

ABSTRACT

Within a changing technological environment it has become critical for the marketer to ask whether some of the channels media provides for marketing have become obsolete or have some newer media channels become better venues for marketing. Previous studies have identified attitudes as a precursor to intentions therefore, this research attempts to find the link between media and attitudes of informativeness, entertainment and credibility and advertisement avoidance and using time. This study evaluated six media (TV, newspapers, magazines, radio, emails and social networks) in terms of attitudes (informativeness, entertainment and credibility) and respondent behavior.

A total of 402 respondents from three city areas were approached with a self-administered questionnaire. Non-probability and quota sampling were the methods for obtaining sample population. The respondents came from the Helsinki metropolitan area, Tampere and Turku. Pearson correlation coefficient and ANOVA were used to test the hypotheses.

The result of hypotheses testing indicated that there are differences between attitudes (informativeness, entertainment and credibility) of the respondent and different media (TV, newspapers, magazines, radio, emails and social networks). There is also difference between media and user behavior in terms of ad avoidance and media using time. The relationships between different media and ad avoidance seem to be media specific and several of the media do not have a correlation between attitude and ad avoidance. Attitudes and media using time on the other hand seem to have a positive relationship with all the media with the only one exception emails. These findings are beneficial for marketers when selecting appropriate marketing strategies. Future studies should look for channel specific factors affecting attitudes and behavior.