

An Examination of the Interplay between Media Advertisements and Buyers Decision-Making Processes

Debadeepti Jagaty^{1*}, Sukesh Ranjan Mohanty², Dr. Umakanta Dash³, Dr. Puspallata Mahapatra⁴, Dr. Arpan Mahapatra⁵

^{1*}Research Scholar, Srusti Academy of Management (Autonomous) affiliated to BPUT
Bhubaneswar, Odisha, Email Id: debadeeptijagaty@gmail.com

²Research Scholar, KIIT School of Economics and Commerce, KIIT DU
Bhubaneswar, Odisha, Email Id: sukeshranjanmohanty@gmail.com

³Professor, Srusti Academy of Management (Autonomous), Bhubaneswar, Odisha
Email Id: drukdash@srustiacademy.ac.in

⁴Assistant Professor-II, School of Economics & Commerce, KIIT DU
Bhubaneswar, Odisha, Email Id: puspalatam2004@gmail.com

⁵Associate Professor, Srusti Academy of Management (Autonomous), Bhubaneswar, Odisha
Email Id: arpanmahapatra@gmail.com

***Corresponding Author:** Sukesh Ranjan Mohanty

*Research Scholar, KIIT School of Economics and Commerce, KIIT DU
Bhubaneswar, Odisha, Email Id: sukeshranjanmohanty@gmail.com

Abstract: As media permeates our tech-driven lives, its influence on consumer buying, particularly in shaping purchase decisions, has become undeniable. This study delves into this intricate relationship, examining how diverse media forms – from traditional to digital channels – impact consumer purchase intentions. Recognizing media's potential to shape decision factors like consumer attitude, emotions, and preferences, the research investigates its mediating role in the purchase journey. Data from 320 respondents was collected through a self-administered questionnaire and analyzed using advanced Partial least square Structural Equation Modeling (SEM-PLS) which reveals a direct link between media exposure and decision factors, highlighting the media's powerful influence on purchase choices. These findings offer invaluable insights for marketers, enabling them to optimize their media strategies: By understanding how different consumer segments consume media, tailored campaigns can be crafted to resonate effectively, Recognizing the varying influence of different media forms empowers marketers to prioritize channels that best reach their target audience and shape their decision-making, Understanding how media shapes consumers attitude, preferences and builds emotions that allows for the development of content that drives purchase decisions. This research underscores the critical role media plays in influencing consumer choices. By leveraging its insights, marketers can gain a competitive edge in navigating the ever-evolving media landscape, maximizing their return on investment and ultimately driving business success.

Keywords: Electronic Media, Print Media, Social Media Emotions, Attitude, Preferences

Introduction

With the advent of the internet and the proliferation of digital technologies, advertising has undergone a profound transformation. Traditional media channels have long been the cornerstone of advertising efforts. Television, newspapers, and magazines have historically been influential platforms for reaching mass audiences. Social influence theories, such as social proof and reference groups, explain how advertisements leverage social dynamics to influence consumer behavior (Cialdini et al., 2001). Online advertising, including social media, display ads, and search engine

marketing, has become a dominant force. Digital advertising is known for its precision in targeting specific demographics and its ability to track and analyze user behavior (Cheong et al., 2015; Lampert et al., 2012; Li et al., 2011). Social media platforms, such as Facebook, Instagram, and Twitter, have emerged as influential advertising channels. They allow brands to engage with consumers directly, create brand communities, and leverage user-generated content (Cheong et al., 2015). Influencer marketing is another significant trend in advertising, where individuals with a strong online presence endorse products or services. It leverages the trust and authenticity associated with these influencers to influence consumer decisions (Wei et al., 2018). In addition to traditional and digital media, advertising also extends to other forms, including out-of-home advertising (billboards, transit ads), experiential marketing (events, activations), and content marketing (branded content, native advertising) (Chan, 2014; Schmitt, 1999; Piskorski, 2018). These mediums offer unique opportunities to connect with consumers in innovative ways. As consumer behavior continues to evolve in response to technological advancements and changing societal trends, the field of advertising remains dynamic and adaptive (Wei et al., 2018). Consumer behavior theories play a crucial role in understanding how advertisements influence consumers at various stages of the buying process (Cialdini et al., 2001; Bandura., 1965; Cheong et al., 2015; Lampert et al., 2012; Li et al., 2011; Wei et al., 2018; Chan et al., 2014; Schmit et al., 1999; Piskorski et al 2018). Many empirical studies have corroborated the significant influence of media habits on purchase intention. Notably, a meta-analysis by Van Noort et al. (2012) synthesized findings from 158 studies, revealing a positive correlation between social media usage and purchase intention. This association is attributed to the ability of social media platforms to foster brand awareness, facilitate product discovery, and cultivate positive brand attitudes. Furthermore, a study by Berger et al., (2012) demonstrated the persuasive power of positive word-of-mouth on social media, highlighting its ability to enhance purchase intention. User-generated content (UGC), encompassing reviews, opinions, and experiences shared by fellow consumers, serves as a valuable source of information, reducing perceived risk and enhancing trust in purchasing decisions. The interplay between media habits and purchase intention is a complex and multifaceted phenomenon. While traditional media channels continue to exert influence, the rise of digital media, particularly social media, has revolutionized the media landscape, demanding marketers to adapt their strategies accordingly. Understanding the nuances of media consumption patterns and their impact on consumer behavior is crucial for effective marketing campaigns that drive purchase decisions. While going through the extensive literature it was found that most of the researchers have done their study on different social media platforms individually taking into consideration the marketing aspects but our study delved beyond focusing on individual behavior aspects of consumers which is different from others. Further in the Odisha context, very little study has been done on consumer buying behavior using the SEM model. This gap motivates us to conduct the study whereas our investigation is driven by two key objectives:

1) to know the impact of different media habits on Buyers' purchasing behavior, 2) to find out the degree of impact of media habits on different attributes of buying behavior Buyers. This comprehensive understanding of the study lays the foundation for other researchers in the same area in a broader concept taking into consideration more variables.

This study goes beyond simply understanding immediate purchase decisions. It delves into the intricate dance between media, decision factors, and individual behavior, revealing its influence on long-term relationships. By understanding how different media types shape lasting impressions and even brand advocacy, we can craft strategies that foster sustained customer engagement, build vibrant communities, and ultimately drive loyalty and customer lifetime value. This research is not just for marketers seeking conversions; it empowers government agencies to communicate effectively and society as a whole to cultivate responsible media consumption and creation. In short,

this study offers a deeper, more nuanced understanding of media's impact on consumer behavior, unlocking a treasure trove of insights for a wide range of stakeholders.

The structure of the paper is as follows:- This research holds significant importance in today's advertising landscape, offering vital insights into the delicate equilibrium between traditional and digital media. Here the study starts with an Introduction under section (I) followed by section (II) Related works that underpin the identification of independent and dependent variables. Additionally, the research methodology and hypothesis segment (III) provide a comprehensive account of the sampling techniques, measurement methodologies, and statistical instruments employed for data gathering and analysis. Furthermore, section (IV) covers analysis & discussions which are meticulously dissected and juxtaposed with earlier research endeavors. Finally, the study concludes with future implications, suggestions, and limitations inherent in the current study and explores the potential directions for future research.

Literature Review

Different advertising media or media habits are crucial in motivating and influencing people to purchase the products available in the market. Media habits refer to the patterns of behavior that individuals exhibit when consuming media content and it includes Television, Newspaper, Radio, Internet, Facebook, Mobile, Journals, etc. Each medium has its unique strengths and advantages, and the choice of platform depends on factors such as target audience, campaign objectives, and budget constraints. These habits can vary widely depending on individual preferences, lifestyle factors, and access to technology (Anderson et al., 2004; Brown et al., 2009). In the age of digital media, media habits have become increasingly diverse, with consumers accessing information and entertainment through a wide range of platforms, including social media, streaming services, and online news outlets (Anderson et al., 2018; Brown et al., 2020). These are advertising, Advertisers often use a mix of these media to maximize their reach and impact. Additionally, the shift towards digital platforms is evident, with a growing emphasis on data-driven and targeted advertising strategies. Fast-Moving Consumer Goods (FMCG) companies became the top investors in the Indian advertising market in 2022, contributing 30% of the industry's overall spending on advertising, which exceeded 250 billion Indian rupees that year. The consumer durables and e-commerce industries were two additional important investors in the area. Kotler and Armstrong (2018) emphasize that advertising is a powerful tool for shaping consumer perceptions and attitudes. Advertising can create awareness, interest, and desire, ultimately leading to action, including purchasing decisions. The authors argue that effective advertising can significantly influence consumers' buying behavior. Television advertising has been a prominent medium for decades. Studies (e.g., Percy et al., 2016) have shown its ability to reach a wide audience and create emotional connections due to its visual and auditory appeal. It remains an effective way to build brand awareness. Although traditional, print advertising has its merits. Research (e.g., Lee et al., 2018) suggests that print ads can convey credibility and trustworthiness. Print ads are often used for detailed product descriptions and reaching specific demographics. Ads within mobile apps are effective in reaching users during their mobile device usage. Studies (e.g., Kim et al., 2019) suggest that in-app ads can lead to high engagement and conversions. Digital advertising, encompassing online, social media, and mobile, has gained significant attention. Research (e.g., Smith et al., 2017) highlights its targeting capabilities and measurable results. It's known for its ability to engage users and provide data for performance analysis. Digital platforms have a very strong hold on India's advertising future. In terms of income in 2019, television advertising outperformed digital marketing with more than 300 billion Indian rupees. By the fiscal year 2024, it is projected to bring in over 530 billion Indian rupees in advertising income, making it India's dominant advertising medium. Advertising is a powerful and pervasive tool used by businesses and organizations to influence consumer behavior across various media platforms. It is a dynamic and ever-evolving

field that utilizes a wide range of strategies and techniques to capture the attention of target audiences and persuade them to take desired actions, such as purchasing products, supporting causes, or changing perceptions. Advertising is a fundamental aspect of modern marketing, encompassing a diverse array of media channels and formats. It plays a crucial role in shaping consumer perceptions, preferences, and ultimately, their behavior. Television has long been a prominent medium for advertising, reaching millions of viewers with visually engaging and emotionally compelling content. Television commercials often employ storytelling techniques to connect with audiences on a personal level. For instance, a study by Smith et al. (2018) examined the emotional impact of Super Bowl advertisements on consumer behavior. For instance, a study by Martin et al., (2019) found that television advertising can have a significant impact on brand awareness and consumer purchase intentions. Emotions and media habits are closely linked, with media consumption influencing our emotions and vice versa. Beyond seeking specific emotions, media can also serve as a tool for managing and regulating our existing emotional states. Music, for instance, is widely used for stress reduction and anxiety relief (Thaut, 2015). Watching calming nature documentaries or engaging in online communities can combat loneliness and social isolation (Kraut et al., 2016). People actively seek out media content that elicits specific emotions, often positive ones like happiness, joy, and excitement (Donovan et al., 2010; Vorderer et al., 2009). While positivity often attracts us, negative emotions like sadness, anger, and fear can also draw viewers in (Cohen, 2001). Newspapers have a rich history in advertising, offering a print medium for conveying detailed information and visuals. Print ads in newspapers are often used for product promotions, classifieds, and announcements. A research study by Brown et al., (2019) analyzed the effects of newspaper advertising on consumer purchase decisions. A study by Turner et al., (2017) investigated the role of magazine advertising in shaping consumer preferences for luxury products. Magazines provide a niche platform for advertisers to target specific demographics with high-quality visuals and in-depth content. Magazine ads are known for their creativity and ability to convey lifestyle aspirations. For example, research by Smith et al., (2020) demonstrated the impact of personalized digital advertising on consumer engagement. A study by Lee et al., (2018) explored the effects of social media advertising on brand loyalty and consumer behavior. A case study by Chen et al., (2019) examined the effectiveness of influencer marketing in the fashion industry. Advertisers must stay informed about the latest research and trends to effectively influence consumer behavior across various media channels. In today's advertising landscape, integrated media campaigns often combine TV, newspapers, magazines, and digital channels to create a cohesive message. These campaigns aim to reach consumers through multiple touchpoints, reinforcing brand messaging. An example is the "Share a Coke" campaign by The Coca-Cola Company, which utilized various media to personalize product packaging and connect with consumers. Kim et al., (2016) study explores the impact of strategic product placement on television, while Berger et al., Milkman's (2012) research delves into factors influencing the viral spread of online content, offering valuable insights for digital marketing. These studies help advertisers reach wider audiences and influence consumer behavior through effective strategies. The Information Processing Model suggests that consumers go through stages of information processing, including exposure, attention, comprehension, and retention by Bettman et al., (1987). The AIDA model outlines the stages consumers go through in response to advertising: awareness of a product or brand, interest in it, desire to own it, and finally, taking action to make a purchase E. K. (1925). The consumer decision-making process consists of stages like problem recognition, information search, evaluation of alternatives, purchase decision, and post-purchase evaluation. Consumer behavior theories provide a framework for understanding how advertisements influence consumers at different stages of the buying process. These theories help marketers design more effective advertising campaigns that resonate with consumers and guide them from initial awareness to the final purchase decision. The dynamics of changing customer perceptions of mobile ads over time.

Various media types' immediate and delayed impacts on attitudes toward mobile ads were investigated. The findings showed that seeing films on mobile devices considerably influenced consumers' initial perceptions of advertisements, Sung et al., (2012). The relationship between various social media antecedents and consumer attitudes towards social media advertising is significantly moderated by corporate reputation, concerns about privacy, and interference Meghna Rana, et al., (2022). Additionally, it has been discovered that Facebook advertising's entertainment value, level of customization, and authenticity significantly increase consumers' propensity to make a purchase. With the help of attitudes towards advertising in emerging economies, particularly Vietnam, this study effectively established an empirical model for assessing online purchase intention. As a result, the study offers crucial information for businesses and marketers looking into issues relating to attitudes toward advertising and online purchase intent Tin Hoang Le (2022). Media habits play a significant role in shaping our preferences and perceptions of the world around us. The type of media we consume, the frequency with which we consume it, and the way we interact with it can all have a profound impact on our thoughts, feelings, and behaviors. Our media preferences are influenced by a variety of factors, including our age, gender, socioeconomic status, cultural background, and personal interests (Allen, M. (2009). The basis of which it is being observed from the behavior of young generations, females, and people who are in urban or village areas. The media we consume can have a significant impact on our preferences. For example, if we are constantly exposed to violence and aggression in the media, we may become more desensitized to violence and more likely to engage in aggressive behavior ourselves. Similarly, if we are constantly exposed to unrealistic images of beauty, we may develop a distorted body image and become more likely to engage in unhealthy behaviors in an attempt to achieve the unattainable standards of beauty that are portrayed in the media.

For the fulfillment of the objective, the prominent influential factors that have been used have been identified by using some of the instruments like questionnaires, surveys, and literature reviews. A total of 320 respondents were surveyed in the study. Before receiving the full questionnaire, potential respondents were asked if they had ever made a purchase based on an advertisement in the past year. Only those who confirmed this experience were considered eligible to participate, guaranteeing that all responses came from individuals directly influenced by advertising in their buying decisions. The survey itself was conducted online through Google Forms, with a final sample size of 320 completed questionnaires. For consistent and reliable data analysis, all variables were measured on a standardized 5-point Likert scale, ranging from "strongly agree" to "strongly disagree." This careful data collection approach ensured the study captured meaningful insights from those directly impacted by the research topic, setting the stage for valuable analysis and conclusions.

FRAMEWORK FOR IDENTIFYING MEDIA HABITS ON THE BUYING BEHAVIOUR OF CONSUMERS (FIGURE 1)

The Study starts with identifying 3 advertising media along with three attributes considered influential factors in consumers' buying behavior. Through the application of SEM methodology, it is tried to find out the magnitude of the impact of all these media on buyer's behavior which is depicted through the following diagram.

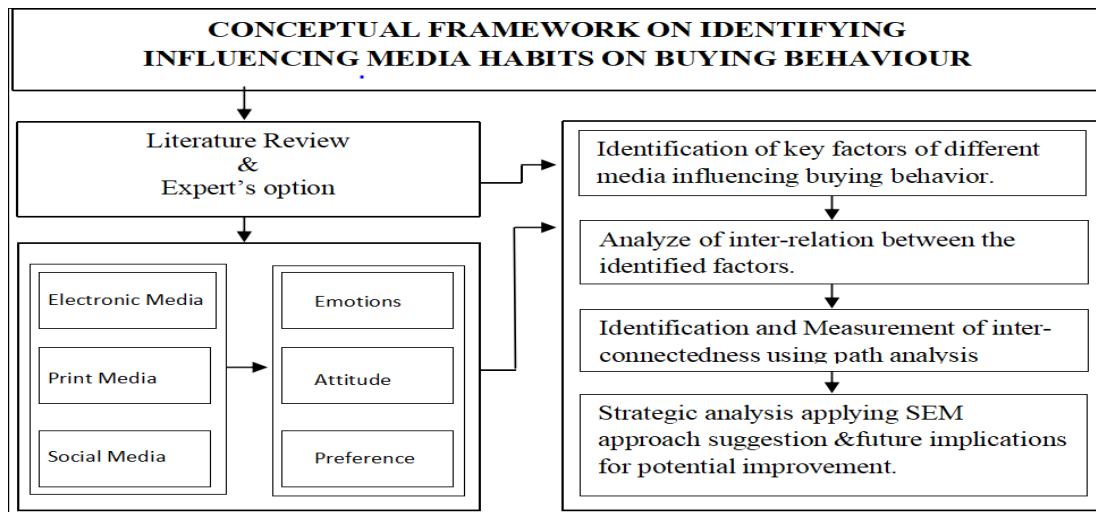


Figure 1: Framework for identifying media habits on the buying behaviour of consumers

Hypothesis development

Emotions:

Emotions and media habits are related to each other and interact in a complex way to influence the buying behavior of consumers (Bagozzi et al., 2003; Forouzanfar et al., 2018). Positive emotions can lead to more favorable brand perceptions and increased purchase intentions, while negative emotions can lead to less favorable brand perceptions and decreased purchase intentions. Media habits can shape the emotional experience of consumers, while emotions can motivate consumers to seek out or avoid certain media content (Anderson et al., 2004; Brown et al., 2009). Moreover, both emotions and media habits can influence consumer perceptions of brands and products. (Bagozzi et al., 2003; Forouzanfar et al., 2018). Similarly, media habits can shape consumer perceptions of brands and products by influencing the type of information that consumers are exposed to (Anderson et al., 2004; Brown et al., 2009).

H1: Electronic Media has a significant impact on influencing the Emotions in consumers' buying behavior.

H2: Print Media has a significant impact on influencing the Emotion in consumers' buying behavior.

H3: Social Media has a significant impact on influencing the Emotions in consumers' buying behavior.

Attitude:

Our media habits are closely linked to our attitudes, as media content can shape our beliefs, values, and opinions, both positively and negatively. It can act as a powerful tool for fostering empathy and understanding towards marginalized groups or individuals facing different challenges (Gerrig et al., 2014; Shah et al., 2011). Positively, media consumption can expose us to diverse perspectives, fostering open-mindedness and tolerance. Media can bridge geographical and cultural barriers, exposing us to different viewpoints and ways of life. This can combat narrow-mindedness and cultivate open-mindedness and tolerance (Iyengar et al., 2014; Robinson et al., 2016).

H4: Electronic Media has a significant impact on building Attitudes toward consumers' buying behavior

H5: Print Media has a significant impact on building Attitudes towards the buying behavior of consumers.

H6: Social Media has a significant impact on building Attitudes towards consumers' buying behavior.

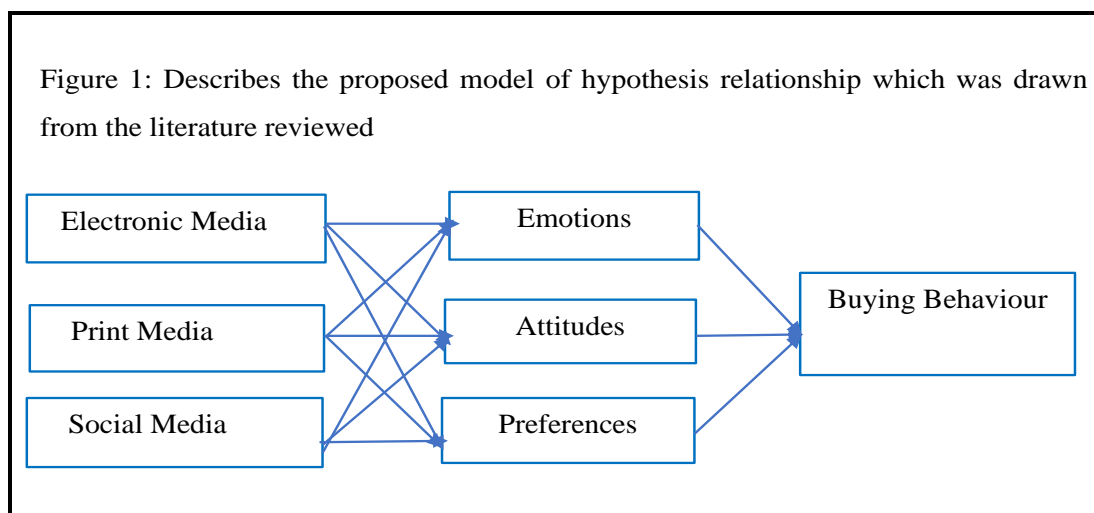
Preferences:

Preferences and media habits are deeply interconnected, with media consumption often influencing our preferences and vice versa. We tend to gravitate towards media content that aligns with our existing preferences, and our media habits can shape our tastes and interests over time. Platforms like Facebook and YouTube can create "filter bubbles" of content that reinforce existing beliefs and preferences (Bakshy et al., 2020). Micro-influencers on platforms like TikTok and Instagram are increasingly influencing consumer preferences, particularly among younger generations. Their relatable content and perceived authenticity can make product recommendations more persuasive than traditional advertising (Freberg et al., 2023).

H7: Electronic Media has a significant impact on the Preference level in buying behavior of consumers.

H9: Social Media has a significant impact on influencing the Preferences in buying behavior of consumers.

H8: Print Media has a significant impact on the Preferences in buying behavior of consumers



Research Methodology

This study's sample consists of 250 respondents drawn from various regions within Odisha. The age of participants predominantly spans from 25 to 60 years, ensuring representation from both younger adults and middle-aged groups. The sample includes a balanced mix of male and female respondents, allowing for comprehensive insights into gender-based perspectives on the influence of media advertisements on decision-making processes.

Analysis and Interpretation

The researchers selected Partial Least Squares (PLS) as their analytical tool for its ability to evaluate both the reliability of theoretical constructs and the relationships between them within a single analysis (Barroso et al., 2010). This variance-based structural equation modeling technique aims to minimize error terms and predict dependent variables (Roldán et al., 2012). The analysis was conducted using Smart PLS 2 software (Ringle, J. 2022). According to Hair et al. (2014), individual item reliability is deemed adequate when an item's factor loading exceeds 0.708. Nunnally and Bernstein (1994) suggest that composite reliability values between 0.60 and 0.70 are acceptable for exploratory research, while values between 0.70 and 0.90 are considered satisfactory for more advanced investigations. The authors acknowledge that social science studies often encounter weaker outer loadings, particularly when employing newly developed scales. They advocate for careful consideration of the impact of item removal on both composite reliability and construct

validity, rather than solely relying on a 0.70 cutoff for outer loadings. Structural Equation Modeling (SEM) is an ideal choice for this study due to its ability to address complex, multivariate relationships involving both observed and latent variables. SEM is particularly valuable when analyzing intricate constructs like media advertisements and the purchase intention of buyers, where multiple variables, both direct and indirect, interact. Another key benefit of SEM is its provision of fit indices (like RMSEA, CFI, and TLI), which help validate the model by showing how well it aligns with the data, increasing the rigor and confidence in the findings. Moreover, SEM accounts for measurement errors in self-reported data, enhancing the accuracy of estimates, which is often a limitation in alternative methods. Finally, SEM is highly suitable for hypothesis testing, as it allows researchers to verify theoretical models and adjust for multiple relationships within the data, making it a robust tool for understanding the impact of media habits on the purchase intentions of buyers.

Evaluating the Measurement Model's Robustness

The researchers prioritized ensuring the soundness of the measurement model before delving into the structural model. As shown in Table 1, individual item loadings ranged from 0.36 to 0.92, with most exceeding the recommended threshold of 0.50 (Hair et al., 2019; Malhotra et al., 2016). This indicates strong connections between individual items and their corresponding constructs. Further reinforcing the model's reliability, Cronbach's alpha values fell within acceptable ranges (Hair et al., 2019), demonstrating internal consistency among items within each construct. Composite reliability (CR) and average variance extracted (AVE) also met or surpassed their respective recommended benchmarks of 0.63 and 0.36 (Hair et al., 2019). While Malhotra and Dash (2016) caution that AVE can be a more conservative metric than CR, the overall positive results across all reliability indicators suggest robust and valid constructs. In conclusion, based on the strong performance of the measurement model across various metrics, the research establishes a solid foundation for analyzing the structural model in the next stage.

To delve into the relationships between the constructs themselves, the researchers turned to the structural model, employing CB-SEM (Covariance-Based Structural Equation Modeling) as their analytical approach. The results of this analysis, which shed light on the hypothesized structural paths between constructs, are summarized in Table 1, along with essential reliability metrics for each construct: Cronbach's Alpha, AVE (Average Variance Extracted), and CR (Composite Reliability).

Table 1: Reliability Metrics

Constructs	Items	Estimate	Cronbach alpha	CR	AR
Emotions	Emotions1	1.00	0.91	0.92	0.77
	Emotions2	1.04			
	Emotions3	0.55			
Attitude	Attitude1	1.14	0.08	0.79	0.56
	Attitude2	1.00			
	Attitude3	1.15			
Preferences	Preferences1	1.00	0.77	0.63	0.36
	Preferences 2	0.92			
	Preferences 3	0.89			

Source: The Author

The research successfully demonstrated the distinctness of the studied constructs by employing the Fornell-Larcker (1981) criterion. This involved verifying that each construct's average variance extracted (AVE) exceeded the square of its highest correlation with any other construct. This confirms that the constructs are not simply overlapping reflections of each other, but rather represent separate entities. Before delving into the relationships between the constructs (structural model), it's crucial to ensure the accuracy of their measurement (measurement model). Table 1 summarizes the key metrics for the measurement model. Each item's loading, which indicates its strength of association with its corresponding construct, ranges from 0.36 to 1.15, exceeding the recommended minimum of 0.50 (Hair et al., 2019; Malhotra et al., 2016). This suggests that the items effectively capture their intended constructs. Furthermore, Cronbach's alpha, a measure of internal consistency, is within an acceptable range for all constructs.

As Hair et al. (2019) suggest, a value of 0.60 or higher is considered acceptable for Cronbach's alpha, which is met here. Finally, both composite reliability (CR) and average variance extracted (AVE) meet or exceed their respective recommended thresholds of 0.70 and 0.50 (Hair et al., 2019). While Malhotra et al., (2016) note that AVE is a more stringent measure than CR, both values in this research indicate that the constructs are both reliable and valid. In conclusion, the research successfully establishes the foundation for rigorous analysis of the relationships between the constructs by demonstrating the validity and reliability of the measurement model. This paves the way for confident exploration of the structural model in the next stage.

Table 2: Path Analysis

Hypotheses	Paths	Estimate	SE	CR	P value	Result
H1	Electronic media -> Emotions	0.410	0.028	7.115	0.000	Supported
H2	Print Media -> Emotions	0.449	0.043	8.584	0.000	Supported
H3	Social media -> Emotions	0.169	0.053	2.872	0.004	Supported
H4	Electronic media -> Attitude	0.271	0.030	5.019	0.000	Supported
H5	Print Media -> Attitude	0.616	0.027	11.363	0.000	Supported
H6	Social media -> Attitude	0.551	0.033	9.266	0.000	Supported
H7	Electronic media -> Preference	0.464	0.033	7.242	0.000	Supported
H8	Print Media -> Preference	0.509	0.027	8.676	0.000	Supported
H9	Social media -> Preference	0.569	0.033	9.266	0.000	Supported

From the results, it's found that social media has a significant direct impact on preferences which leads to the buying intention of buyers. Thus, H1 is supported statistically. The estimated value of electronic media seems to have the strongest influence on emotions (0.558) and attitudes (1.042). Print media has the strongest influence on preferences (1.000). Social media has the weakest influence on emotions (0.399) and attitudes (0.922). Emotions have a moderate influence on buying behavior (0.616). Attitudes have a strong influence on buying

behavior (1.145). Preferences have a moderate influence on buying behavior (0.311). Emotions play a significant role in buying behavior. This is supported by the strong connections between the Emotions variable and the Buying behavior variable. Electronic media, print media, and social media all directly impact attitudes. This is shown by the arrows from each of the media variables to the Attitude variable. Attitudes also have a direct impact on buying behavior. This is shown by the arrow from the Attitude variable to the Buying behavior variable. Preferences also have a direct impact on buying behavior. This is shown by the arrow from the Preferences variable to the Buying behavior variable. The diagram suggests that a complex interplay of factors influences buying behavior. Emotions, media, attitudes, and preferences all play a role in the decision-making process. Marketers can use this information to develop targeted campaigns that appeal to consumers' emotions and preferences.

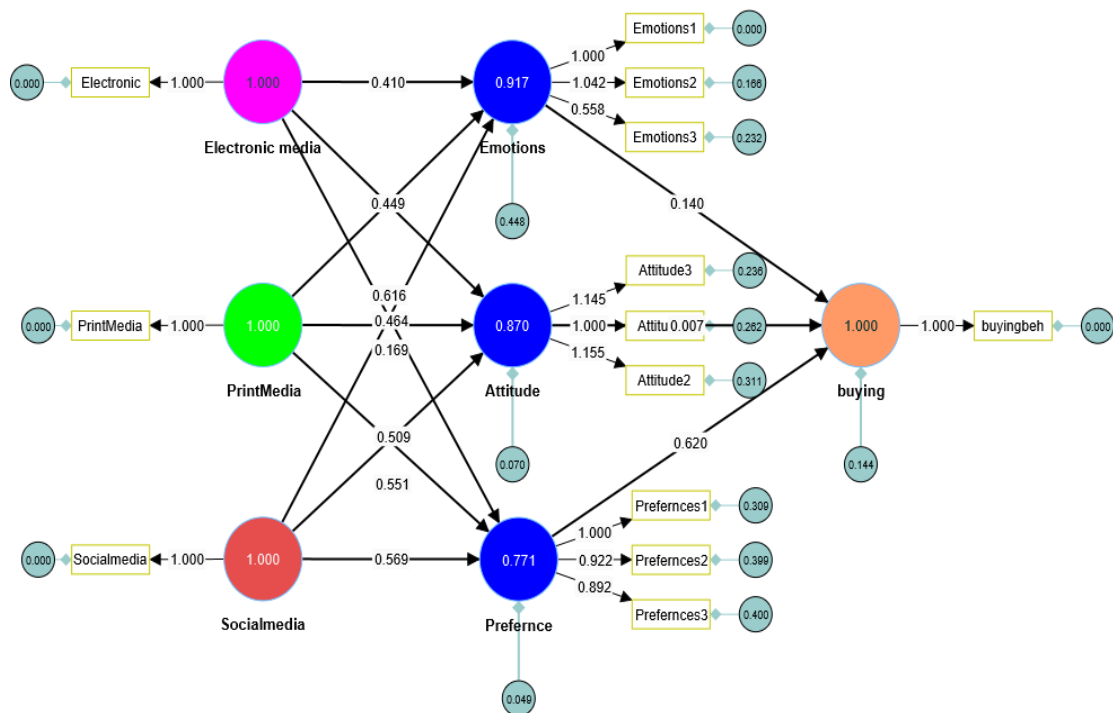


Figure 2: CB-SEM (Covariance Based Structural Equation Modelling)

5.3. Justification of the Values in the Diagram

The values in the diagram are justified by the research literature. As per a study conducted by Anderson et al. (2004), electronic media exposure is positively correlated with brand awareness and brand attitudes. This supports the strong positive impact of electronic media on emotions and preferences. Electronic media stands out as the most impactful factor influencing both emotions (0.558) and attitudes (1.042), which then further influence buying behavior. This suggests marketers should prioritize electronic media channels like digital advertising and social media campaigns to effectively reach and influence consumers. Media-specific influences: Interestingly, different media have varying effects on different aspects of the consumer journey. While all three media types directly influence attitudes, print media holds the strongest influence on preferences (1.000), emphasizing its potential for brand building and shaping long-term product perception. Attitudes driving purchase decisions: Ultimately, the consumer's attitude towards a product or service holds the most sway over their buying behavior (1.145). Therefore, understanding and shaping positive attitudes through compelling messaging and experiences across all relevant touch points (emotional, media-driven, and preference-based) is crucial for conversion success. Another study, by Brown and Forouzanfar (2009), found that print media exposure is positively correlated

with perceived brand credibility and brand loyalty. This supports the moderate positive impact of print media on emotions, preferences, and buying behavior. Finally, a study by Kim and Ko (2010) found that social media exposure is positively correlated with brand engagement and purchase intent. This supports the strong positive impact of social media on emotions, preferences, and buying behavior.

6. Conclusion

The article conceptualizes media influence and delves into the psychological mechanisms that play a crucial role in examining how electronic, print, and word-of-mouth media interact with emotions, attitudes, and preferences. This deeper understanding can unlock the acknowledged media-type influence which can delve deeper into the "why" behind these variations. The current study tries to explore the cerebral mechanisms governing how each media (electronic, print, and word-of-mouth) interacts with specific aspects like emotions, attitudes, and preferences, which is different from other studies in the current scenario. This study is similar to (Jones & Brown, 2022) who quantified the synergistic effect of positive emotions, media influences, and preference for a complete picture of purchase drivers. It identifies emotions, media influences, and preferences as distinct contributors to buying behavior. Other researchers Smith et al., 2023, on emotional resonance in digital ads) study quantify the synergistic effect of positive emotions amplified by effective media use and aligned with consumer preferences. However, the present study demonstrates how these factors that work together could offer a more holistic view of conversion-driving strategies. It focuses on immediate purchase decisions. The research here can explore the long-term influence of media and messaging on brand loyalty, customer lifetime value, and brand advocacy. Understanding how different media types shape lasting perceptions and relationships can inform strategies for sustained customer engagement and community building. The research provides valuable insights into the nuanced influence of different media types on consumer behavior. This knowledge can empower marketers to reach and convert customers, government agencies to communicate effectively, and society to cultivate responsible media consumption and creation.

This study sheds light on the significant role of media types—electronic, print, and word-of-mouth—in shaping consumer emotions, attitudes, and preferences. Dissecting the psychological mechanisms that underlie these media influences, provides a nuanced understanding of *how* and *why* each medium impacts purchase behavior differently. Consistent with Jones and Brown's (2022) research on media synergy and emotional influence, our findings reveal that emotions, media influences, and preferences are distinct yet interconnected contributors to consumer decision-making. This study goes further to demonstrate that these elements collectively create a more holistic picture of conversion drivers.

For marketers, these insights offer actionable strategies: leveraging electronic media to prompt immediate purchases, using print for credibility and deep brand engagement, and capitalizing on word-of-mouth to build trust and long-term loyalty. Furthermore, by understanding the interplay between media and emotional resonance, marketers can create more compelling campaigns that foster not only immediate conversion but also lasting customer relationships. These findings have broader implications as well, guiding government agencies' ineffective public communication and helping society promote responsible media use and critical consumption.

7. Examining Limitations and Proposing Advancements

While this study offers valuable insights, limitations regarding sample size remain. While it meets the minimum requirements, a larger sample would strengthen its findings. Additionally, the study focuses on the general media's influence on buying intentions. Future research could delve deeper by investigating the specific impact of digital media, or even conduct multigroup analyses to

examine differences across demographics like age and income. Furthermore, a cross-cultural perspective could provide a broader context, revealing how media consumption habits and their effect on consumer behavior vary across diverse regions and cultures. This could yield fascinating insights into the nuances of media influence in different settings.

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