

To examine consumers' attitudes towards media.

Hypothesis:

H0: There is no relationship between the consumer attitude and media.

4. RESEARCH METHODOLOGY

4.1. RESEARCH APPROACH

The study primarily aims to investigate consumers' media consumption patterns and the media's influence on various stages of their purchasing decisions. Additionally, it examines consumers' overall attitudes toward media.

1) Data collection method

The Secondary data was sourced from national and international books, published records, magazines, websites, and journals to build the conceptual framework and identify key variables for the study.

Primary data, on the other hand, was gathered using a stratified convenience sampling method. The study involved a total sample of 500 respondents, with 250 participants each from two cities in the Dehradun District Dehradun and Rishikesh. Dehradun, the state capital, is a cosmopolitan city, while Rishikesh, a tehsil headquarters, is a notable business and tourism hub. The collected data underwent quantitative analysis through editing, classification, tabulation, and

processing using IBM SPSS 20.0. Various statistical tools, including Factor Analysis, and Descriptive Statistics, were employed to evaluate the hypotheses.

2) Questionnaire Design

A structured questionnaire was developed focused on consumers' media habits, while addressed consumers' attitudes toward media, and the final section collected respondents' personal information.

Data Analysis

Data Analysis and Interpretation

Table 1: Descriptive statistics

Particulars	Mean	Std. Deviation	Analysis N	Missing N
In general, advertisement presents a true picture of the product	2.00	1.399	497	0
Most ads try to work on people's emotions	1.88	0.735	496	1
Brands that are advertise always better in quality than unadvertised brands	2.41	1.061	497	0
Advertisement keeps me updated about products and services	2.00	0.749	497	0
More honesty is desperately needed in today's advertising.	2.01	0.746	497	0
I believe that brand I purchased has all the benefits claimed in the advertisement	2.18	0.924	497	0
I can trust advertised brands than non-advertised ones	2.17	0.961	497	0
Advertising is more manipulative than informative	2.24	0.798	496	1
The advertisement explained how to use the product	2.65	1.035	497	0
Advertisements helps me to find out products that match with my personality and interest	2.25	1.019	497	0
Advertising mostly tries to create imaginary difference between products that are very similar	2.46	0.863	497	0
The marketing made me aware of the exchange offer	2.41	1.059	497	0
Advertising enables me to discover which business have the attribute I am seeking for	1.89	0.928	497	0
People are irritated by advertising because it establishes unrealistic expectations for the typical individual.	2.37	0.922	494	3
Advertising aids in my brand evaluation.	2.14	0.930	497	0
The public benefits from improved products as a result of advertising	2.38	0.916	496	1
The primary cause of our society's obsession with owning and purchasing goods is advertising.	2.16	0.894	497	0
The advertising taught me something I was unaware of previously.	2.12	0.918	485	12
I can get the greatest brand at the best price thanks to advertising.	2.02	0.936	497	0
I got a fresh concept from the advertising.	2.10	0.904	496	1
I was interested in learning more about the product after seeing the commercial.	2.02	0.908	497	0
The advertisement reminds me to look for something better	2.29	1.036	497	0
If a product is marketed, I'm prepared to pay extra for it.	2.82	1.126	497	0
The advertisement gave me reassurance of the purchase made by me	2.88	1.254	496	1

A table of descriptive statistics for each of the variables being studied is the initial result of the study. Usually, the survey's mean, standard deviation, and total number of respondents (N) are provided. By examining the mean, one may determine that "The advertisement gave me reassurance of the purchase made by me" is the most important variable

that influences customers to positive persuasion towards the product. Its mean of 2.88 is the highest. The second most significant factor that persuades consumers to favour a product is "I am willing to pay more for a product that is advertised." At 2.82, it has the second-highest mean. The third most significant factor influencing consumers' perceptions of the product's utility and accessibility is "the advertisement explained how to use the product." At 2.65, it has the third-highest mean.

Table 2 Correlation Matrix

Particulars	In general, advertisement presents a true picture of the product	Most ads try to work on people's emotions	Brands that are advertise always better in quality than unadvertised brands
In general, advertisement presents a true picture of the product	1.000	0.380	0.553
Most ads try to work on people's emotions	0.380	1.000	0.462
Brands that are advertise always better in quality than unadvertised brands	0.553	0.462	1.000
Advertisement keeps me updated about products and services	-.131	0.157	-0.051
More honesty is desperately needed in today's advertising.	-.203	0.112	-0.081
I believe that brand I purchased has all the benefits claimed in the advertisement	.343	0.175	0.210
I can trust advertised brands than non advertised ones	.331	0.081	0.129
Advertising is more manipulative than informative	-.150	-0.066	-0.140
The advertisement explained how to use the product	0.420	0.026	0.122
Advertisements helps me to find out products that match with my personality and interest	0.453	0.251	0.258

Table 3 Correlation Matrix

Particulars	Advertisement keeps me updated about products and services	More honesty is desperately needed in today's advertising.	I believe that Brand, I purchased has all the benefits claimed in the advertisement
In general, advertisement presents a true picture of the product	-0.131	-0.203	0.343
Most ads try to work on people's emotions	0.157	0.112	0.175
Brands that are advertise always better in quality than unadvertised brands	-0.051	-.081	0.210
Advertisement keeps me updated about products and services	1.000	0.415	0.485
More honesty is desperately needed in today's advertising.	0.415	1.000	0.331
I believe that brand I purchased has all the benefits claimed in the advertisement	0.485	0.331	1.000
I can trust advertised brands than non-advertised ones	0.012	0.099	.0451
Advertising is more manipulative than informative	0.454	0.444	0.313
The advertisement explained how to use the product	-.062	-.106	.271

Advertisements helps me to find out products that match with my personality and interest	-.133	-.199	.038
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Table 4 Correlation Matrix

Particulars	I can trust advertised brands than non advertised ones	Advertising is More manipulative than informative	The advertisement explained how to use the product
In general, advertisement presents a true picture of the product	.331	-.150	.420
Most ads try to work on people's emotions	.081	-.066	.026
Brands that are advertise always better in quality than unadvertised brands	.129	-.140	.122
Advertisement keeps me updated about products and services	.012	.454	-.062
There is crucial need for more truth in today's advertising	.099	.444	-.106
I believe that brand I purchased has all the benefits claimed in the advertisement	.451	0.313	.271
I can trust advertised brands than non advertised ones	1.000	0.244	0.279
Advertising is more manipulative than informative	0.244	1.000	0.119
The advertisement explained how to use the product	0.279	0.119	1.000
I can locate things that fit my interests and personality thanks to advertisements.	0.191	-.137	.479

Table 5 Correlation Matrix

Particulars	Advertisements helps me to find out products that match with my personality and interest	Advertising primarily attempts to make fictitious distinctions between really identical things.	The advertisement made me aware of the exchange offer
In general, advertisement presents a true picture of the product	.453	.029	.243
Most ads try to work on people's emotions	.251	.219	.221
Brands that are advertise always better in quality than unadvertised brands	.258	-.011	.103
Advertisement keeps me updated about products and services	-.133	.028	.061
More honesty is desperately needed in today's advertising.	-.199	-.281	-.058
I believe that brand I purchased has all the benefits claimed in the advertisement	.038	-.137	-.004
I can trust advertised brands than non-advertised ones	.191	.156	-.091
Advertising is more manipulative than informative	-.137	.192	.157
The advertisement explained how to use the product	.479	.130	.146
I can locate things that fit my interests and personality thanks to advertisements.	1.000	.375	.518

Table 6 Correlation Matrix

Particulars	I can determine which brand has the feature I'm seeking for thanks to advertising.	People are irritated by advertising because it establishes unrealistic expectations for the typical individual.	Advertising aids in my brand evaluation.
In general, advertisement presents a true picture of the product	.155	.343	.229
Most ads try to work on people's emotions	.143	.218	.155
Brands that are advertise always better in quality than unadvertised brands	-.048	.386	-.037
Advertisement keeps me updated about products and services	-.146	-.218	.024
There is crucial need for more truth in today's advertising	-.179	-.393	-.086
I believe that brand I purchased has all the benefits claimed in the advertisement	-.073	-.056	.022
I can trust advertised brands than non advertised ones	.159	.123	.136
Advertising is more manipulative than informative	.066	-.057	.039
The advertisement explained how to use the product	.083	.307	.222
I can locate things that fit my interests and personality thanks to advertisements.	.236	.446	.250

Table 7 Correlation Matrix

Particulars	Advertising results in better products for the public	Advertising is main reason our society is so concerned with buying and owing things	I learned something from the advertisement that I didn't know before
In general, advertisement presents a true picture of the product	.350	-.046	.214
Most ads try to work on people's emotions	.087	.224	.268
Brands that are advertise always better in quality than unadvertised brands	.205	.048	.158
Advertisement keeps me updated about products and services	-.017	-.059	.294
More honesty is desperately needed in today's advertising.	-.240	-.189	-.013
I believe that brand I purchased has all the benefits claimed in the advertisement	.023	-.115	.173
I can trust advertised brands than non advertised ones	-.026	.046	.163
Advertising is more manipulative than informative	-.233	-.049	.107
The advertisement explained how to use the product	.158	-.142	-.113
I can locate things that fit my interests and personality thanks to advertisements.	.254	.122	.315

Table 8 Correlation Matrix

Particulars	I can get the greatest brand at the best price thanks to advertising.	The advertisement gave me a new idea	Seeing the advertisement I wanted to get more information about the product
In general, advertisement presents a true picture of the product	.234	.276	.154
Most ads try to work on people's emotions	.300	.012	.095
Brands that are advertise always better in quality than unadvertised brands	.265	.018	.162
Advertisement keeps me updated about products and services	-.152	.281	.196
More honesty is desperately needed in today's advertising.	-.122	-.052	.080
I live that brand I purchased has all the benefits claimed in the advertisement	-.114	.375	.161
I can trust advertised brands than non advertised ones	.047	.225	.070
Advertising is more manipulative than informative	-.126	.054	-.005
The advertisement explained how to use the product	-.048	.270	.079
I can locate things that fit my interests and personality thanks to advertisements.	.233	.181	.179

Table 9 Correlation Matrix

Particulars	The advertisement reminds me to look for something better	I'm prepared to spend extra money on advertised goods.	The advertisement gave me reassurance of the purchase made by me
In general, advertisement presents a true picture of the product	.075	.327	.068
Most ads try to work on people's emotions	.058	.066	-.284
Brands that are advertise always better in quality than unadvertised brands	-.089	.354	.074
Advertisement keeps my updated about products and services	-.043	-.185	.120
More honesty is desperately needed in today's advertising.	-.146	-.137	.008
I believe that brand I purchased has all the benefits claimed in the advertisement	-.121	.067	.067
I can trust advertised brands than non-advertised ones	-.052	-.003	-.059
Advertising is more manipulative than informative	-.213	-.229	-.048
The advertisement explained how to use the product	-.297	.216	.026
I can locate things that fit my interests and personality thanks to advertisements.	0.034	.086	-.186

Table 10 Correlation Matrix

Particulars	In general, advertisement presents a true picture of the product	Most ads try to work on people's emotions	Brands that are advertise always better in quality than unadvertised brands
The main goal of advertising is to make seemingly unrelated things seem different.	.029	.219	-.011
I learnt about the swap offer from the advertising.	.243	.221	.103
I can determine which brand has the feature I'm seeking for thanks to advertising.	.155	.143	-.048
People are irritated by advertising because it establishes unrealistic expectations for the typical individual.	.343	.218	.386
Advertising aids in my brand evaluation.	.229	.055	-.037
The public benefits from improved products as a result of advertising.	.350	.087	.205
The primary cause of our society's obsession with owning and purchasing goods is advertising.	-.046	.224	.048
The advertising taught me something I was unaware of previously.	.214	.268	.158
Advertising enables me to purchase the most affordable brand.	.234	.300	.265

Table 11 Correlation Matrix

Particulars	Advertisement keeps me updated about products and services	More honesty is desperately needed in today's advertising.	I believe that brand I purchased has all the benefits claimed in the advertisement
The main goal of advertising is to make seemingly unrelated things seem different.	.028	-.281	-.137
I learnt about the swap offer from the advertising.	.061	-.058	-.004
I can determine which brand has the feature I'm seeking for thanks to advertising.	-.146	-.179	-.073
People are irritated by advertising because it establishes unrealistic expectations for the typical individual.	-.218	-.393	-.056
Advertising aids in my brand evaluation.	.024	-.086	.022
The public benefits from improved products as a result of advertising.	-.017	-.240	.023
The primary cause of our society's obsession with owning and purchasing goods is advertising.	-.059	-.189	-.115
The advertising taught me something I was unaware of previously.	.294	-.013	.173
Advertising enables me to purchase the most affordable brand.	-.152	-.122	-.114

Table 12 Correlation Matrix

Particulars	I can trust advertised brands than non advertised ones	Advertising is more manipulative than informative	The advertisement explained how to use the product
The main goal of advertising is to make seemingly unrelated things seem different.	.156	.192	.130
I learnt about the swap offer from the advertising.	-.091	.157	.146
I can determine which brand has the feature I'm seeking for thanks to advertising.	.159	.066	.083
People are irritated by advertising because it establishes unrealistic expectations for the typical individual.	.123	-.057	.307
Advertising aids in my brand evaluation.	.136	.039	.222
The public benefits from improved products as a result of advertising.	-.026	-.233	.158
The primary cause of our society's obsession with owning and purchasing goods is advertising.	.046	-.049	-.142
The advertising taught me something I was unaware of previously.	.163	.107	-.113
Advertising enables me to purchase the most affordable brand.	.047	-.126	-.048

Table 13 Correlation Matrix

Particulars	Advertisements helps me to find out products that match with my personality and interest	Advertising mostly tries to create imaginary difference between products that are very similar	The advertisement made me aware of the exchange offer
The main goal of advertising is to make seemingly unrelated things seem different.	.375	1.000	.540
I learnt about the swap offer from the advertising.	.518	.540	1.000
I can determine which brand has the feature I'm seeking for thanks to advertising.	.236	.552	.547
People are irritated by advertising because it establishes unrealistic expectations for the typical individual.	.446	.446	.348
Advertising aids in my brand evaluation.	.250	.383	.437
The public benefits from improved products as a result of advertising.	.254	.083	.295
The primary cause of our society's obsession with owning and purchasing goods is advertising.	.122	.287	-.024
The advertising taught me something I was unaware of previously.	.315	.415	.361
Advertising enables me to purchase the most affordable brand.	.233	.254	.353

Table 14 Correlation Matrix

Particulars	I can determine which brand has the feature I'm seeking for thanks to advertising.	Consumers are disturbed by advertising because it establishes expectations for the typical person that they are unable to meet.	Advertising aids in my brand evaluation.
The main goal of advertising is to make seemingly unrelated things seem different.	.552	.446	.383
I learnt about the swap offer from the advertising.	.547	.348	.437
I can determine which brand has the feature I'm seeking for thanks to advertising.	1.000	.308	.672
People are irritated by advertising because it establishes unrealistic expectations for the typical individual.	.308	1.000	.400
Advertising aids in my brand evaluation.	.672	.400	1.000
The public benefits from improved products as a result of advertising.	.411	.435	.581
The primary cause of our society's obsession with owning and purchasing goods is advertising.	.160	.407	.121
The advertising taught me something I was unaware of previously.	.529	.273	.522
Advertising enables me to purchase the most affordable brand.	.520	.251	.233

Table 15 Correlation Matrix

Particulars	The public benefits from improved products as a result of advertising.	The main cause of our society's preoccupation with owning and purchasing goods is advertising.	The advertising taught me something I was unaware of previously.
The main goal of advertising is to make seemingly unrelated things seem different.	.083	.287	.415
I learnt about the swap offer from the advertising.	.295	-.024	.361
I can determine which brand has the feature I'm seeking for thanks to advertising.	.411	.160	.529
People are irritated by advertising because it establishes unrealistic expectations for the typical individual.	.435	.407	.273
Advertising aids in my brand evaluation.	.581	.121	.522
The public benefits from improved products as a result of advertising.	1.000	.240	.404
The primary cause of our society's obsession with owning and purchasing goods is advertising.	.240	1.000	.282

The advertising taught me something I was unaware of previously.	.404	.282	1.000
Advertising enables me to purchase the most affordable brand.	.333	.437	.384

Table 16 Correlation Matrix

Particulars	I can get the greatest brand at the best price thanks to advertising.	The advertisement gave me a new idea	Seeing the advertisement I wanted to get more information about the product
The main goal of advertising is to make seemingly unrelated things seem different.	.254	.079	.226
I learnt about the swap offer from the advertising.	.353	.124	.213
I can determine which brand has the feature I'm seeking for thanks to advertising.	.520	.292	.393
People are irritated by advertising because it establishes unrealistic expectations for the typical individual.	.251	.084	.285
Advertising aids in my brand evaluation.	.233	.305	.416
The public benefits from improved products as a result of advertising.	.333	.184	.435
The primary cause of our society's obsession with owning and purchasing goods is advertising.	.437	.065	.329
The advertising taught me something I was unaware of previously.	.384	.403	.401
Advertising enables me to purchase the most affordable brand.	1.000	.272	.431

Table 17 Correlation Matrix

Particulars	The advertisement reminds me to look for something better	I'm prepared to spend extra money on an advertised goods.	The advertisement gave me reassurance of the purchase made by me
The main goal of advertising is to make seemingly unrelated things seem different.	.362	.182	-.069
I learnt about the swap offer from the advertising.	.366	.249	.022
I can determine which brand has the feature I'm seeking for thanks to advertising.	.508	.269	.157
People are irritated by advertising because it establishes unrealistic expectations for the typical individual.	-.052	.412	-.071
Advertising aids in my brand evaluation.	.263	.199	.110
The public benefits from improved products as a result of advertising.	.197	.383	.255
The primary cause of our society's obsession with owning and purchasing goods is advertising.	.059	.066	-.090
The advertising taught me something I was unaware of previously.	.324	-.037	-.005
Advertising enables me to purchase the most affordable brand.	.419	.398	0.11

Table 18 KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.584
Approx. Chi-Square		7417.164
Bartlett's Test of Sphericity		
D.f		276
Sig.		.000

Source Author's Finding

The KMO assesses the strength of the association between variables and evaluates sampling adequacy, which must be larger than 0.5 for a factor analysis to proceed satisfactorily. If any two variables have values below this threshold, you might choose to exclude one of them from the analysis. A decent model should have extremely little (near zero) off-diagonal elements. The KMO measure, as seen in the above table, is 0.584. Another measure of how strongly the variables are related is Bartlett's test. The null hypothesis, according to which the correlation matrix is an identity matrix, is tested here. Any matrix where every diagonal member is 1 and every off-diagonal element is 0 is called an identity matrix. Bartlett's test of sphericity is significant, as shown by the same table. Its related probability is smaller than 0.05, in other words. Actually, the significance level is 0.000, meaning that the null hypothesis may be rejected. An identity matrix is not a correlation matrix, according to this.

Table 19 Total Variance Explained

Component	Initial Eigen values			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	5.692	23.716	23.716	5.692	23.716	23.716
2	2.796	11.650	35.366	2.796	11.650	35.366
3	2.528	10.532	45.898	2.528	10.532	45.898
4	2.105	8.773	54.671	2.105	8.773	54.671
5	1.686	7.025	61.695	1.686	7.025	61.695
6	1.299	5.414	67.109	1.299	5.414	67.109
7	1.192	4.967	72.076	1.192	4.967	72.076
8	1.106	4.607	76.683	1.106	4.607	76.683
9	.894	3.726	80.410			
10	.795	3.313	83.723			
11	.595	2.478	86.201			
12	.553	2.306	88.507			
13	.484	2.017	90.523			
14	.421	1.753	92.276			
15	.332	1.384	93.660			
16	.295	1.228	94.888			
17	.255	1.063	95.951			
18	.225	.936	96.886			
19	.209	.870	97.756			
20	.170	.707	98.463			
21	.128	.533	98.996			
22	.090	.374	99.370			

23	.082	.344	99.714			
24	.069	.286	100.000			

Table 22 Total Variance Explained

Component	Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %
1	3.205	13.354	13.354
2	2.488	10.369	23.722
3	2.488	10.366	34.088
4	2.472	10.298	44.386
5	2.289	9.537	53.923
6	1.877	7.822	61.745
7	1.867	7.781	69.526
8	1.718	7.157	76.683

Table 23 Rotated Component Matrix

Particulars	1	2	3	4	5	6	7	8
Advertising primarily attempts to make fictitious distinctions between really identical things.	.834							
I learnt about the swap offer from the advertising.	.810							
I can determine which brand has the feature I'm seeking for thanks to advertising.	.727							
I can locate things that fit my interests and personality thanks to advertisements.	.453							
I stay informed about goods and services thanks to advertisements.		.820						
More honesty is desperately needed in today's advertising.		.762						
Advertising is more deceptive than helpful.		.729						
The public benefits from improved products as a result of advertising.			.754					
Advertising aids in my brand evaluation.			.672					
The advertising taught me something I was unaware of previously.			.622					
Advertised brands are consistently of higher quality than those that are not.			.819					

Table 24 Rotated Component Matrix

Particulars	1	2	3	4	5	6	7	8
Most advertisements aim to appeal to people's emotions.			.776					
Generally speaking, advertisements give a genuine image of the goods.			.666					
I'm prepared to spend extra money on a promoted product.					.853			

The advertisement gave me reassurance of the purchase made by me					.806			
Seeing the advertisement, I wanted to get more information about the product					.550			
I can trust advertised brands than no advertised ones						.823		
The advertisement gave me a new idea						.602		
I believe that brand I purchased has all the benefits claimed in the advertisement						.556		
The advertisement explained how to use the product							.714	
The advertisement reminds me to look for something better							-.669	
People are irritated by advertising because it establishes unrealistic expectations for the typical individual							.515	
The primary cause of our society's obsession with owning and purchasing goods is advertising.								.892
Advertising enables me to purchase the most affordable brand.								.715

The rotational factor loadings (factor pattern matrix), which show how the variables are weighted for each factor, are shown in the above table. The extracted rotated factors are shown in the columns under this. Rotation is intended to decrease the number of factors that have high loadings for the variables being studied. Rotation facilitates the comprehension of the analysis but does not alter anything in reality. Eight components were retrieved, as seen in the above table, and they are as follows:

Items like "aware of exchange offer, difference between product," "personality matching features," and "brand having desired features" have a significant impact on the first factor, which may be referred to as informative. Items like "updated about product & services," "crucial need for truthfulness," and "manipulative than informative" heavily weigh on the second component, which may be dubbed reliability. Items like "better product for public," "evaluate the brand," and "learnt something from advertisement that don't know" heavily weigh on the third component, which might be referred to as "Value of money derived from product."

Items like "present a true picture of product," "works on people's emotions," and "advertise brands are better in quality" heavily weigh on the fourth criteria, which may be dubbed "trustworthiness." Things like "willing to pay more for advertise product," "reassurance of purchase," and "get more informed about product" heavily weigh on the fifth component, which might be referred to as "disposition or willingness for product."

Attributes or Characteristics of Product" might be the sixth component, since it heavily weighs items like "trust on advertise brand," "advertising gave new idea," and "brand I purchased has all benefits." The component might be titled "Usefulness and Reachable" since it heavily relies on statements like "upsetting people," "reminds me for something better," and "advertising explains how to use product." Because it is heavily influenced by things like "best brand for the price" and "society concerned about buying & owing," the eighth element may be referred to as "Materialism or Earthly-minded."

5. FINDING

The result concluded that a most of the respondents held favourable overall attitude towards advertisements in general. In fact, most of the respondents also hold the view that the advertisements are a source of information and useful for updating one's knowledge about the products and identifying products matching their interests, however, there were some respondents who considered advertisements more manipulative than informative. Therefore, there is crucial need for more transparency in today's advertisements.

6. CONCLUSION

This study attempted to explore the consumer-based media consumption overall attitude towards advertisements. With the aim of trying to bring together the many points of view in order to arrive at a conclusion that can more effectively explain both the concept of rationality and the act of consuming. The respondents' perspective showed that the commercials significantly influenced their choice. The study found that respondents' general attitudes regarding ads were significantly correlated. Beginning with the country's media situation, the research examined media reach, media consumption principles, and other media-related elements. The study examined media content preferences and consumption patterns. The study looks at how people feel about ads in general and analyses results.

CONFLICT OF INTERESTS

None.

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