Article

Influence of advertising communication on consumer culture in the context of new media

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Abstract: This research was conducted with the intention of investigating and analyzing the factors that influence the views that consumers have of advertising on social media platforms. The goal of this study is to look at the many ways that new media ads affect consumers' purchasing behavior. An evaluation of the validity and reliability of the measures has been carried out with the assistance of confirmatory factor analysis. In addition, the quantitative research approach makes use of both simple random sampling and statistical sampling. The information was gathered via the use of a questionnaire that was issued to fans of new media. Using a Likert scale with five points, the questionnaire's questions were evaluated to ensure that they were appropriately worded. The total sample size that is employed is 359. The purchase behavior of consumers of new media has been evaluated based on five variables, including the ability to attract attention, provide amusement, establish legitimacy, emphasize creative character qualities, and evoke emotional appeal. The objective of this study paper is to investigate the impact that advertisements broadcast via new media have on consumers' decision-making processes regarding the acquisition of goods and services. The research's findings show that when consumers are weighing their options for purchase, advertisements having the largest impact on their purchasing decisions in new media. With the goal of offering important insights into the new media advertising industry, the author seeks to link these results with pertinent ideas from the theoretical framework.

Keywords: new media advertising; social media advertising; consumer views; purchase behavior; confirmatory factor analysis

1. Introduction

As the technical capabilities of humanity continue to grow, one of the most notable aspects of this progression is the rapid pace at which new inventions and revolutionary items are presented, and then replaced by even more superior versions of these things (Abayi and Khoshtinat, 2016). In this particular investigation, the phrase internet refers to a collection of digital channels that include email, Facebook, Twitter, Instagram, and YouTube (Akayleh, 2021). Following the arrival of the internet, there has been a small decrease in the relevance of traditional media, and this trend is expected to continue in the future. There has been a change in the globe as a result of the introduction of the internet service (Budiawan et al., 2017) Social networking, as well as the fields of money, information, gaming, and business, were all dramatically altered as a result of this. The manner in which people connect with one another has been altered as a result of the use of the internet (Dehghani and Tumer, 2015). The advent of the internet has reduced the size of the world to that of a tiny hamlet. In this day and age, video conferencing, a variety of software, and social media have been deeply interwoven in the lives of every single person. It is now possible for

individuals to interact with a community or group as a result of the growth of social media (Nicolaas, 2016). The term "social media" refers to a platform of the internet that allows a large number of people from different parts of the globe to interact with one another and converse simultaneously (Jain et al., 2018). The internet has led to changes in how individuals interact with one another, do business, and communicate. Today's youth have grown to the point where they feel at ease using the internet. In this day and age, the concept of a planet that does not have internet access is inconceivable Braojos-Gomez (Braojos-Gomez et al., 2015). Face-to-face communication is losing ground to virtual social networking as the primary means of interaction. The major mode of communication is (Alalwan et al. 2016). The process of exchanging information, material, ideas, and other forms of content via the use of electronic communication is what social media is all about. On the other hand, social networking refers to the process of exchanging interests with other individuals or organizations that are shared by both parties (Lin and Kim, 2016). Particularly in recent times, the component of communication that has been altered by the phenomena of social media has been the one that has gotten the most attention (Kamboj et al., 2018). Facebook, Twitter, Myspace, LinkedIn, and YouTube are just a few examples of successful multimedia programs that provide users with a central focus.

Problem statement

The increasing influence of advertising communication in new media raises critical concerns about its impact on consumer culture. As traditional advertising methods evolve to encompass digital platforms, questions arise about how these changes shape consumer behavior, societal values, and the formation of cultural norms. This study aims to investigate the nuanced dynamics between advertising in new media and its effects on consumer culture. By examining these interactions, the research seeks to uncover the underlying mechanisms through which advertising in new media both reflects and shapes contemporary consumer behaviors, identities, and societal values, thus addressing the complex interplay between media, advertising, and consumer culture. To address the impact of advertising in new media on consumer culture, this study will employ rigorous methods like quantitative surveys and content analysis. It will integrate multidisciplinary perspectives, consider ethical implications, and explore longitudinal or comparative approaches to uncover how digital advertising shapes contemporary consumer behaviors and societal values.

Objectives of the paper.

The following are the aims of the research:

1) For the purpose of studying customer purchasing habits.
2) To examine if consumers' purchasing decisions are influenced by ads in new media.

Contribution of the study.

- The relationship explores how advertising communication in various media influences the formation of consumer culture, shaping behaviors, values, and societal norms in contemporary contexts.
- Developed a Likert scale questionnaire to collect information from 359 respondents, making sure the questions were acceptable and clear.

- This provides valuable insights for advertisers to enhance their social media strategies based on consumer perceptions and behavior. Links findings to relevant theoretical frameworks, advancing understanding of consumer behavior in the context of new media advertising.

The rest of the paper was arranged and added to the related works in Section 2. Section 3 included a thorough methodology. Section 4 presents an outcome analysis and discussion, and Section 5 provides the conclusion.

2. Review of the literature

2.1. Consumer perception

Internet marketing allows for a direct connection between the vendor and the buyer, which is a notion that is unique from that of other marketing platforms that have been used in the past (Lim and Yeo, 2018). The area of online commerce interactions between customers and sellers that is seeing the most rapid growth is the marketing of companies on the Internet. Besides helping people buy and providing them with information about new products and brands anytime they want to, social media gives customers access to information in a simple and instantaneous manner (Kumar et al., 2020).

Numerous studies have examined the advantages of social media use for a business in terms of how customers perceive (Chukwu et al., 2019). These findings provide more evidence that the use of social media would not only help them join this industry but will also assist them in gaining a stronger grasp. In addition, the views of consumers may vary from what might be predicted by marketers, therefore, it's possible that brand participation on social media isn't as high as previously believed (Zaheer et al., 2022). The proliferation of social media has provided marketers with a new channel via which they can communicate with clients, which has resulted in an increase in the amount of money allocated to social media websites by businesses. Nevertheless, validating this idea is a little bit of a challenge.

Customers are the cornerstone upon which marketing strategies are built in today's current company environment. In order to cope with the quick technical changes and unexpected adjustments in competitive markets, advertising has been recognized as a popular management tool (Kelmendi et al., 2024). This is because it allows businesses to deal with both of these conditions. The only important path that marketers have used for a considerable amount of time has been traditional advertising. In today's world, new media has taken on the role of an essential medium for markets to use in order to promote their goods. Every aspect of communication and the channel through which information is disseminated has been altered as a result of the remarkable growth of social media. As a result of the development of social media, a new environment has emerged, and new methods of communicating with individuals have emerged (Saxena and Ahmad, 2020). There is a tremendous chance to engage with the billions of people who use social media platforms like Facebook, Twitter, Snapchat, and Instagram on a daily basis utilizing these platforms. As a consequence of this, businesses all around the globe have started to contemplate the ways in which using these platforms may assist them in cultivating successful marketing interactions

with clients and attracting new customers. A number of social science disciplines, including sociology, economics, anthropology, and psychology, were used in the research project that was conducted on consumer purchasing behavior, as stated by Khare (2014). The behavior of consumers has long been a topic that marketers have been quite interested in "A marketer may have a better understanding of how customers think, feel, and pick from alternatives such as goods, brands, and other similar options by gaining knowledge about consumer behavior and attitudes (Keikha et al., 2020). Additionally, the marketer can gain insight into the ways in which salespeople, family, reference groups, the environment, and other stakeholders affect customers. Customers' views, hobbies, motives, and decisions regarding their behavior in the market while making a purchase are said to encompass the entirety of their consumer purchasing behavior."

2.2. Advertisement perception

The utilization of social media is gaining popularity as a result of the fact that companies are using a variety of platforms in order to boost the level of customer interaction both online and offline. A total of thirteen percent of all advertising expenditures worldwide are allocated to social media, making it the third-largest advertising channel (Bhatt and Jain 2023). The experiences that people have with social media are particularly significant because they contribute to the formation of people's perspectives on the purchase of virtual products and offer them hedonic feelings. In addition to boosting product sales via the delivery of a persuasive message, advertising on social media platforms has the potential to increase brand awareness through the use of network connections (Mazid, 2020). Due to the fact that marketers utilize social media platforms to draw attention, engagement, and action both online and offline, it is essential to have a solid understanding of how effective social media advertising is.

The fact that marketers seek to employ ads in order to enhance the amount of time that people spend using their top-of-mind memory is the reason why this is significant. There is less room for debate on the significance of advertising as a component of marketing strategy, especially in contexts where businesses are interacting with consumers (Solomon, 2022). It is evident from the data that the field of online buying is seeing a tremendous increase at the present time. "At the same time as this new sector of shopping is becoming more widespread, marketers are becoming more interested in discovering the variables that encourage consumers to make purchases online. A greater amount of thought and analysis is required in order to choose an advertising appeal, which is how marketers attempt to enhance the efficacy of their message. When it comes to evaluating advertising, viewers have the option of using either cognitive or emotional evaluation strategies (Patil and Chordiya, 2020). This powerful social media platform has, in reality, given every company in the globe an incredible opportunity to promote their products through perception, exposure, and attention; to form viewpoints; and to cultivate ideals."

2.3. Social media advertisement

To be successful in reaching the customer demographic that is being targeted in

this digital age, the product marketing strategy of the organization has to be more imaginative and effective. The use of social media has seen a significant surge in popularity in recent years. User-driven online technologies, such as blogs, social networks, and websites that allow users to share material, have grown more widespread over the course of the last decade (Mahmut et al., 2022). The term social media refers to the developments in technology that have facilitated the creation of worldwide communities, the expansion of user-generated content, and the sharing of user. Many academics have been studying the impact of social media on consumer behavior in recent years, but these studies have not always focused on the hypothesis that social media impacts consumer behavior (Hunelegn, 2019).

The primary purpose of the research is to investigate the connection between social networks and the plans that customers have to make purchases. Specifically, the aim of this study is to examine, from the viewpoint of the consumer, how social media use affects their decision to make a purchase (Wardhani and Alif, 2019). Another area of research is how advertising affects Indian consumers' decisions on social media sites. (Shareef et al., 2019) investigated the relationship between advertising value and consumer perceptions towards advertisements. It recognizes source degradation in believability to produce a positive mindset and advertising value. Aspirational reference groups, marketers themselves, and associative reference groups were the three sources that were consulted. Value growth and attitude differ significantly, according to the results. (Weismueller et al., 2020) examined advertising transparency and source trustworthiness as it investigates the effect of social media influencer endorsements on purchase intention. The findings indicate that beauty, reliability, and competence are strongly influenced by advertisement disclosure and that these factors affect consumers' intentions to make a purchase. The study also emphasizes how followers affect these variables.

2.4. Theoretical implications

Theories of Consumer Behavior Several theories of consumer behavior have benefited from research on the effects of new media advertising on consumers' purchasing habits. To comprehend the impact of new media ads on customers' attitudes, intentions, and real purchasing behavior, one might use theories like the Elaboration Likelihood Model, Theory of Planned Behavior, and Theory of Reasoned Action.

Data Processing: Ads in new media provide buyers with a plethora of product and service details. Consumers' mental processes and the informational weight of new media ads may be better understood by using theoretical frameworks such as Cognitive Response Theory and Information Processing Theory.

Theories of Social Influence: Social Identity Theory, Social Cognitive Theory, and Reference Group Theory are some of the social influence frameworks that may be used to analyze the impact of new media advertising.

3. Material and method

3.1. Dataset

The research was completed with a total sample size of 359, and the individuals who participated in the survey were users of social media. To gather primary data on the advertising exposure of the altered version of an advertisement, the study uses a self-administered questionnaire. The research population comprises social media users, whereas the sample comprises individuals between the ages of 18 and 45 in social media purchases.

3.2. Selection criteria

A crucial aspect of this investigation is the selection criteria. Inclusion and the following are a list of exclusion criteria.

3.2.1. Inclusion criteria

Participants involved with social media advertising who are between the ages of 18 and 45, actively use social media, and speak the questionnaire language well. For the data to be relevant to the research's focus on consumer behavior, they had to have filled out the questionnaire with accurate responses.

3.2.2. Exclusion criteria

Exclusion criteria include not using social media, being older than the given age range, and not speaking the language of the questionnaire well. Furthermore, the study's validity will not be compromised by including individuals whose questionnaires are incomplete, lacking data, or who exhibit hurried or biased replies.

3.3. Conceptual framework

This conceptual framework provides an illustration of the link between ads in new media and the influence such commercials have on the purchasing behavior of consumers. Along with emphasizing the moderating effects of privacy concerns and technology adoption, it also emphasizes the moderating factors of communication, social effect, personalization, and data availability. The end result is shown in the many components of consumer purchasing behavior, which are changed by the effect of advertising that is distributed via new methods of communication. **Figure 1** shows the computational model for the design of questionnaires.
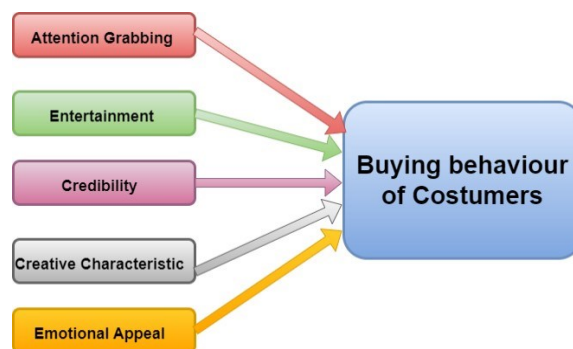

Figure 1. A computer model for creating surveys.

3.3.1. Advertisement in new media is an independent variable

- Digital platforms include electronic media like social media, smartphone apps, search engines, internet videos, and so forth.
- Interactivity, personalization, user-generated content, targeted advertising, and rapid feedback are all features that enhance the user experience.

3.3.2. Dependent variable: Buying behavior

- The choices, preferences, and actions of consumers are discussed.
- Buying on impulse, looking for convenience, making decisions based on information, and relying on evaluations from other customers.

3.3.3. Mediating variables

1) Information Accessibility:
   - Access to information about products and services via digital mediums.
   - The impact on customers' understanding, familiarity, and evaluation of products and services.
2) Social Influence:
   - The power of celebrities on the internet, user-made videos, and word-of-mouth recommendations.
   - Impact on how people feel about, think about and trust promoted goods and services.
3) Personalization:
   - Personalized advertising that takes into account the demographics, interests, and actions of the target audience.
   - Effects on the usefulness, interest, and estimation of products and services by target audiences.
4) Interactivity
   - Advertising in new media with interactive elements (surveys, clickable links, etc.).
   - Effect on customer participation, involvement, and loyalty to the brand.

3.4. Method used and complete experimental setup

3.4.1. Selected variables

There is a single dependent variable and five independent ones in this research. Customer Purchasing Patterns as a Dependent Variable.

Criteria for Independence: Entertainingness, Trustworthiness, Captivating Audience Attention, and Originality Typical Appeal to Emotions. The conceptual model has also provided this information.

3.4.2. Entertainment factor

Table 1 shows the construct breakdown by number of items. It is possible for advertisements to be more appealing and convincing if they have elements of positive entertainment, such as musical and visual visuals that are uplifting and humorous. The enjoyable elements of a commercial, such as its colors, sounds, music, or pictures, often bring a rise in the degree to which I am involved with the advertisement. The amusing elements of advertising play a role in determining whether or not I will

purchase the product or service that is being offered. Furthermore, studies have been done to examine how amusement influences secondary metrics of advertising success, including attention from viewers. There is a widespread belief that the added value of ads on social media platforms is significantly influenced by the presence of both education and amusement. If a customer finds an advertisement attractive, the commercial might be deemed entertaining if it gives the viewers a satisfying sensory experience and lifts their spirits.

Table 1. Construct breakdown by number of items.

Construct	No of Items
Credibility	04
Attention Grabbing	06
Entertainment factor	05
Creativity Characteristic	09
Emotional Appeal	05

3.4.3. Credibility

The establishment of trustworthiness is the foundation for successful advertising. The credibility of the advertising is one of the most important criteria and signs that consumers take into consideration when creating their views about the advertisement's origin and content. Advertising is unable to achieve the objectives that have been set for it if it does not have credibility, which is an indisputable reality. In the context of advertising literature, the term "credibility" refers to the extent to which customers have faith in the truthfulness and appropriateness of the advertiser's message. Customers believe that the degree of credibility or trustworthiness of the channel in which advertising appears affects their judgments of the accuracy of the information offered in such commercials.

3.4.4. Attention grabbing

It will be impossible for an advertisement to differentiate itself from the other commercials on the market and attract clients if it is similar to the majority of other advertisements. Furthermore, studies investigating the impact of entertainment on secondary metrics of advertising effectiveness have been carried out, such as the ability to capture the attention of viewers. As a result of the use of content-coding, it is challenging for judges to evaluate unique entertainment in a manner that is distinct for many different clients. There is a difference in the way that we judge entertainment. We employ a behavioral measure that captures weak or more prominent smiling reactions that are triggered when entertainment such as humor, vivid imagery, cheery music, or amusing tales are provided. This is something that we do rather than relying just on self-reported emotions. After that, we'll investigate and make assumptions about the many functions that entertainment performs at two crucial stages of a customer's purchase funnel. In spite of the fact that the company may be requesting the attention of consumers, interactive online commercials provide viewers greater control over the amount of them that they see. Because of this, companies should develop advertising that is interesting and engaging, such as blogs and rich media, in order to attract prospective clients and urge them to buy the products or services that

they provide.

3.4.5. Creativity characteristic

The use of an innovative advertising idea is considered to be advantageous in order to comprehend the requirements that consumers have for a certain product. Since advertising enables the capacity to inform, convince, recall, and improve a product's values, it constantly employs creativity. This is why creativity is utilized. It is possible to differentiate oneself from the omnipresent mass-produced advertising by producing a commercial that is both original and rare. To add insult to injury, an effective commercial is one that not only captures people's attention but also stays in their thoughts and motivates them to make a purchase. According to a number of studies, "effective commercials can improve consumers' attitude towards brands by showcasing their creativity and supporters' credibility as key influencing factors." These studies argue that creative advertising has an influence on customers' intentions to make purchases. When it comes to cutting through the noise, entertainment is especially effective when the marketing is intelligent. In accordance with the findings of the research, ads that are distinctive and forward-thinking get greater attention.

3.4.6. Emotional appeal

It has been shown that messages that appeal to people's emotions are more effective than those that do not in persuading individuals who lack motivation or the capacity to process information. Studies have indicated that emotional appeal in commercials increases the likelihood of word-of-mouth recommendations and online shares compared to non-emotional advertisements. It has been established that consumers are more likely to be swayed by a message that is communicated by a person with whom they can empathize or with whom they have a connection.

3.5. Methodology used

A questionnaire was developed as a consequence of a comprehensive examination of the research that had been published in the past. The questionnaire was used in the process of conducting the survey. The research was completed with a total sample size of 359, and the individuals who participated in the survey were users of social media. Use of SPSS was used in order to carry out exploratory factor analysis. We used Structural Equation Modelling in order to conduct the evaluation of the structures.

3.6. Questionnaire design

The questionnaire was created utilizing the information discovered via reading through the body of current literature and the results of other studies on the subject. When it came to arriving at the final language of "the questionnaire, the suggestions that were made by colleagues were really useful and contributed to the procedure. There are two sections to the questionnaire into two sections: the first part asks general questions about the respondent's age, gender, income, and certifications; the second part focuses on more detailed questions about the elements, such as the aspects of enjoyment, conviction, interest, and comprehension of the purchase. There are two sections to the questionnaire. The elements in the questionnaire that were suitably constructed were assessed with the use of a Likert scale that included five rating points."

This scale has five possible scores: one represents significant disagreement, two suggest disagreement, three demonstrate neutrality, four indicate agreement, and five indicate great agreement.

3.7. Demographic data

Table 2. Demographic data.

Category	Age Group	Number of Samples	Percentage (%)
Age	18–21	55	15.32
	22–25	60	16.71
	26–29	70	19.50
	30–33	65	18.11
	34–37	50	13.93
	37–40	35	9.75
	41–45	24	6.68
Gender	Female	146	40.67
	Male	213	59.33
Education	Bachelor Degree	144	40.11
	High School	72	20.06
	Master Degree	108	30.08
	Other	35	9.75
Social media user's way of life	Business	108	36.0
	Student	50	16.7
	Housewife	52	17.3
	Employed	90	30.0
Location	Urban	108	30.08
	Suburban	72	20.06
	Rural	144	40.11
	Another	35	9.75
Occupation	Marketing Manager	50	13.9
	Advertising Executive	70	19.5
	Social Media Strategist	60	16.7
	Market Research Analyst	45	12.5
	Media Planner	44	12.3
	Digital Marketing Specialist	90	25.1

Table 2 displays the demographic information. The information provided classifies responders according to their age, gender, level of education, living style, and occupation. There is variation in the involvement of age groups ranging from 18–21 to 41–45, with the 26–29 age groups showing the greatest presence at 19.50%. Males are higher (59.33%) than females (40.67%) in the sample. The representation of bachelor's, master's, and high school degrees is balanced at 40.11%, 30.08%, and 20.06%, respectively. The living styles of housewives, working adults, students, and those in business-related positions are evenly dispersed, ranging from 16.7% to 36%.

Similar distribution patterns can be seen in rural, suburban, urban areas, and another. Diverse occupational profiles within the sample are reflected in the various percentages of positions such as Digital Marketing Specialist, Advertising Executive, and Marketing Manager.

3.8. Statistical analysis

The mean and standard deviation coefficient values were computed with the help of SPSS 11.6 for Windows, the Statistical Package for the Social Sciences. An ANOVA was used for all of the analyses. The significance level (often denoted as α) typically ranges between 0.01 and 0.05.

4. Result and discussion

In this study we discover the results in this section.

There are a total of 28 variables included in the questionnaires that were used for the study, and each of these variables has a Cronbach alpha value of 68%, as shown by the data in the table that is located above. "This implies that the data set is suitable for the research project being carried out. With a Cronbach's alpha score of 0.68, it can be deduced that the degree of homogeneity of the scale's elements is somewhat central to the spectrum. **Table 3** shows the reliability measure. Even if there is a correlation between the items, it's possible that they contribute to assessing the concept in different ways or with different versions. This is due to the possibility of variations or differences implied by the items' somewhat connectedness. One possibility is that the scale is not measuring a single, unified concept but rather a number of different aspects or characteristics of the construct." This is something to think about. The Cronbach's coefficient alpha score of 0.68 indicates that the scale's items have a reasonable level of internal consistency. In addition, although this value is within a range that is suitable for many different applications, the scale's dependability may be strengthened. Further development is possible. It is possible that more study on the components of the measuring instrument will be required in order to increase its accuracy. Additionally, it may be essential to consider making specific alterations. **Table 4** shows the demographic details of respondents.

Table 3. Reliability measure.

Chronbach Alpha	No. of variables
0.68	28

Table 4. Respondents' demographic details.

Descriptive Statistics						
	N	Maximum	Minimum	Mean	Std. Deviation	Sum
Gender	359	1	0	62	485	223
Area of residence	359	2	0	1.36	591	487
Age	359	3	0	2.23	1048	799
Education Level	359	4	0	3.18	993	1137
Profession	359	7	0	2.43	1963	870
Valid N (listwise)	359					

Data is gathered via a questionnaire and then coded using various point Likert scales.

Table 5 shows the model summary. There are eight categories for the vocations: 1 student, 2 homemaker, 3 independent contractor, 4 business, 5 professional, 6 independent contractor, and 7 retired, and 8 others.

Table 5. Model summary.

Model	R	R-Square	Adjusted R-Square	Std. Error of the Estimate	Durbin-Watson
1	0.238*	0.057	0.032	0.726	1.966

The correlation coefficient of 0.057 and correlation coefficient of 0.238 between the variables are shown in the table. The model fits hence.

1) Predictors:

Have you had a preconceived notion (whether favorable or unfavorable) of a product or one before you actually purchased or consumed it? the hues may be found in the online version. 21. The substance of advertisements on social media platforms is engaging. 13. If I have faith in the medium in which an advertisement is presented, I am more inclined to pay attention to the substance of the advertisement. 3. I am really impacted by advertisements that are controversial. 10. When I am evaluating whether or not to purchase a product, it is helpful for me to have enough information about the product or items in an advertisement. 18. When I have low drive or limited capacity to rationally digest a message, I am more likely to be susceptible to being persuaded by an advertisement that is emotionally attractive. 7. If an advertisement creative stands out from its rivals, its creativity should be considered. 4. Advertisements that feature information about the behaviors of peers (such as social signals such as facial expressions, body language, and so on) make the advertisement more interesting to me. 11. I find that advertisements that are creative are able to pique my interest in the things that are being listed. **Table 6** shows the ANOVA.

Table 6. ANOVA.

	Model	Sum of Squares	df	Mean Square	F	Sig.
	Regression	10.899	9	1.211	2.298	0.016[b]
1	Residual	183.413	348	0.527		
	Total	194.312	357			

Dependent Variable:

The average daily duration of amount of time on social media the total of the squares yields a value of 10.899 for nine degrees of freedom. Therefore, the p-value, often known as the significance level, is 0.016, which is lower than 0.05. Because of this, the null hypothesis may be disregarded, and it is reasonable to infer that ads in the media have an effect on consumers' purchasing decisions.

2) Predictors:

Table 7 shows the influence of daily social media usage on advertising perception factors. (constant) 28. Before you actually bought or used a thing, have you ever formed an opinion positive or negative about it? (The online version has the color

scheme). 22. Social networking platform advertising has thought-provoking content. If I believe the platform promoting advertising is reliable, I am more inclined to pay attention to its content. 3. Controversial advertisements have a lasting impression 10. When advertising provides enough information about goods and services, it usually helps me decide whether or not to invest in the product or service. 18. When I am not very motivated or have trouble processing information cognitively, emotionally engaging advertising has a greater chance of persuading. 6. If a commercial is different from what its rivals are doing, consider it creative. 4. Commercials that include details about how peers behave (i.e., because I find the advertisement more enticing when I observe social cues like body language and facial expression. 11. Creative advertisements have the power to pique my interest in the products being advertised.

Table 7. Influence of daily social media usage on advertising perception factors.

		Unstandardized Coefficients		Typical Coefficients	t	Sig.	B's Confidence Interval of 95.0%	
		B	Std. Error	Beta			Lower Bound (LB)	Upper Bound (UB)
	(stable)	0.145	0.315		0.460	0.646	−0.474	0.764
	3. Ads that are controversial have an effect on me that lasts for a long time	0.119	0.040	0.167	2.961	0.003	0.040	0.198
	4. Advertisements, in my opinion, tend to be more alluring when they feature details about peer behaviors, such as body language and facial expressions.	0.039	0.042	0.054	0.937	0.039	−0.043	0.121
	7. If a commercial distinguishes itself from its rivals, consider it creative.	0.042	0.048	−0.049	−0.872	0.0384	−0.137	0.053
	10. Adequate information regarding products and services in an advertisement frequently assists me in the evaluation process of purchasing the product.	0.013	0.054	0.014	0.241	0.809	−0.093	0.119
	11. Ads that are creative are able to stimulate greater interest in me about the things that are being featured.	−0.005	0.055	−0.006	−0.096	0.923	−0.114	0.103
1	13. If I believe in the platform where an advertisement is placed, I'm more inclined to pay attention to its content.	0.039	0.041	−0.053	−0.956	0.0340	−0.119	0.041
	18. An emotionally appealing advertisement is more efficient in persuading me when I'm not feeling motivated or have trouble thinking through a message.	0.013	0.046	0.016	0.281	0.779	−0.077	0.103
	21. The substance of advertisements on social media platforms is thought-provoking. If I believe the platform promoting advertising is reliable, I am more inclined to pay attention to its content.	0.097	0.047	0.112	2.050	0.041	0.004	0.189
	28. Have you ever developed a prejudgment (good or negative) against a product or one before you actually purchased or consumed it? (the colors may be found in the online version).	0.029	0.047	0.035	0.624	0.0433	−0.063	0.122

Independent Variable: mean daily time spent on social media

The data in the table above shows a significant relationship across the median quantity of time spent on social media and (level = 95%, *b* = 0.119, *p* = 0.003) suggests that controversial advertisements have a big influence on me and have an effect that lasts for a long time."

Table 8 shows the residuals statistics. Additionally, a significant factor is the data in the table above shows a significant relationship across the median quantity of time spent on social media and on Advertisements that feature information about significant peer behaviors (such as facial expressions, body language, and other social indicators) make the advertisement more interesting to me. If I have faith in the platform promoting advertising, I'm more likely to give its content more consideration. If an advertisement is innovative, it should be able to differentiate itself from its rivals. The substance of advertisements on social media platforms is engaging Is it possible that you have already made a prejudgment (good or unfavorable) of a product or 1 before you actually purchase or consume it? With (*p* = {0.03, 0.04, 0.04, 0.04}, b = {0.039, 0.042, 0.097, 0.029}, and threshold of significance = 95%), additional colors have a significant influence. For more information on these colors, please refer to the online edition. **Figure 2** shows the typical daily social media time spent.

Table 8. Residuals statistics.

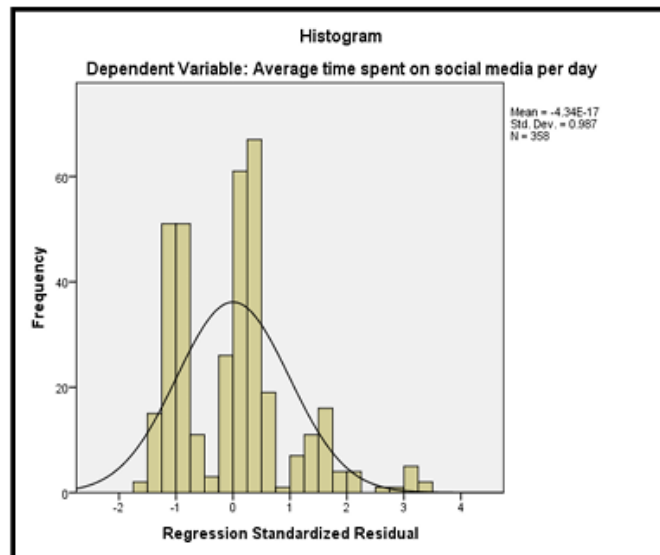|	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	0.24	1.38	0.80	0.175	358
Residual	−1.167	2.520	0.000	0.717	358
Std. Predicted Value	−3.226	3.274	0.000	1.000	358
Std. Residual	−1.608	3.471	0.000	0.987	358

Figure 2. Typical daily social media time spent.

We can see that our data set follows a normal distribution in the table and the figures. All things considered, the dependent and independent variables in question fall within the typical normal variate condition. That proves the study's main data set is usable. Observations' frequency or count within various time periods or bins is

shown in the histogram. By representing a variety of typical social media usage times, the elevation of the bar shows how many people fit into each bin. You may use it to learn how concentrated data is at certain intervals. The second graph shows important patterns in the data together with the average or median amount of time spent on social media. **Figure 3** shows the customer average social media time regression graph. A conspicuous average time spent is shown by a histogram with a single peak or mode. The median and mean should be very close to one another if the distribution is symmetrical.
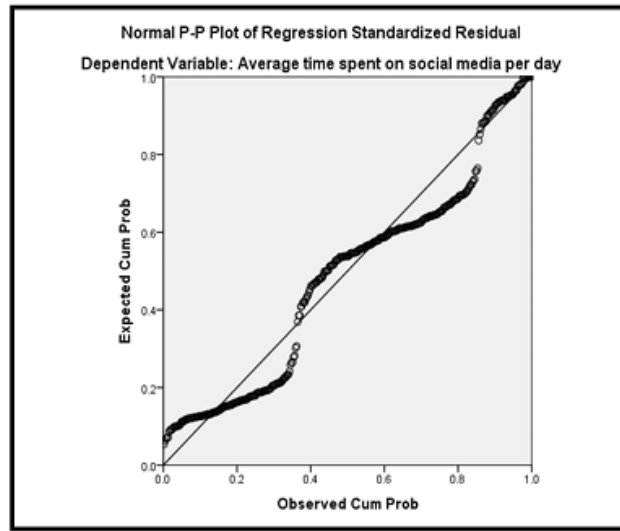

Figure 3. Customer average social media time regression graph.

5. Conclusion & findings

Examining the role of new media ads in influencing consumers' buying choices is the driving force behind this research. The study's findings provide credence to the idea that, with a plethora of alternatives, With the ability to view consumer feedback and comments, and with simple access to product data, users can be better positioned to maximize the satisfaction they derive from using the product.

Advertisements in new media have a significant impact on consumers' happiness with their purchases, which in turn increases the probability that they will make a purchase. This is in line with the results of a previous study in the same area and lends credence to Hypothesis H1, proving that the attention-grabbing aspect of advertising in new media has a significant positive impact on consumer purchase decisions.

Second, the entertainment value of media ads has a strong and positive effect on consumer behavior and preferences, according to both recent and old studies. Most respondents said they are likely to buy something after seeing an ad for it on a new media platform. Consumers' choice of internet sources when acquiring items is greatly influenced by the entertaining nature of new media advertising.

Lastly, the fact that Creative Ads have a p-value less than 0.001 proves conclusively that there is a robust and substantial correlation between the credibility element in advertisements and the purchasing behavior of consumers. The research supports Hypothesis H3, which states that customers are swayed by the believability aspect of new media ads when making purchasing choices. It stands out when

considering the effect of Creative Ads.

Research lends credence to H4 by indicating that creative advertising in new media positively affects consumer spending habits, highlighting the significance of fresh, interesting material in influencing customer choices. It is generally agreed upon that the creative aspect of new media advertising may influence customer purchasing behavior positively, according to research on new advertising and consumer behavior. Successful ads know how to grab people's attention, make them feel something, and ultimately change their minds about what to buy.

Finally, when Regarding H5, which is based on research on consumer behavior, it is widely acknowledged that social media advertising campaigns that appeal to consumers' emotions may positively impact their purchasing behavior. An effective way to engage customers and create a relationship with the brand or product is via emotional appeals, which include telling tales that people can relate to or appealing to strong emotions like joy, enthusiasm, or empathy. Brand preference, trust, and, eventually, purchasing choices may all rise as a result of this bond. Future studies on consumer culture are impacted by advertising communication in the context of new media should look at interactive technology, personalized content tactics, and developing digital platforms. This will improve knowledge about how consumers behave, how cultures are changing, and how advertising influences contemporary purchasing habits.

Conflict of interest: The authors declare no conflict of interest.

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