



New Media Advertisement and its Impact on Buying Behaviour and Purchase Decision

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ABSTRACT

The goal of this study was to investigate and evaluate the elements influencing consumers' perceptions of social media advertising. The study looks into the new media advertisement and its impacts on buying behaviour of customers. Confirmatory factor analysis has been used to evaluate the validity and reliability of the measures. Furthermore, Simple random sampling is used in the quantitative research methodology. Data was collected through questionnaire distributed among new media users. The properly framed questions in questionnaire was measured using a 5-point Likert scale. Total 359 sample size is used. Five factors like attention grabbing, entertainment, credibility, creative character traits, and emotional appeal have been used to assess the purchasing behaviour of new media consumers. The purpose of this research paper is to examine the influence of new media advertisement and its effect on their purchasing decision making process. The study findings indicate that new media advertisements have the most significant influence on buying behavior of alternatives within the purchase decision-making process. By aligning these findings with relevant theories from the theoretical framework, the author intends to offer valuable insights to the new media advertisement.

Keywords: Consumer Buying Behaviour, Consumer Purchase, Decision- making, Media Advertisement, New Media Advertisement

1. Introduction

As mankind continuously advances technologically, a major feature of this progress is the fast rate at which new innovations and innovative products are introduced and replaced by even better ones (Werthner H. et al., 2022). The term "internet" in this study includes digital platforms like Facebook, Twitter, Instagram, YouTube, and email (Ducoffe, 1996; Gilaninia et al., 2013; Mishra et al., 2017; Trivedi, 2017a). Since the invention of the internet, traditional media has regressed a bit and is only becoming more and more obsolete (Yogesh K. et al 2021). The world has undergone a transformation due to the advent of the internet facility. It revolutionised the areas of social networking as well as finance, knowledge, games, and business. (Ramjan Sama 2023) Internet usage has had an impact on how individuals communicate with one another (Veronija Nolcheska 2017). The globe has shrunk to a small village because to the internet. In the

modern era, video conferencing, various software, and social media have ingrained themselves into everyone's lives. Due to the development of social media, people can now communicate with a community or group. (Minam Yomso 2021) Social media is a platform where numerous users from all over the world may engage and communicate at the same time via the internet. Internet has altered how people communicate, conduct business, and socialise (Mahsa Abayi, 2016). The younger generation of today has become accustomed to using the internet. The idea of a world without the internet is unthinkable to this age (Chukwu B.A. 2019). Face-to-face communication is being replaced by social networking on a virtual platform as the primary form of communication (Qian He 2018). Social media is concerned with the electronic communication-based exchange of information, material, ideas, etc. Social networking, on the other hand, relates to the sharing of mutual interests with people or

groups (Raghava et al., 2015). The aspect of communication that has received the most attention recently is the one affected by the social media phenomenon. Multimedia programmes that focus on users, like Facebook, Twitter, MySpace, LinkedIn, and YouTube, are thriving (Bond Camilla et al. 2010).

2. Literature Review-

2.1. Consumer perception

The concept of internet marketing is distinct from that of previous marketing platforms, and it encourages direct communication between the seller and the customer. The fastest-growing area of today's online commerce interactions between buyers and sellers is company internet marketing (Shanthi et al., 2015). Social media provides consumers with convenient, instant access to information (Mangold et al., 2009), assisting people in making purchases and providing information about new brands and items when and when they want (Powers et al., 2012).

Although number of studies that have been published discuss the benefits of using social media for a company in customer's perception. These studies further advocate that the social media will aid them in getting a better grip over customers as they enter this market (Ashman et al., 2015; Kaplan et al., 2010). Additionally, consumer perceptions may differ from what marketers anticipate, and brand involvement on social media may not be as high as anticipated. Organizations have boosted their spending on social media sites because the growth of social media has given marketers a new channel for connecting with customers. Although, it is little difficult to validate this theory (Fayq Al Akayleh, 20121).

In the modern business world, consumer connection serves as the foundation for marketing strategies. In order to deal with the rapid technological developments and sudden shifts in competitive marketplaces, advertisement has been regarded as a popular management tool (Mahsa Abayi 2015). Traditional advertising has been the only significant route for marketers for many years. Nowadays, new media has become a crucial medium for markets to use to sell their products (Gilbert et al., 2009). The phenomenal proliferation of social media has changed the

very pattern of communication and medium of information dissemination (Veronija Nolcheska, 2017). Social media's evolution has formed a new environment and given rise to new ways to communicate with people. Social media sites like Facebook, Twitter, Snapchat, and Instagram present enormous opportunity to connect with the billions of users that use these sites every day (Fayq Al Akayleh, 2021). As a result, organisations all over the world have begun to consider how leveraging these platforms could help them attract consumers and develop profitable marketing relationships with those customers (Alalwan et al., 2016; Braojos et al., 2015; Kamboj et al., 2018; Lin et al., 2016; Bellur et al., 2015). According to Khare (2015), the study concerning consumer buying behavior drew upon social science discipline of psychology, anthropology, economics and sociology. Consumer behavior has been always of great interest to marketers. The knowledge of consumer behavior and attitudes helps the marketer in understanding how consumers think, feel and choose from alternatives like products, brands and the like and how consumers are influenced by their environment, the reference groups, salespeople, family and so on. Consumer buying behavior is regarded to be the sum of a customer's attitudes, preferences, intentions and decisions regarding the customer's behavior in the marketplace when buying a product or a service (Chang, Yan, & Eckman, 2014).

2.2. Advertisement perception

As businesses use various platforms to increase both online and offline client involvement, social media is becoming more and more popular (Alhabash S, 2015), (Alhabash S 2021). Social media represents 13% of all advertising expenditures globally and is the third-largest advertising medium (Gesenhues A. 2020). Social media experiences are very important since they shape people's attitudes towards buying virtual goods and provide hedonic sensations for individuals (Cha (2009). In addition to increasing product purchases by delivering persuading messaging, social media advertising may also spread brand knowledge by utilising network connections (Huang et al., 2013). Understanding the efficiency of social media advertising is crucial since advertisers use these platforms to attract attention, interaction,

and action both online and offline (Yousef M 2021).

The total cost of a product is divided down into its advertising charges, which account for 34% of the overall sum. This is significant because marketers want to employ advertisements to boost top-of-mind memory (Singh, 2012). Advertising is so essential to marketing strategy, especially in business-to-consumer contexts (Kotler, et al., 2009). Statistics show that the world of online buying is expanding rapidly. With this new area of buying, marketers are becoming more interested in finding out what drives people to shop online. (Inderpal Singh 2019). The selection of an advertising appeal demands more thought and evaluation through which marketers strive for improved communication efficacy (Ruiz S 2004). Viewers may process an advertising using cognitive or affective evaluation methods (Petty R.E. 1983). Actually, this robust social media platform has created an exemplary scope for any brand to advertise its product through exposure, attention and perception; to develop opinions; and to create values (Kim and Ko, 2010).

2.3. Social Media Advertisement

The company's product marketing strategy must be more innovative and successful in reaching the targeted consumer segment in the current digital era. (Triyono Adi Tristanto et.al). In recent years, social media has become quite popular. Over the past ten years, user-driven web technologies have become increasingly prevalent, including blogs, social networks, and media sharing websites. Social media refers to technologies that have enabled the growth of user-generated content, a global community, and consumer opinion publishing (Smith, 2009). Recently, a number of scholars have investigated how social media affects consumer behaviour, though typically not from the perspective of the decision-making process (Xie and Lee, 2015; Chu and Kim, 2011).

Investigating the link between social networks and customer purchasing intentions is the main objective of the study. In particular, this study looks at how social media use affects consumer buying or purchase decisions from the consumer's point of view. It also looks at how social media advertising affects consumer decisions in India.

Conceptual Framework: The conceptual framework illustrates the relationship between new media advertisements and their impact on consumer buying behaviour. It highlights the mediating variables of information accessibility, social influence, personalization, and interactivity, as well as the moderating variables of technology adoption and privacy concerns. The ultimate outcome is reflected in the various aspects of consumer buying behaviour, which are shaped by the influence of new media advertisements.

1. Independent Variable: New Media Advertisement

- Digital platforms such as social media, mobile applications, search engines, online videos, etc.
- Targeted advertising, interactivity, personalization, user-generated content, and instantaneous feedback.

2. Dependent Variable: Buying Behaviour

- Consumer purchasing decisions, preferences, and behaviours.
- Impulsive buying, convenience-seeking, informed decision-making, and reliance on user reviews.

3. Mediating Variables:

a) Information Accessibility:

- Availability of product/service information through digital platforms.
- Influence on consumer knowledge, awareness, and perception of offerings.

b) Social Influence:

- Impact of social media influencers, user-generated content, and peer recommendations.
- Influence on consumer attitudes, opinions, and trust towards advertised products/services.

c) Personalization:

- Tailoring of advertisements based on individual preferences, behaviours, and demographics.
- Influence on consumer relevance, engagement, and perceived value of offerings.

d) Interactivity:

- Interactive features in new media advertisements (clickable links, surveys, etc.).

- Influence on consumer engagement, involvement, and emotional connection with the brand.

Theoretical Implications

Consumer Behavior Theories: The study of new media advertisement and its impact on buying behavior contributes to various consumer behavior theories. Theories such as the Theory of Reasoned Action, Theory of Planned Behavior, and the Elaboration Likelihood Model can be applied to understand how new media advertisements influence consumers' attitudes, intentions, and actual purchase behavior.

Information Processing: New media advertisements provide consumers with abundant information about products and services. Theoretical frameworks like the Information Processing Theory and Cognitive Response Theory can be utilized to explore how consumers process and evaluate the information presented in new media advertisements, and how it influences their buying decisions.

Social Influence Theories: The role of social influence in new media advertising can be examined through theories such as Social Identity Theory, Reference Group Theory, and Social Cognitive Theory.

Objectives of the paper:

The objectives of the study are as follows-

- To analyse the consumer buying behaviour.
- To examine the effect of new media advertisement on consumer buying decision.

3. Method Used and Complete Experimental setup

3.1. Hypothesis

Social media advertisement offers free and convenient access to costumers in making purchasing decisions. It incorporates various factors such as attention grabbing, entertainment, credibility, creative characteristics, and emotional appeal.

H₁: Consumer's buying behaviour is positively influenced by attention grabbing factor of the new media advertising.

H₂: Consumer's buying behaviour is positively influenced by entertainment factor of the new media advertising.

H₃: Consumer's buying behaviour is positively influenced by credibility factor of the new media advertising.

H₄: Consumer's buying behaviour is positively influenced by the creative characteristic component in the new media advertising.

H₅: Consumer's buying behaviour is positively influenced by emotional appeal factor of the social media advertising campaign.

3.2. Conceptual Model

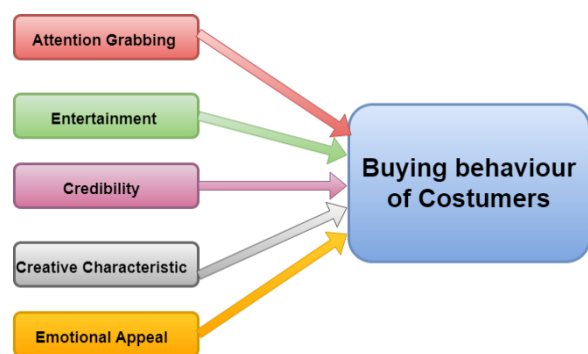


Figure 1. Computation model for the Questionnaire Design

3.3. Selected Variables

The study comprises of five independent variables and one dependent variable.

Dependent Variable- Buying behaviour of Costumers

Independent Variables- Entertainment factor, Credibility, Attention Grabbing, Creativity Characteristic Emotional Appeal. The same has been given in the conceptual model.

3.4. Scales used in the study

Construct	No of Items	Source
Entertainment factor	05	Qian He & Hongjian Qu (2018)
Credibility	04	Raafat Awad Mosa (2021)
Attention Grabbing	06	Sriram K V et al., (2021)
Creativity Characteristic	09	Sriram K V et al., (2021)
Emotional Appeal	05	Sriram K V et al., (2021)

3.5. Entertainment factor

The presence of positive entertainment (e.g., visual imagery, upbeat music, humor) can make advertisement more attractive and persuasive (Thales Teixeira 2013). My level of involvement with an advertisement is typically increased by its entertaining features like colour, noises, music, or visuals. My decision to buy the advertised good or service is influenced by an advertisement's entertaining qualities (Raktham et al., 2017). It has also been investigated how entertainment affects secondary metrics of ad success, such as grabbing viewers' attention (Woltman Elpers et al. 2003) It is believed that knowledge and entertainment have a strong positive impact on the added value of social media advertisements (Dehghani et al., 2015; Saxena et al., 2013). If a consumer considers an advertisement appealing, it gives them a sensory treat, and it makes them feel good, then it is said to be entertaining (Lim et al., 2017; Pollay et al., 1993).

3.6. Credibility

The first stage to successful advertising is credibility (Malkanthie M. et al., 2018). One of the key factors and indicators in forming consumer perceptions of the source and substance of the advertisement is its credibility (Y. Fern, et al., 2018), (S. Huq, et al., 2015). Without credibility, it is an irrefutable fact that advertising cannot accomplish the goals established for it (Malkanthie M et al., 2018). Credibility, in general, refers to a person's conviction in the accuracy and sincerity of information about a specific topic or situation (Indu R, et al., 2012), (Lim L. et al., 2019). The degree of confidence that consumers have in the veracity and propriety of the advertising message is what is meant by the advertising literature's credibility (G. Nicolaas 2016). Consumer perceptions of the legitimacy of the information presented in the advertisement are considered to be influenced by the degree of believability or trustworthiness of the commercial's medium (Moore et al., 2005).

3.7. Attention Grabbing

An advertisement that is comparable to the majority of other advertisements won't be able to stand out from the competition and draw customers in (Esubalew, Abebaw 2021). The impacts of entertainment on secondary indicators of advertisement effectiveness, such as grabbing viewers' attention, have also been

investigated (Woltman Elpers et al., 2003), It is difficult for judges to measure unique entertainment differently for various customers due to the use of content coding (Amandeep Singh Et. al., 2021). The way we evaluate entertainment is different. Instead of depending just on self-reported emotions, we use a behavioural measure that records faint or more pronounced smiling responses (such as grins, smiles, or laughter) evoked when entertainment including humour, vivid imagery, cheerful music, or entertaining stories is presented. Next, we discuss and speculate on the different roles that entertainment plays during two crucial stages of a consumer's purchase funnel (Hussain, H et al., 2020). Even though the business might ask for customers' attention, interactive web advertisements provide viewers more discretion over how much of them they see (Yomso, 2021). As a result, businesses should create engaging advertisements like blogs and rich media to draw in potential customers and encourage them to purchase their goods or services.

3.8. Creativity Characteristic

To understand the consumer needs for a particular product, a creative advertising concept is thought to be beneficial (Ramdan Budiawan 2017). Since creativity allows for the ability to inform, persuade, remind, and improve the values of a product, creativity is always used in advertising. A unique and uncommon commercial can set itself apart from the ubiquitous mass-produced advertisements. Additionally, a successful advertisement is one that attracts attention, sticks in people's minds, and prompts them to take a purchasing action (Schultz et al., 2000). Numerous studies arguing the impact of creative advertising on consumers' purchasing intentions that: "attitude toward brands can be improved through effective advertisements in which the creativity of advertisements and the credibility of endorsers are the two influencing factors" (Handoko, 2006). In particular, if the advertisement is clever, entertainment cuts through the cacophony. According to research, commercials that are unique and innovative attract more attention (Ang et al. 2007, Smith et al. 2007).

3.9. Emotional Appeal

It has been demonstrated that messages with emotional appeals are more effective at

persuading users who lack motivation or the ability to digest a message (Talih Akkaya et al., 2017). Ads having emotional appeal have also been shown to be more effective at spreading word of mouth and to be shared online than ads without such appeal (Alhabash et al., 2013; Jain et al., 2018). Consumers have been demonstrated to be more susceptible to being persuaded by a message conveyed by someone they can empathise with or feel a connection to (Belch and Belch, 2012).

3.10. Methodology Used

A detailed review of the previously published studies resulted in the development of a questionnaire. The survey was carried out using the questionnaire. 359 total sample size is used to complete the study and the respondents are social media users. To conduct exploratory factor analysis, SPSS was used. To evaluate the constructs, Structural Equation Modelling was used.

3.11. Questionnaire Design

Questionnaire was designed based on the literature review and previous study on the topic. Colleague's inputs were also very supportive to reach to the final draft of the questionnaire. The questionnaire is segregated into two parts; the first part basically deals with the very basic details of the respondents such as age, gender, income, qualification etc. and the second section deals with the specific questions on the variables like interest, awareness, conviction, purchase component, entertainment factors. The properly framed questions in questionnaire was measured using a 5-point Likert scale, with 1 representing strong disagreement, 2 representing disagreement, 3 representing neutrality, 4 representing agreement, and 5 representing strong agreement (Samuels, 2015).

3.12. Pilot Study

A pilot study has been conducted to verify the reliability and feasibility of the study. A questionnaire was designed with set of 30 questions and disseminated around 46 respondents through Google form. The statistical package SPSS is being used in this study to analyse the data. Reliability and validity tests were carried out for the pilot study. Cronbach's Alpha, KMO, and factor loading values have been determined.

4. Result and Discussion through Collected Data

Result and Discussion through Collected Data

Table: 4.1-Reliability Measure

Chronbach Alpha	No. of variables
0.67	28

The above table depicts that in questionnaire there are 28 variables for the study having the chronbach alpha value = 67%. This shows that the data set is fit for the study. A Cronbach's alpha of 0.67 suggests that the items in the scale have a moderate level of homogeneity. This means that while the items are correlated to some extent, there might be some variations or differences in how they contribute to measuring the construct. It's possible that the scale may be measuring different dimensions or aspects of the construct rather than a single cohesive concept. a Cronbach's alpha of 0.67 suggests moderate internal consistency among the items in the scale. While this value falls within an acceptable range for many applications, there is room for improvement to enhance the reliability of the scale. Further examination of the items and potential modifications may be warranted to strengthen the measurement instrument.

Table: 4.2- Demographic Detail of respondents

Descriptive Statistics						
	N	Minimum	Maximum	Sum	Mean	Std. Deviation
Gender	358	0	1	223	.62	.485
Area of residence	358	0	2	487	1.36	.591
Age	358	0	3	799	2.23	1.048
Education level	358	0	4	1137	3.18	.993
Profession	358	0	7	870	2.43	1.963
Valid N (listwise)	358					

The data is collected through questionnaire and coded in different point likert scales accordingly. The gender is classified into 2 point likert scale ranging from 0 to 1(0-Male, 1-Female, 2-Transgender).

The area of residence is coded in 3 point likert scale ranging from 0-3(0-Rural, 1-Semi-Urban, 2-Urban, 3-Metropolitan).

The age category is coded in 3 point likert scale ranging from 0-3(0-18-25 years, 1-25-35 years, 2-36-45 years, 3-46 above).

The education level is divided into 4 point likert scale ranging from 0-4(0-Primary education, 1-High school, 2-Diploma, 3-Undergraduate, 4-Postgraduate).

Table: 4.3- Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.237 ^a	.056	.032	.726	1.966

The professions are coded in 7 point likert scale ranging from 0-8(0-Student, 1-Service, 2-Business, 3-Professional, 4-Self-Employed, 5-House wife, 6-Retired, 7-Other).

From the table, it is seen that the co-efficient of determination is 0.056 and the correlation between the variables is 0.237. Therefore, the model is fit.

a. Predictors: (Constant), 28. Have you formed a pre-judgement (positive/negative) towards a product or 1 before actually buying/consuming it? (see online version for colours), 21. The content of social media ads is interesting, 13. I am likely to pay more attention to the content in an ad if I trust the platform it is advertised in, 3. Controversial ads have a lasting effect on Me., 10. Adequate information regarding products/1s in an ad often helps in my evaluation process of purchasing the product. 18. An emotionally appealing ad more effectively persuades me when I have little motivation or little ability to cognitively process a message. 7. Consider an ad creative if it stands out from its competitors. 4. Ads that include information about peer behaviors (i.e. as social cues like facial expression, body language, etc.) makes the ad more engaging to me., 11. Creative ads

manage to create more interest in me about the featured products.

Table: 4.4-ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.	
1	Regression	10.900	9	1.211	2.298	.016 ^b
	Residual	183.413	348	.527		
	Total	194.313	357			

a. Dependent Variable: Average time spent on social media per day
The value of the sum of the squares = 10.900 at 9 degree of freedom. The significance level or p-value is 0.016 which is less than 0.05. Therefore the null hypothesis can be rejected and can be

assumed that media advertisements have an impact on buying behaviour.

b. b. Predictors: (Constant), 28. Have you formed a pre-judgement (positive/negative) towards a product or 1 before actually buying/consuming it? (see online version for colours), 21. The content of social media ads is interesting, 13. I am likely to pay more attention to the content in an ad if I trust the platform it is advertised in, 3. Controversial ads have a lasting effect on me., 10. Adequate information regarding products/1s in an ad often helps in my evaluation process of purchasing the product., 18. An emotionally appealing ad more effectively persuades me when I have little motivation or little ability to cognitively process a message., 7. Consider an ad creative if it stands out from its competitors., 4. Ads that include information about peer behaviors (i.e. as social cues like facial expression, body language, etc.) makes the ad more engaging to me., 11. Creative ads manage to create more interest in me about the featured products.

Table: 4.5- Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B		
	B	Std. Error	Beta			Lower Bound	Upper Bound	
1	(Constant)	.145	.315		.460	.646	-.474	.764
	3. Controversial ads have a lasting effect on me.	.119	.040	.167	2.961	.003	.040	.198
	4. Ads that include information about peer behaviors (i.e. as social cues like facial expression, body language, etc.) makes the ad more engaging to me.	.039	.042	.054	.937	.039	-.043	.121
	7. Consider an ad creative if it stands out from its competitors.	.042	.048	-.049	-.872	.0384	-.137	.053
	10. Adequate information regarding products/1s in an ad often helps in my evaluation process of purchasing the product.	.013	.054	.014	.241	.809	-.093	.119
	11. Creative ads manage to create more interest in me about the featured products.	-.005	.055	-.006	-.096	.923	-.114	.103
	13. I am likely to pay more attention to the content in an ad if I trust the platform it is advertised in	.039	.041	-.053	-.956	.0340	-.119	.041
	18. An emotionally appealing ad more effectively persuades me when I have little motivation or little ability to cognitively process a message.	.013	.046	.016	.281	.779	-.077	.103
	21. The content of social media ads is interesting	.097	.047	.112	2.050	.041	.004	.189
	28. Have you formed a pre-judgement (positive/negative) towards a product or 1 before actually buying/consuming it? (see online version for colours)	.029	.047	.035	.624	.0433	-.063	.122
	a. Dependent Variable: Average time spent on social media per day							

The above table depicts that average time spent on social media has significant impact with Controversial ads have a lasting effect on me has significant impact with [b = .119, p-value = 0.003, level of significance = 95%].

Similarly average time spent on social media has significant impact with Ads that include information about peer behaviors (i.e. as social cues like facial expression, body language, etc.) makes the ad more engaging to me,

Consider an ad creative if it stands out from its competitors, I am likely to pay more attention to the content in an ad if I trust the platform it is advertised in, The content of social media ads is interesting and Have you formed a pre-judgement (positive/negative) towards a product or 1 before actually buying/consuming it? (see online version for colours) also have the significant impact with [b = {0.039, 0.042, 0.097, 0.029}, p-values = {0.03, 0.04, 0.04, 0.04}, level of significance = 95%].

The table and figures depicts that our data set follow the normal distribution. On an average the mentioned dependent and independent variables have are under the standard normal variate condition. That means the primary data set used in the study is fit for use. The histogram displays the frequency or count of observations falling into different time intervals or bins. Each bin represents a range of average time spent on social media, and the height of the bar indicates the number of individuals falling within that range. It allows

Residuals Statistics

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	.24	1.38	.80	.175	358
Residual	-1.167	2.520	.000	.717	358
Std. Predicted Value	-3.226	3.274	.000	1.000	358
Std. Residual	-1.608	3.471	.000	.987	358

a. Dependent Variable: Average time spent on social media per day

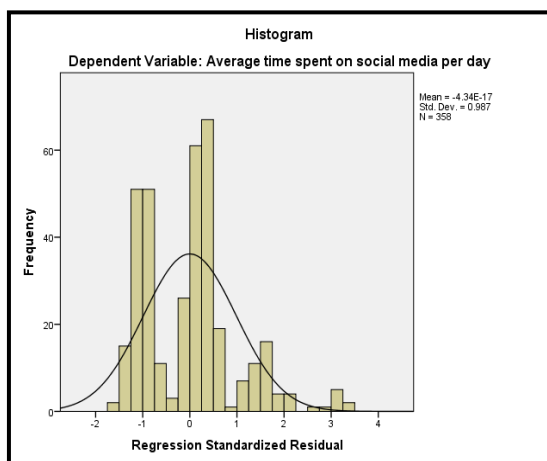


Figure 2: Average time spent on social media per day

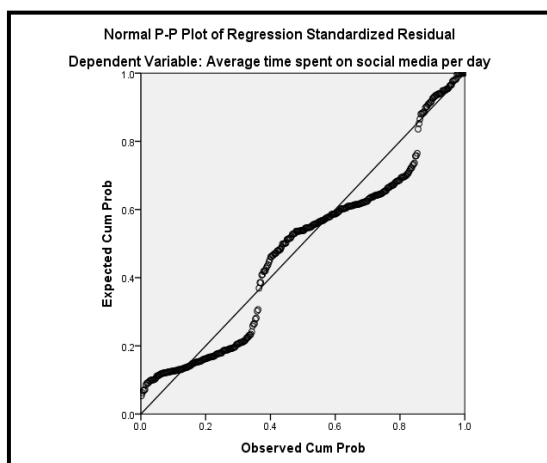


Figure 3. Regression graph for Customers average time spent on social media

you to understand the concentration of data in specific intervals. The graph 2 identify the central tendency of the data, such as the mean or median time spent on social media. If the histogram has a single peak or mode, it suggests a prominent average time spent. If the distribution is symmetric, the mean and median would likely be close to each other.

5. Conclusion & Findings

The purpose of this study is to investigate how new media advertisements impact the decisions that customers make when making purchases. According to result this study support the hypothesis that customers have more opportunity to maximise their satisfaction from product consumption since they have a wide range of options, easy access to product information, and the capacity to read consumer thoughts and feedback.

New media advertising plays a crucial role in enhancing consumer buying satisfaction, leading to an increased likelihood of consumer purchases. This supports Hypothesis H1 and aligns with the findings of a published paper in the same field, confirming the significant positive impact of new media advertising's attention-grabbing factor significantly influences consumer buying decisions.

Second, both current and previous research consistently demonstrates that entertainment factor of through media advertising has a

substantial and positive influence on consumer behaviors and purchasing preferences, with a majority of respondents indicating their propensity to make purchases based on advertisements encountered on new media platforms. The entertainment factor of new media advertising positively influences consumer-buying behavior, significantly shaping their preference for online sources when purchasing goods.

Third, Creative Ads have a significance of $p < 0.001$, which clearly indicates that there is a significant and strong relationship between Consumer's buying behaviour and credibility factor advertisement. The study validates Hypothesis H3, indicating that consumers' buying decisions are positively influenced by the credibility factor of new media advertising, with a notable distinction based on the impact of Creative Ads.

Study support H_4 and suggests that the creative characteristic component in new media advertising exerts a positive influence on consumer buying behavior, emphasizing the importance of innovative and engaging content in shaping purchase decisions. Based on results new advertising and consumer behavior, it is widely acknowledged that the creative characteristic component in new media advertising can have a positive impact on consumer buying behavior. Creative and compelling advertisements have the potential to capture attention, evoke emotions, and influence consumer attitudes and purchase decisions.

Lastly, if we talk about H_5 based on experimental result consumer behaviour, it is commonly recognized that the emotional appeal factor in social media advertising campaigns can have a positive influence on consumer buying behaviour. Emotional appeals, such as creating relatable stories or eliciting strong emotions like happiness, excitement, or empathy, can effectively engage consumers and establish a connection with the brand or product. This connection can lead to increased brand preference, trust, and ultimately influence purchase decisions.

Limitation of the Research

In this research, the attention grabbing, entertainment, credibility, creative character traits, and emotional appeal have been used to

assess the purchasing behaviour of new media consumers. The similar research may be conducted considering other aspects of new media customers. Future researchers can also focus on some micro-level of demographic aspects.

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