

A COMPARATIVE STUDY OF DIFFERENT FINISH MEDIA ATTITUDES AND BEHAVIORS TOWARD ADVERTISING AVOIDANCE AND USED TIME

Aromäki Antti Mikael¹

Abstract: *The purpose of this research is to study the relationship between media and attitudes towards informativeness, entertainment and credibility, and advertisement avoidance and used time (time spent per media). This study evaluated six media (TV, newspapers, magazines, radio, emails and social networks) in terms of attitudes and respondent behavior. A total of 402 respondents from Finland were approached with a self-administered questionnaire. The results of the hypothesis testing indicate that the attitudes of respondents differ depending on the media concerned. There are also differences between media and user behavior in terms of ad avoidance and used time. However, the relationships between the various media analyzed and ad avoidance appear to be media-specific as several of the media do not have a negative correlation between attitude and ad avoidance. Attitudes and used time on the other hand have a positive relationship with all the media except one, emails.*

Key words: *Advertisements, attitude, advertising avoidance, communication, credibility, entertainment, informativeness, media, social networks.*

1. Introduction

The world of advertising is changing as evidenced by the body of literature on the field. But, as Cappo (2003) observed, the change is sometimes too fast to be adequately recorded. One way of looking at the change and its consequences is by using Porter's (1985) model of competitive forces to analyze the sector. It helps, among others, to identify one of the two threats included in the model: - product substitution. As Meyer (2004) commented with regard to the threats to the newspaper industry, "the newest of the disruptive technologies, online information services, may offer the most dangerous product substitution yet." Wu (2004) also found that the new online media are the most dangerous products substitute to date. Besides researchers talking about substitution, there are the media industry claims and spending statistics, all of which providing one-sided views, mostly to the benefit of social networks.

The media industry itself is filled with various claims of self-serving studies claiming superiority as a channel for marketing. This phenomenon can be observed from the following Finnish media websites. (<http://www.kestavamedia.fi/>, 2/11/2011) and (<http://www.aikakauslehdet.fi/Etusivu/>, 2/11/2011).

The fast-growing amounts marketers spend on online advertising would support these claims. EMarketer estimated that global revenues for social network ads would reach the \$5.54 billion mark by 2011. According to eMarketer, during the year 2011, 8.8% of online ad dollars in the U.S. and 6.9 percent worldwide went to social networking sites. It is estimated that by the year 2013, social network ad revenues will make up 11.7% of all online ad spending in the U.S. and 9.4 percent worldwide (www.emarketer.com, 07/10/2011).

One country that has witnessed such an increase is Finland, where web advertising spending rose by 28.5 percent from 2009 to 2010 while, at the same time, printed directories fell by 14.7 percent (Official Statistics of Finland, 09/04/2011). Finland will be the focus of this study.

Specifically, this study examines the attitudes of Finnish respondents toward various media (TV, newspapers, magazines, radio, emails and social networks). It investigates the substitution claims made by researchers (Wu 2004; Meyers 2004), the sensibility of growing advertising spending in the social networks, and the media industries self-claimed superiority over other media.

The claims will be investigated through the lens of Ajzen and Fishbein (1980) who stated that, attitude has a positive correlation with behavioral intentions, which is an antecedent of actual behavior. Theories of attitudes give this research its theoretical framework, because theories of attitudes, as analyzed by

¹Antti Mikael Aromäki recently graduated from Assumption University, Graduate School of Business. This research was completed under the supervision of Assistant Professor Sirion Chaipoopirutana.