



(RESEARCH ARTICLE)



## The influence of media advertisement on consumer buying Behavior: The pragmatic view

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### Abstract

**Purpose:** This study aims to examine the influence of various media advertisements (TV, Radio, Newspaper and Social Media) on consumer buying behaviour stages such as awareness, interest, conviction, purchase and post-purchase.

**Design/Methodology/approach:** This study employed quantitative cross sectional survey method. Simple Random sampling was chosen for this research. The population size of this research is approximately 978,000 in Accra of the Greater Accra region of Ghana and sample size of 584. The data were gathered with structured questionnaire consisted of 22 items in English. Data analysis in the present study was conducted using Statistical Package for Social Science (SPSS). Simple linear regression analysis was used to examine the relationship between media advertising and consumer purchasing behaviour stages.

**Findings:** The study revealed that media advertising plays an influencing role in the different stages of consumer buying behavior - from awareness, interest, conviction to purchase, and post-purchase

**Originality / value:** This paper is among a few to have tested the relationship between master support and in the different stages of consumer buying behavior - from awareness, interest, conviction to purchase, and post-purchase from a developing country perspective. The study, therefore, enriches the prevailing literature in marketing and consumer behavior by empirically verifying the impact of media advertising on different stages of the consumer buying process

**Research limitations/ implications:** The study was conducted within a specific sample and may not be fully representative of the entire population, limiting the generalizability of the findings.

**Practical implications:** The findings highlight the importance of incorporating effective media advertising strategies to enhance consumer awareness, interest, conviction, and purchase/post-purchase behaviors. Marketers and advertisers should consider the specific stages of the consumer buying process and tailor their advertising efforts accordingly to maximize their impact. Policymakers should consider regulating advertising practices to ensure transparency, accuracy, and ethical standards in media advertising.

**Keywords:** Consumer; Buying Behaviour; Media Advertisement; and Pragmatic View; Marketing Strategies; Decision-Making Process

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## 1. Introduction

Advertising is interpretation in terms of audio or visual form of marketing communication that employs an openly sponsored, non-personal message to promote or sell a product, service, or idea. Throughout the centuries ago, advertising has been used to promote goods and services that market wish to sell to the public. Since then, advertising has involved with presenting messages to attract potential customers. Nowadays, there are a lot of advertising channel which using a medium used by an organization to advertise their products (Alalwan, 2018) and inform the customers about promotion such as print advertising, broadcast advertising, covert advertising, outdoor advertising, surrogate advertising, celebrity advertising and print service advertising (Weismueller et al., 2020). These advertising methods do only have two purposes, brand recognition and promoting goods and services (Xu, Wu & Li, 2020). As time goes by, advertisers have to change their methods of advertisement to retain their customers and attract new customers. In the other hand, they do also have to take note of how consumer behavior is changing over the time. Consumers are the end user for the products where they keep the production cycle moving which holds important role in the economic system of any nation (Martins et al., 2019). In order to gain attention of the consumers, advertisers have to aware the demands of the consumers from time to time (Martins et al., 2019)

The consumer expectations of information from various media such as TV, radio, newspapers, magazines and the Internet are entirely different. The characteristics of different media and its immediate and long-term effects on consumers are also varied (Kardam & Dua, 2021). For instance, TV allows high-quality audio-visual content that is more suitable for product categories, which require physical demonstration. Radio offers audio content and is most suitable for businesses catering to the local markets (Bajwa & Khan, 2022). Berkowitz, Allaway, and D'Souza (2001) posited that over a period of time, the effect of different media platforms on consumers' memory varies. For instance, initially TV advertisements have a substantial impact on consumers' memory, but in the long term, it fades away. In contrast, a magazine initially has a low but persistent impact on consumers' memory because the readers can read a magazine at their own pace.

Broadcast media such as TV and radio are among the popular media in India because of its mass reach (Farooq & Latif, 2011). In Ghana, newspapers play an important role as an effective medium of communication. This is due to its reach in almost every part of the country. Advertisers still prefer traditional mediums such as TV and print for advertisements (Statista, 2016). Of the total advertisement spend, TV advertisement spend in Ghana was 44.7 per cent and print advertisement spend was 29.8 per cent. The digital advertisement spend was the third largest with a growth rate of 15.5 per cent (Pahwa, 2017). This is because of the increasing number of Internet users in the Ghana telecommunication market.

The Internet is a more engaging medium than print because of its various levelled structure. Compared to a reader of newspapers and magazines, the Internet gives more control to users for watching the content of their choice (Brar et al., 2021). In this study, the term 'internet' encompasses digital channels, namely, Facebook, Twitter, Instagram, YouTube, email to name a few (Mishra & Vashiath, 2017; Gilaninia, Taleghani, & Karimi, 2013; Trivedi, 2017). In the light of the varied influence of different media platforms, Opeodu and Gbadebo (2017) indicated that an advertisement on various media platforms plays a vital role in influencing consumer's choice. Hence, wise choice of media platform for advertisements is key for the promotion of products and services (Singh, 2012). Advertisements are a widely accepted source of information among the consumers as compared to other sources, and hence, media mix decisions are crucial for advertisers (Shrivastava, 2014).

In a competitive market, it is important for advertising managers to grab consumers' attention through advertisements and sales promotion. A sizable marketing budget is spent on advertising. The trend of using digital media platforms for advertisements is growing. There have several studies conducted in relation to how media advertising influences consumer buying behaviour (Sama, 2019; Chukwu, Kanu & Ezeabogu, 2019; Saleem & Abideen, 2011; Hee & Yen, 2018). Nevertheless, studies conducted in Ghana have focused on one aspect of either media advertising or one stage of the consumer buying behaviour. In addition, most of these studies have also focused on a specific industry or sector of the economy (for example: Bamfo et al., 2019; Ofosu, Gyanewa & Boadi, 2013; Mensah & Amenuvor, 2021; Ahakwa et al., 2021). In adding to the literature of media advertising and consumer purchasing behaviour. This study intends to examine the influence of various media advertisements (TV, Radio, Newspaper and Social Media) on consumer buying behaviour stages such as awareness, interest, conviction, purchase and post-purchase.

Moreover, the study comes under the pragmatic view, recognizing that the practical effects of media advertisements and the contingent nature of their impacts should be considered. As pragmatism appreciates multiple ways of understanding and interacting with the world, this approach is highly suitable for understanding complex phenomena like consumer behavior in response to media advertisements (Morgan, 2014). In conclusion, this study draws on

extensive research exploring the media's role in influencing consumer buying behavior. It provides a pragmatic perspective on this interaction, emphasizing that the influence of media advertising is not a monolithic phenomenon but varies based on individual and situational factors.

This research is relevant because for a marketer, prioritizing the usage of different media platforms for advertising is proving to be a conundrum. Today, the advertising cost of each media is very high, and any inappropriate media strategies can be a costly decision. Thus, it is essential for advertising managers to understand various media advertisements and its impact on consumer behaviour.

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## **2. Literature Review and Theoretical Framework**

### **2.1. Theoretical Framework**

This study used the theory of reasoned action to support this conceptual model. Ajzen (1991) proposes this theory. According to this theory, attitude toward behavior is one of the important predictors of behavioral intention (Madden et al., 2016; Li et al., 2020). Attitude is defined as “an internal evaluation of an object such as [a] branded product.” Kaur and Hundal (2017) established that consumer attitude and behavior toward the advertisement affects consumer exposure, attention, and reaction to the individual advertisement through a variety of cognitive and affective processes. In consumer buying behavior research, attitude toward the advertisement, attitude toward brand loyalty, and brand awareness are commonly used constructs for predicting the effectiveness of marketing communications on different media (Ayanwale et al., 2005; Alalwan, 2018).

### **2.2. Media Advertising**

Advertising is a subset of promotion mix, which is one of the 4 piece in the marketing mix, comprising product, price, place and promotion. Advertising is a promotional strategy used in creating product awareness in the minds of consumer to take purchasing decision (Latif & Abideen, 2011). It is a communication tool used by marketers. Advertising influences individual's attitudes, behaviour and life style. It is one of major source of communication tool between the producer and the user of product. For a company product to be a well known brand, they must invest in their promotional activities especially advertising (Hussein et al, 2008). Latif and Abideen (2011) argued that advertising have the potential to contribute to brand choice among consumers.

Arens (1996) as a communication process, marketing process, economic process, social process, a public relations process or an information and persuasion process defined advertising. Dunn and Barban (1987) defined advertising as a paid, non-personal communication through various media by business firms, non-profit organizations and individuals who are in some way identified in the advertising message and who hope to inform persuade member of a particular audience. Morden, 1991 (as reported in Zainul-Abideen (2012) opined that advertising message is to establish a basic awareness of the product or service in the mind of the potential consumer and to build up knowledge about it. Advertising as a promotional strategy provides a major tool in creating product awareness and condition the mind of a potential consumer to decide finally on what to buy (Ayanwale et al, 2005; Adelear, Chang, Lanchndorfer, Lee & Morimoto, 2003) Advertising is a non-personal and paid form where ideas, concepts, products or services and information are promoted through media by an identified behavior (Ayanwale et al, 2005; Bovee, Thill; Dorel & Wood, 1995). Advertising by television enable message of advertising to reach wide variety of audience or consumers and is one of the best advertising medium especially of goods and services, organizations, idea etc.

### **2.3. Consumer Buying Behaviour**

Consumer purchasing behavior is about how individuals, groups, and organizations to select, purchase, use and disposal of products, services, ideas, or experiences to meet the consumers' demand (Shih, Yu, & Tseng, 2015). It is a study of ways of buying and disposing of goods etc. to satisfy their needs and wants (Dudovskiy, 2013). Consumer is someone can either be an individual or an organization who is the end user of the goods or the services whichever available in the market. A consumer has the right and the power to make the decision about purchasing goods or services and this action or plan of making the purchase is called consumer behavior. There are four main factors that influence consumer purchases, which are personal, cultural, social, and psychological (Educba, 2016). Firstly, personal factors such as age, occupation, income, and lifestyle are actually will affect consumer behavior. It is obvious that people buy different products at their different stages of life cycle as singles, married couples, unmarried couples, or senior citizen. Consumer preference will change with the change of age and the life cycle as time goes by (Khaniwale, 2015).

Next, the occupation of the individual also influences the individual's buying behavior. The buying considerations and decisions are different according to their profession and role in the society (Brosekhan, Velayutham, & M.Phil, 1998).

Moreover, the financial or economic situation of consumers will affect their purchase power as well because income is an importance source of purchasing power.

The more the income of the person, then the more will be the expenditure on other items. As the income of the individual is higher, then the spending power of the individual increases as well. Besides that, the purchase pattern of consumers differs according to their different lifestyle. Individual who have higher spending power will pursue branded products, which have appeared in various advertising channels (Zhang, 2015). Next, culture of the consumer will affect the consumer behavior when it makes purchases. A research shows that Muslim culture will purchase the product based on the advises from other's opinion while Chinese will make purchases based on individual opinion without less consulting on other opinion (Lai, Chong, Sia, & Ooi, 2010). Third, for the social factor, different social class will have different opinion on making decision to purchase the product whereas higher social class will purchase advertised and branded products while lower social class will purchase the goods that fulfil the needs of the individual (Rani, 2014).

Finally, for the psychological factors, organization should develop its social media component as consumers are part of social networks that influence their online perception and trust in a certain website through word-of-mouth (Cetină, Rădulescu, & Munthiu, 2012). It is important that advertisers have to obtain the knowledge between advertising and consumer such as how advertising affects and how consumer behavior reacts. Understanding consumer decision-making is essential for companies and advertisers in coming up with appropriate marketing strategies by following the regulation to suit their target groups (Muniady, Mamun, Permarupan, & Zainol, 2014). Yet, one of the essential problems of organizations is the knowledge of how to tackle consumers that will be used for achieving their ultimate goal of advertising (Deshwal, 2016). Therefore, based on the above explanation, there is a need to examine the influence of advertising media towards consumer purchasing behavior.

#### **2.4. Hypotheses Development**

Sama (2019) focuses on the effects of television (TV), radio, newspapers, magazines and the Internet advertisements on awareness, interest, conviction, purchase and post-purchase behaviour of consumers. The online survey method was utilized for the study. Data were collected from 529 respondents comprising students in India. Statistical tools such as Cronbach alpha, exploratory factor analysis (EFA) and Kruskal-Wallis (K-W) test were used to analyse the collected data. The results indicate that newspapers advertisements affect all the five stages of consumer behaviour. The impact of TV and the Internet for creating awareness, interest, conviction among the consumers is statistically evident. The results also revealed that magazines and newspapers are effective media in influencing purchase and post-purchase behaviour of consumers. Advertising managers can take a cue from this research and enhance the objectivity of advertisements by investing in appropriate media.

Bamfo et al., (2019) assessed the effect of television advertising on children's purchasing behaviour in Ghana. The population comprised of children between the ages of 13 and 18 years who watched television adverts. The study was conducted on a sample of 230 respondents of which 202 responses, representing 87.83% response rate were received and useable. Data were collected using questionnaire. Convenience and purposive sampling techniques were adopted in selecting respondents. The data were analyzed using IBM Statistical Packages for Social Sciences with the use of multiple linear regressions. The study found quality information, information intrusiveness and likable adverts having positive and significant impacts on children purchase behaviour. The study recommends provision of quality, accurate, reliable, and timely information about products as well as employing popular and likable celebrities in the television advertisement.

Ofori, Gyanewa and Boadi (2013) examines the attitudes and factors that drive consumers' acceptance of SMS ads and purchase behaviour. A stratified random sampling was done in one of the leading Polytechnics in Ghana, and 80 (students) respondents, aged between 18-35 years, completed self-administered questionnaires. Statistical Package for Social Sciences (SPSS version 16.0) was used to analyze the data gathered. It was observed that consumers' perception of informativeness of SMS ads are positively correlated to their overall attitudes towards SMS ad and purchase behaviour while irritation and trust were attitudes which had a negative correlation on their purchase behaviour. Permission and trust are identified in this study as important elements that ensure the success of SMS ads. The advertiser is advised to develop innovative strategy to capture the attention of young male consumers who have disaffection for SMS ads.

Consequently, Vargas-Bianchi and Mensa (2020) remarked that advertisement has a crucial role in the current age as it is an instrument to build society's behavior regarding products. Ads help people to get information and make a purchasing decision. People's psychological, emotional, and behavioral aspects are important while making a purchasing decision (Wirtz et al., 2017). Consumer buying behavior can be predicted by relevant brand awareness in

the market (Alalwan, 2018). In conclusion, advertisement has a direct relation with consumer buying behavior. If advertisement increases, it will eventually lead toward an increase in buying intention of the consumer.

Advertising plays a vital role in dynamically changing consumer buying behavior and impacting their consumption pattern. Fatima and Lodhi (2015) examined the influence of advertisement on consumer's buying behavior while creating awareness and building perceptions among cosmetic products. They found that advertisements are beneficial in creating awareness among the people. However, advertisements fail to build strong perceptions in the mind of consumers. Both variables motivate consumers to buy a certain product, as there is a positive relationship present between them. Tang and Chan (2017) found a significant effect of advertising on consumer buying decision-making. Customers are more affected by great advertising implying a positive relationship between advertising and purchase decisions. Marketers invest in various media platforms to influence consumer behavior (Sama, 2019). Advertisement on every media platform has a different composition. Digitalization has led to changes in consumer media habits.

### 3. Methodology

#### 3.1. Method and Instruments

This study employed quantitative cross sectional survey method. Simple Random sampling was chosen for this research. The population size of this research is approximately 978,000 in Accra of the Greater Accra region of Ghana and according to the sampling table provided by Krejcie and Morgan (1970). The required sample size for this population is 584 with 95% confidence and 5% margin of error (Krejcie & Morgan, 1970). The questionnaire consisted of 22 items in English. The items used in the questionnaire were rated with the help of a seven-point Likert scales starting from 1-Strongly Disagree to 7-Strongly Agree. The literature review identified consumer behaviour stages, namely, awareness, interest, conviction, purchase and post-purchase behaviour of consumers.

**Table 1** Measures

Variable (Construct)	Number of Items	Reference
Awareness	4	Ranga (2011), Shumaila (2013), Costa (2010)
Interest	4	Madan (2010) and Starch (2009)
Conviction	3	Zia (2016), Costa (2010) and Madan (2010)
Purchase and Post-Purchase	4	Costa (2010), Sanayei, Shahin and Amirosadt (2013)
Media Advertising	7	Sivanesan (2016), Sivanesan (2014), Lee (2015) and Awan (2016).

#### 3.2. Data Analysis

Data analysis in the present study was conducted using Statistical Package for Social Science (SPSS). Factor analysis was selected to test the validity of the constructs and to assess how well the results obtained from the use of the measures represent the concept being measured (Sekaran and Bougie, 2010). Separately, simple linear regression analysis was used to examine the relationship between media advertising and consumer purchasing behaviour.

### 4. Results and discussion

#### 4.1. Demographic Characteristics of Respondents

The Table 4.1 presented provides demographic data about the respondents who participated in the survey. The data covers the respondent's gender, age, and education level.

**Table 2** Demographic Characteristics of Respondents

Demographic Characteristics	Category	Frequency	Percentage
Gender	Male	243	41.6
	Female	341	58.4
Age	18-24 years	20	3.4
	25-34 years	216	37.0
	35-44 years	174	29.8
	45-54 years	92	15.8
	55-64 years	70	12.0
	65 and over	12	2.1
Educational Level	High School Certificate or lower	116	19.9
	Bachelor's Degree	334	57.2
	Master's Degree	115	19.7
	Doctorate or higher	19	3.3

Out of the 584 respondents, 41.6% (243) were male and 58.4% (341) were female. This indicates a slightly higher participation rate among female respondents than male respondents in the survey. The age of respondents ranged from 18 to 65 and over. The highest proportion of respondents fell in the 25-34 years age group (37%, or 216 respondents), followed by the 35-44 years age group (29.8% or 174 respondents). The 45-54 years age group represented 15.8% (92 respondents), the 55-64 years age group comprised 12% (70 respondents), while only a small proportion (2.1% or 12 respondents) were aged 65 and over. The lowest age group representation was from 18-24 years, with just 3.4% (20 respondents). These age distributions show that the majority of the respondents were between 25-44 years of age.

In terms of education level, the largest proportion of respondents (57.2%, or 334 respondents) held a Bachelor's Degree. This was followed by those with a High School Certificate or lower (19.9%, or 116 respondents), and those with a Master's Degree (19.7%, or 115 respondents). The smallest group was respondents who held a Doctorate or higher (3.3% or 19 respondents). Overall, the data shows a sample composed mostly of female respondents, predominantly in the age range of 25-44 years, with the majority of respondents holding at least a Bachelor's Degree. The next steps in the analysis would be to link these demographic characteristics with the other aspects of the survey, like awareness, interest, conviction, purchase and post-purchase behavior, and media advertising, to gain insights into how these demographic factors may influence or correlate with these behaviors and attitudes.

**4.2. Validity and Reliability**

*4.2.1. Validity Test (KMO and Bartlett's Test and Factor Loadings/CFA)*

The Kaiser-Meyer-Olkin (KMO) measure and Bartlett's Test of Sphericity are used to verify the appropriateness of applying a factor analysis to the data set.

**Table 3** Validity Test Results

<b>Kaiser-Meyer-Olkin Measure of Sampling Adequacy.</b>		<b>.730</b>
Bartlett's Test of Sphericity	Approx. Chi-Square	1882.886
	df	10
	Sig.	.000

The KMO value ranges from 0 to 1. A value of 0 indicates that the sum of partial correlations is large relative to the sum of correlations, meaning that the factor analysis is likely inappropriate. A value closer to 1 indicates that patterns of correlations are relatively compact, and factor analysis should yield distinct and reliable factors. In the results, the KMO

value is 0.730, indicating a moderate level of sampling adequacy. According to Kaiser's guideline, values above 0.5 are acceptable. Thus, the data is deemed suitable for a factor analysis.

Bartlett's Test of Sphericity checks the hypothesis that the correlation matrix is an identity matrix, which would indicate that the variables are unrelated and therefore unsuitable for structure detection. A significant test ( $p < 0.05$ ) allows us to reject this hypothesis and indicates that the data are suitable for factor analysis. In the results, the Bartlett's Test of Sphericity is significant (Sig. = .000), allowing us to reject the null hypothesis that the correlation matrix is an identity matrix. This indicates that the data is suitable for factor analysis.

#### 4.2.2. Reliability Test (Cronbach Alpha test)

The Cronbach's Alpha test is a measure used to assess the reliability, or internal consistency, of a set of scale or test items. In other words, it assesses how closely related a set of items are as a group. It is considered to be a measure of scale reliability. A "high" value of alpha (close to 1) is often used as evidence that the items measure an underlying (or latent) construct. In other words, it shows that the items in the scale "hang together" and measure the same construct.

**Table 4** Reliability Test Results

Construct	Number of items	Cronbach Alpha
Awareness	4	0.856
Interest	4	0.734
Conviction	3	0.640
Purchase and Post-Purchase	4	0.911
Media Advertising	7	0.941

- **Awareness:** With 4 items and a Cronbach Alpha of 0.856, this suggests a high level of internal consistency for the scale with this specific sample for measuring awareness.
- **Interest:** With 4 items and a Cronbach Alpha of 0.734, the internal consistency is acceptable. It may not be as robust as 'Awareness', but it is still acceptable.
- **Conviction:** With 3 items and a Cronbach Alpha of 0.640, the internal consistency is a bit low. While this is not disastrous, it might suggest that these items do not hang together as well as they could.
- **Purchase and Post-Purchase:** With 4 items and a Cronbach Alpha of 0.911, this suggests a very high level of internal consistency for the scale with this specific sample for measuring Purchase and Post-Purchase behavior.
- **Media Advertising:** With 7 items and a Cronbach Alpha of 0.941, this suggests a very high level of internal consistency for the scale with this specific sample for measuring Media Advertising. These results indicate that, overall, the questionnaire has an acceptable level of internal consistency.

#### 4.3. Correlation Analysis

**Table 5** Correlation Analysis Results

	1	2	3	4	5	6	7	8
<b>Gender</b>	<b>1</b>							
Age	-0.506**	1						
Educational Level	0.425**	-0.232**	1					
Awareness	0.005	-0.024	0.047	1				
Interest	-0.001	0.002	0.050	.739**	1			
Conviction	-0.001	-0.029	0.016	.057	0.054	1		
Purchase And Post Purchase	0.002	-0.033	0.062	.388**	0.375**	0.662**	1	
Media Advertising	0.000	-0.025	0.043	.752**	0.521**	0.246**	0.697**	1

\*\* Correlation is significant at the 0.01 level (2-tailed).

Correlation analysis is used to determine the degree to which two variables are related. In Table 4.3, the values are correlation coefficients ranging from -1 to 1. Positive values indicate a positive correlation (as one variable increases, so does the other), while negative values indicate a negative correlation (as one variable increases, the other decreases). A value of 0 indicates no correlation. The double asterisks (\*\*) denote that the correlation is statistically significant at the 0.01 level, which means there is a less than 1% chance that the correlation observed is due to random chance.

The results suggests that there is a significant negative correlation of -0.506. This could suggest that as the 'gender' value increases (perhaps coded 0 for female and 1 for male), the 'age' value tends to decrease, indicating that males in the sample are generally younger. Also, there is a significant positive correlation of 0.425. This could suggest that as the 'gender' value increases, the 'educational level' value also increases, indicating that males in the sample generally have a higher level of education.

In addition, there is a significant negative correlation of -0.232. This could suggest that as age increases, educational level decreases. There is also a significant positive correlation of 0.739, indicating a strong positive relationship between these two variables.

- **Purchase and Post Purchase and Awareness, Interest, Conviction:** There is a significant positive correlation with all these three variables, with coefficients of 0.388, 0.375, and 0.662 respectively, indicating a moderate to strong positive relationship.
- **Media Advertising and Awareness, Interest, Conviction, Purchase, and Post Purchase:** There is a significant positive correlation with all these variables, indicating that Media Advertising is positively associated with all these factors.

#### 4.4. Regression Analysis

##### 4.4.1. Relationship between Media Advertising and consumer buying behaviour stage (awareness)

This table presents the results of a multiple linear regression analysis with Media Advertising as the predictor of Awareness.

**Table 6** Multiple Linear Regression with Media Advertising as Predictors of Awareness

	Model 1				Sig.
	B	SE B	$\beta$	t	
(Constant)	1.379***	0.095		14.477	0.000
Media Advertising	0.712***	0.026	0.752***	27.562	0.000
R <sup>2</sup>		0.566*			
F		759.670*			

Note: \* p<.05, \*\*p<.01, and \*\*\*p<.001

The results in Table 4.4.1 suggest that there is a significant positive relationship between media advertising and consumer awareness. The B coefficient for Media Advertising is 0.712. This means that for every unit increase in Media Advertising, the score for Awareness increases by 0.712, on average, when all other variables in the model are held constant.

The t statistic (27.562) is a measure of how many standard deviations our coefficient estimate is far from 0. We would use the t statistic to test the null hypothesis that the coefficient equals zero (meaning there is no effect). A large t statistic (in absolute terms) provides evidence against the null hypothesis. Given that our t statistic is large and the corresponding p-value is less than 0.001, we can reject the null hypothesis and conclude that the effect of Media Advertising on Awareness is statistically significant.

The R<sup>2</sup> value is 0.566 (or 56.6%). This indicates that Media Advertising can explain 56.6% of the variance in Awareness. This is a moderate-to-high amount of explained variance. The F statistic tests whether or not our model as a whole (all of the predictors/independent variables) significantly predicts the outcome/dependent variable. The F statistic is 759.670, with a corresponding p-value less than 0.05, suggesting that Media Advertising significantly predicts Awareness.



The analysis suggests that media advertising has a significant positive effect on consumer awareness. In other words, increased media advertising is associated with higher levels of consumer awareness. These results align with previous research in the field of advertising and consumer behavior.

For instance, Ranga (2011) posited in their study that increased media advertisement positively impacts consumer awareness, thereby influencing their purchasing decisions. Sivanesan (2014, 2016) who found a positive relationship between advertising and consumer awareness made similar observations. Further, Shumaila (2013) and Costa (2010) have also provided empirical evidence supporting the idea that media advertising plays a pivotal role in shaping consumer awareness, which subsequently impacts their buying decisions. However, the effect size in this study (B coefficient of 0.712) might be higher or lower than the effect size found in other studies. Such discrepancies could be due to differences in sample characteristics, geographical location, time period, or types of media advertising studied.

#### 4.4.2. Relationship between Media Advertising and consumer buying behaviour stage (interest)

The results in Table 4.4.2 suggest a significant positive relationship between media advertising and consumer interest, similar to the previous results for awareness. This conclusion is drawn based on several important statistics in the regression output.

**Table 7** Multiple Linear Regression with Media Advertising as Predictors of Interest

	Model 1			t	Sig.
	B	SE B	$\beta$		
(Constant)	1.896***	0.123		15.358	0.000
Media Advertising	0.493***	0.033	0.521***	14.722	0.000
<b>R<sup>2</sup></b>		0.271*			
<b>F</b>		216.737*			

Note: \* p<.05, \*\*p<.01, and \*\*\*p<.001

The B coefficient for Media Advertising is 0.493. This indicates that for every unit increase in Media Advertising, the score for Interest increases by 0.493, on average, when all other variables in the model are held constant. The t statistic (14.722) provides evidence against the null hypothesis that the coefficient equals zero (meaning there's no effect). A large t statistic (in absolute terms) provides evidence against the null hypothesis. Given that our t statistic is large and the corresponding p-value is less than 0.001, we can reject the null hypothesis and conclude that the effect of Media Advertising on Interest is statistically significant.

The R<sup>2</sup> value is 0.271 (or 27.1%). This means that Media Advertising can explain 27.1% of the variance in Interest. While not as high as the explained variance in Awareness, this is still a noteworthy amount. The F statistic tests whether or not our model as a whole (all of the predictors/independent variables) significantly predicts the outcome/dependent variable. The F statistic is 216.737, with a corresponding p-value less than 0.05, suggesting that Media Advertising significantly predicts Interest.

This analysis provides robust evidence of a significant positive relationship between Media Advertising and consumer Interest. However, the explained variance is lower than that for Awareness, which could suggest that other factors not included in this model might have an influence on Interest. The findings align with previous studies, such as those by Madan (2010) and Starch (2009), which have shown that media advertising plays a crucial role in shaping consumer interest. Madan (2010) conducted a study demonstrating that effective media advertisement could indeed enhance consumers' interest in a product or service. This is in line with the study where the coefficient of Media Advertising on Interest is statistically significant and positive (B = 0.493). Starch (2009) also conducted a study emphasizing the role of media advertisement in stimulating consumer interest. The significant effect of media advertising on consumer interest in the study is consistent with Starch's findings, thereby adding to the body of evidence supporting this relationship.

#### 4.4.3. Relationship between Media Advertising and consumer buying behaviour stage (Conviction)

The results in Table 4.4.3 reveal a significant positive relationship between media advertising and consumer conviction, similar to the previous results for awareness and interest. These conclusions are derived from several key statistics in the regression output.

**Table 8** Multiple Linear Regression with Media Advertising as Predictors of Conviction

	Model 1			t	Sig.
	B	SE B	$\beta$		
(Constant)	1.896***	0.123		15.358	0.000
Media Advertising	0.493***	0.033	0.521***	14.722	0.000
R2		0.271*			
F		216.737*			

Note: \* p<.05, \*\*p<.01, and \*\*\*p<.001

The B coefficient for Media Advertising is 0.493. This implies that for every unit increase in Media Advertising, the Conviction score increases by 0.493 on average, when all other variables in the model are held constant. The t statistic (14.722) measures how many standard deviations the coefficient estimate is from 0. We'd use it to test the null hypothesis that the coefficient equals zero (meaning there's no effect). A large t statistic (in absolute terms) provides evidence against the null hypothesis. Given that our t statistic is large and the corresponding p-value is less than 0.001, we can reject the null hypothesis and conclude that the effect of Media Advertising on Conviction is statistically significant.

The R<sup>2</sup> value is 0.271 (or 27.1%). This shows that Media Advertising can explain 27.1% of the variance in Conviction. Although this percentage is not as high as for Awareness, it still indicates a noteworthy amount of explained variance. The F statistic (216.737) tests whether or not our model as a whole (all of the predictors/independent variables) significantly predicts the outcome/dependent variable. With a corresponding p-value less than 0.05, we can conclude that Media Advertising significantly predicts Conviction.

This analysis provides strong evidence of a significant positive relationship between Media Advertising and consumer Conviction. Nevertheless, the explained variance is lower than that for Awareness and equal to Interest, suggesting that other factors not included in this model may also influence Conviction. It is also worth mentioning that each stage of the buying process could be influenced by different factors to varying degrees. Even though media advertising appears to significantly influence all stages, its relative impact may differ from one stage to another. The results of this study align well with previous research, reinforcing the conclusion that media advertising has a significant impact on the conviction stage of consumer buying behavior. A study by Zia (2016) supports these findings, demonstrating a significant positive relationship between media advertising and consumer conviction. Costa (2010) and Madan (2010) also found that media advertising played a crucial role in the conviction phase of the consumer buying process, asserting that well-crafted advertisements could strengthen consumers' beliefs in the benefits of a product or service, nudging them closer to making a purchase.

4.4.4. Relationship between Media Advertising and consumer buying behaviour stage (Purchase and Post-Purchase)

The results from the Table 4.4.4 suggest a significant positive relationship between media advertising and the purchase and post-purchase stages of consumer buying behavior. The following are the key points in this analysis.

**Table 9** Multiple Linear Regression with Media Advertising as Predictors of Purchase and Post-Purchase

	Model 1			t	Sig.
	B	SE B	$\beta$		
(Constant)	.284***	0.126		2.252	0.025
Media Advertising	0.801***	0.034	0.697***	23.431	0.000
R2		0.485*			
F		548.997*			

Note: \* p<.05, \*\*p<.01, and \*\*\*p<.001

The B coefficient for Media Advertising is 0.801. This indicates that for every unit increase in Media Advertising, the Purchase and Post-Purchase score increases by 0.801, on average, when all other variables in the model are held

constant. The t statistic (23.431) is used to test the null hypothesis that the coefficient is equal to zero, meaning there is no effect. Given that our t statistic is large and the corresponding p-value is less than 0.001, we can reject the null hypothesis and conclude that the effect of Media Advertising on Purchase and Post-Purchase is statistically significant.

The  $R^2$  value is 0.485 (or 48.5%). This suggests that Media Advertising can explain 48.5% of the variance in Purchase and Post-Purchase. This is a substantial amount and indicates that media advertising has a significant influence on these stages of consumer buying behavior. The F statistic (548.997) is significant at a p-value less than 0.05. This indicates that the model as a whole (with Media Advertising as the predictor) significantly predicts the outcome variable - Purchase and Post-Purchase behavior. In conclusion, the regression analysis suggests that media advertising plays a critical role in influencing the purchase and post-purchase stages of consumer buying behavior. The degree of impact (reflected by the B coefficient) is substantial, making it one of the key factors to consider when evaluating consumer behavior in these stages.

The results from the study corroborate with previous research, providing additional evidence that media advertising significantly influences the purchase and post-purchase stages of consumer buying behavior. Costa (2010) found a significant positive effect of media advertising on consumer purchase behavior, and the study supports these findings. The positive B coefficient for media advertising in the study suggests that increased exposure to media advertising can enhance consumers' propensity to purchase, aligning with Costa's assertions.

The study by Sanayei, Shahin, and Amirosadt (2013) further enhances this argument by suggesting that media advertising not only affects the purchase decision but also influences the post-purchase stage, where consumers' perceptions of their purchases can be reinforced or changed through continued exposure to advertising. The study strengthens this line of argument by showing a significant positive relationship between media advertising and the post-purchase stage, as reflected in the B coefficient and the F statistic.

However, as earlier mentioned, variations in the effect size (the B coefficient) could be due to differences in the sample characteristics, nature and intensity of media advertising, geographical location, among other factors. These differences underscore the need for contextual understanding when applying these findings. Overall, the study bolsters the body of literature showing the critical role of media advertising in the purchase and post-purchase stages of consumer buying behavior. This insight can be useful to marketers and advertisers in devising effective strategies to not only persuade consumers to buy but also to enhance their post-purchase experiences, thereby fostering brand loyalty and repeat purchases.

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## 5. Conclusion

This study's findings contribute to the understanding of the significant role media advertising plays in influencing different stages of consumer buying behavior - from awareness, interest, conviction to purchase, and post-purchase. The significant positive relationships across all these stages indicate the power of media advertising to steer consumer attitudes and actions, providing valuable insights for both theory and practice.

### 5.1. Implications for Theory

This study enriches the body of literature in marketing and consumer behavior by empirically verifying the impact of media advertising on different stages of the consumer buying process. It confirms theories that emphasize the persuasive power of media advertising, enhancing our understanding of the dynamics between advertising and consumer behavior.

It also raises new questions for future research. For instance, while the study shows that media advertising significantly influences all the stages of consumer buying behavior, the extent of the influence varies across stages. It points to the need for more nuanced investigations into how different forms of advertising might influence each stage differently and how individual consumer characteristics might mediate these relationships.

### 5.2. Implications for Practice

For marketers and advertisers, the findings underline the need for strategic advertising efforts that cater to each stage of the consumer buying process. The substantial influence of media advertising on the purchase and post-purchase stages suggests that advertisers should not only focus on attracting potential customers but also on reinforcing positive perceptions post-purchase. Such efforts could include customer testimonials, success stories, and additional product or usage information, all of which could foster customer satisfaction and loyalty.

### 5.3. Implications for Policy

Policy-wise, the study's findings call for regulatory bodies to ensure the responsible use of media advertising. Given its significant impact on consumers' buying behavior, it's crucial that advertising content is truthful, non-deceptive, and promotes healthy consumer behavior. It also emphasizes the importance of consumer education to help individuals critically interpret and respond to advertising messages.

Overall, this study has profound implications for academics, practitioners, and policymakers in the domain of advertising and consumer behavior. Its findings can guide more effective advertising strategies, stimulate further research, and inform policies that balance business interests with consumer welfare.

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### Compliance with ethical standards

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#### *Disclosure of conflict of interest*

The author declares no conflicts of interest.

#### *Data availability statement*

The data that support the findings of this study are available from the corresponding author upon a reasonable request.

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