A Study on the Relationship between Advertising Value, Choice of Media and Consumer Purchasing Behaviour: In the Use of TikTok and Digital TV

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Abstract. Nowadays, the rapid development of the new media era has led to the emergence of new media channels with various characteristics, which brings new opportunities for the dissemination of advertising and the development of brands. Therefore, it is beneficial to study the composition of advertising value, the characteristics of new media channels, and the factors affecting consumers' purchasing behaviour, to improve the effectiveness and conversion rate of advertising. However, research at this stage basically focuses on the personalization and interactivity of advertising, and there are still many potential factors affecting consumer behaviour that are worth exploring. Therefore, this study aims to fill the research gap by investigating the relationship between advertising value focusing on advertising credibility and irritation, media choice, consumer purchase behaviour, using TikTok and digital TV as an example. Guided by the theoretical framework of the Stimulus-Organism-Response (SOR) model proposed by Mehrabian & Russel (1974) and Brackett and Carr's (2001) refined Advertising Value Model, a survey questionnaire was collected and used for correlation analysis and to complete the hypothesis testing for this study. The results showed that advertising credibility and irritation are positive and negative factors affecting advertising value, respectively, and revealing the potential of media choice as a positive factor influencing advertising value and consumer behaviour, thus consumer purchase behaviour and media choice are significantly positively correlated. Finally, this study provides strategies for branding, advertisers' media choice, and inspiration for further research.

Keywords: Advertising Value, Media Choice, Consumer Behaviour, TikTok, Digital TV, New Media.

1   Introduction

New media, renowned for affordability and extensive reach, offer various advertising avenues, including social media, short-form videos, and digital TV [1]. Notably,

TikTok excels, fostering successful brand partnerships and popularizing KOL (key opinion leader) endorsements [2]. Traditional TV adapts with interactive features like live broadcasting and 5G [3].
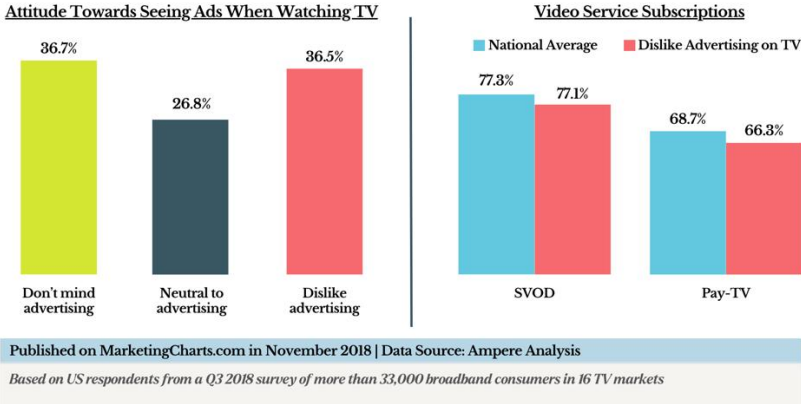

Fig. 1. TV advertising attitudes and impact on services

New media communication fosters two-way or multi-way interaction, empowering consumers on platforms like TikTok to actively shape content and advertising value [4]. Consequently, consumer attitudes heavily influence brand image and advertising trends. Despite the flexibility of digital TV advertising, a significant portion of consumers express disfavor, as illustrated in Figure 1. SVOD and Pay-TV also face consumer aversion towards ads, indicating room for improvement in interactive digital TV advertising [5].

Current research primarily examines advertising informativeness and interactivity, with some attention to the impact of platforms like TikTok on consumer behaviour [6]. However, the influence of media choice on consumer behaviour remains underexplored. Hence, this study aims to uncover factors affecting consumer behaviour by examining the interplay between advertising value, media selection, and consumer behaviour. Employing the Stimulus-Organization-Response Model [7] and Brackett and Carr's refined Advertising Value Model [8], this research will investigate these relationships quantitatively to deepen understanding and bridge research gaps.

2   Literature Review

TikTok, a leading short-video social platform, attracts many advertisers through in-feed advertising and KOL endorsements [9]. TikTok advertising is characterized by personalization, interactivity, and influence. Personalized ads match user preferences using a decentralized delivery system [10]. Interactivity is enhanced as users view, comment on, and create videos, making content and ads more engaging [11]. KOL endorsements leverage influencers' credibility to drive consumer behaviour [12].

Traditional television is evolving into digital television by incorporating technologies like 4G, live streaming, and real-time interactivity. Digital TV merges traditional TV's appeal with Internet interactivity [5], offering more opportunities for viewers and advertisers. Digital TV advertising features a large audience, high exposure, compulsion. Despite lower personalization than social media [5], digital TV advertising is growing due to changing viewer perceptions, high trust, a positive experience, and advertiser confidence [13]. This indicates that digital TV media advertising still has high research value and improvement opportunities.

Advertising value is a consumer's subjective evaluation of the usefulness or relative value of an advertisement [14]. Ducoffe also points out that advertising value includes informativeness, entertainment, and irritation, and Brackett and Carr [8] added that credibility is also one of the factors that should be included in the advertising value model. As interactive media continues to evolve, studies have shown that personalization and interactivity have also become potential factors affecting advertising value in the new era [15]. Therefore, the elements that affect the value of advertising can be summarized as informativeness, entertainment, irritation, credibility, personalization, and interactivity. Informativeness is the basic element of advertising value. The level of informativeness largely determines the extent of the advertising's impact on consumers, in terms of its advertising value [15]. The richer and more persuasive the advertising message, the higher the value of the advertising in consumers' perception and the more it leads to further behaviour [16]. Secondly, Ducoffe [8] stated that consumers are more inclined to positively evaluate entertaining advertisements, while the entertainment of advertising has a positive effect on consumer purchasing behaviours [16]. Therefore, the author suggests that advertising value may be able to build the image of a brand in the minds of consumers and that advertisers may choose media channels with special characteristics and capabilities because they want to achieve a certain level of advertising value. Therefore, the hypothesis can be proposed:

H1: Advertising value builds brand image and determines the choice of media for advertising.

Advertising irritation refers to disruption caused to consumers, leading to negative emotions like dissatisfaction [17]. Research indicates that such irritation negatively impacts advertising effectiveness [18], posing a challenge for TikTok advertising known for seamless integration with video content [10]. Credibility is crucial for successful ads [19], influencing consumer attitudes and purchasing behaviour. Thus, media choice may affect consumers' perceptions of advertising value, impacting their decisions. This is known as the following hypothesis:

H2: The choice of advertising media affects consumer behaviour.

Previous literature categorizes factors influencing consumer behaviour into intrinsic and extrinsic, including gender, ethnicity, personality, perceptions, social roles, identity, source credibility, and reputation [20]. New media facilitates multidirectional communication, where extrinsic factors, such as reviews, have a significant impact on consumer behaviour [16]. Reviews can shape opinion trends, influencing consumer thoughts and behaviours [21]. At the same time, due to the capability of two-way, or even multi-directional communication in new media [4], consumers' perceptions and

behaviours are also received by advertisers, which may serve as a reverse mediator. Therefore, the author proposes the hypothesis:

H3: Consumer attitudes and behaviours influence advertisers' choice of media.

3   Methodology

The methodology for this study adheres to a quantitative correlational approach, aiming to explore the relationship between advertising value (specifically, advertising credibility), media choice, and consumer behaviour. A sample of 100 respondents, aged 18 to 35, familiar with TikTok and digital television, will be surveyed using an online questionnaire, and a five-point Likert scale will be adopted. Purposive sampling will be employed to ensure representation [22]. Face validity and Cronbach's alpha test will be conducted to ensure the validity and reliability of the test.

The questionnaire is designed consists of three main parts. Part A includes demographic information, Part B and Part C investigates consumers' evaluation of TikTok and digital TV media respectively, and the influence on behaviour aimed at advertising credibility and irritation. To make the questionnaire data more authoritative, this study refers to the questionnaire design and evaluation criteria to the related literatures, as shown in Table 1.

Table 1. Construction of the questionnaire

Construct	Items		Ref.
Credibility	CRE1	In general, I trust TikTok advertising	
	CRE2	I trust the influencers' content on TikTok	[23]
	CRE3	I trust users' reviews on TikTok.	[24]
	CRE4	In general, I trust digital TV advertising	[25]
	CRE5	I think advertising on digital TV is more reliable	
Irritation	IRR1	I feel like advertising on TikTok is almost everywhere	
	IRR2	I usually feel interrupted when advertisements show up in the content of TikTok videos	[23]
	IRR3	I get annoyed when I see the same ads over and over again	[25]
	IRR4	I think advertising on digital TV generally doesn't disrupt my viewing experience	[26]
Product/ Brand Evaluation	P/BEV1	I like the products/brands advertised on TikTok	
	P/BEV2	I think products/brands advertised on digital TV are more high-quality and reliable	[23]
Purchase Intention	PIN1	I'm willing to purchase the product/service based on influencers' recommendations on TikTok	
	PIN2	I'm willing to purchase the product/service based on the reviews as a reference	
	PIN3	I felt cheated when the product/service I bought advertised on TikTok was not good, and I will not purchase from TikTok again	[23]
	PIN4	I'm willing to purchase the product/service advertised on digital TV	
Media Evaluation	MEV1	I like to get information about products/brands from TikTok	[23]
	MEV2	I like to get information about products/brands from digital TV	[27]

4 Data Analysis

4.1 Validity and Reliability Test

A total of 140 responses were collected from this questionnaire, 23 samples that did not meet the criteria of the study were removed, and the total number of valid samples was (n=117). It was examined that the valid sample fully met the criteria ensuring the validity of the results [28]. In addition, this questionnaire asked participants to answer all questions on a scale of 1 to 5, with 1 representing total disagreement and 5 representing total agreement. There was a total of 18 questions and the average score range was between 2.32 and 4.37. By utilizing SPSS Statistics data analysis software, the relationships and trends between variables can be derived.

The Cronbach's Alpha test results showed that the value between the 17 measures is 0.883, which is in line with the acceptable range of Cronbach's Alpha of 0.7 to 0.9 [28], indicating that the measurements have a high reliability in general.

4.2 Correlational Analysis & Linear Regression Analysis (RA)

4.2.1. Relationship between Choice of Media and Consumer Behaviour
H2: The choice of advertising media affects consumer behaviour.

Table 2. Correlation between MEV1 & P/BEV1

Correlations		MEV1	P/BEV1
MEV1	Pearson Correlation	1	.660**
	Sig. (2-tailed)		<.001
	N	117	117
P/BEV1	Pearson Correlation	.660**	1
	Sig. (2-tailed)	<.001	
	N	117	117
**. Correlation is significant at the 0.01 level (2-tailed)			

Table 3. Correlation between MEV2 & P/BEV2

Correlations		MEV2	P/BEV2
MEV2	Pearson Correlation	1	.693**
	Sig. (2-tailed)		<.001
	N	117	117
P/BEV2	Pearson Correlation	.693**	1
	Sig. (2-tailed)	<.001	
	N	117	117
**. Correlation is significant at the 0.01 level (2-tailed)			

According to Table 2&3, the correlation analysis shows significant correlations at the 0.01 level between MEV1 & P/BEV1 and MEV2 & P/BEV2, with Pearson Correlation index of 0.660 and 0.693 respectively. This indicates that consumer evaluations of both TikTok and digital TV media positively impact their product or brand evaluations. Thus, advertisers' media choices affect product or brand image, and higher media evaluations lead to a preference for advertised products or brands.

Table 4. Model Summary of product/brand evaluation factor

Model Summary[b] on TikTok					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.747[a]	.558	.554	.705	1.660
a. Predictors: (Constant), P/BEV1					
b. Dependent Variable: PIN1					

Table 5. Model Summary of product/brand evaluation factor

Model Summary[b] on digital TV					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.805[a]	.648	.645	.651	1.855
a. Predictors: (Constant), P/BEV2					
b. Dependent Variable: PIN4					

As shown in Table 4&5, the model summary reveals that consumer purchase intention is strongly positively correlated with product and brand evaluation, with correlation coefficients of 0.747 for TikTok and 0.805 for digital TV. The R-squared values show that 55.8% of variance in TikTok and 64.8% in digital TV purchase intentions are explained by product/brand evaluations. This highlights the significant impact of product/brand evaluation on purchase intentions and behaviour.

Table 6. Coefficients result of product/brand evaluation

Coefficients[a] on TikTok						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.628	.169		3.717	<.001
	P/BEV1	.781	.065	.747	12.050	<.001
a. Dependent Variable: PIN1						

Table 7. Coefficients result of product/brand evaluation

Coefficients[a] on digital TV					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.291	.153		1.898	.060
P/BEV2	.833	.057	.805	14.541	<.001
a. Dependent Variable: PIN4					

Product and brand evaluation significantly influences consumer purchase intention, with standardized coefficients of +0.747 for TikTok and +0.805 for digital TV, and significance values below 0.001, in Table 6&7. This indicates that even small increases in product/brand evaluation can lead to substantial increases in purchase intention (74.7% for TikTok, 80.5% for digital TV). Combined with the correlation analysis, it is evident that media choice influences consumer purchase behaviour, verifying H2.

4.3   Multiple Linear Regression Analysis (RA)

4.3.1. Relationship between Advertising Value and Choice of Media
H1: Advertising value builds brand image and determines the choice of media for advertising.

Table 8. Model summary of perceived advertising value

Model Summary[b] on TikTok					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.580[a]	.336	.300	.844	1.906
a. Predictors: (Constant), IRR3, CRE1, IRR1, CRE3, CRE2, IRR2					
b. Dependent Variable: P/BEV1					

Table 9. Coefficients result of perceived advertising value

Coefficients[a] on TikTok					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.143	.413		2.767	.007
CRE1	.505	.075	.536	6.706	<.001
IRR1	-.054	.086	-.058	-.631	.530
IRR2	-.036	.129	-.039	-.282	.779
IRR3	.088	.130	.095	.675	.501
a. Dependent Variable: P/BEV1					

According to Table 8 & 9, the model summary of perceived advertising value on TikTok shows that credibility and irritation significantly influence consumers' evaluations of products or brands. The correlation coefficient (R) of 0.580 indicates a

moderate positive relationship between advertising value and consumer evaluation, suggesting that higher advertising value increases consumer evaluation. The coefficient of determination (R^2) indicates that 33.6% of the variation in customer evaluation can be attributed to advertising value.

The coefficients illustrate the impact of various factors on consumer evaluation within TikTok advertising. The variables considered are overall credibility (CRE1) and advertising irritation (IRR1/2/3). A t-value of 6.706 and a significance level of <0.001 ($p < 0.05$) indicate that credibility's effect on consumer evaluation is statistically significant. A one-unit increase in advertising credibility results in a 0.505 increase in consumer evaluation, with a standardized coefficient of 0.536, showing a strong positive effect. Therefore, advertising credibility significantly enhances consumer evaluation and the brand's image. The irritation factor on consumer evaluation is statistically insignificant. However, IRR1 and IRR2 negatively impact consumer evaluation, with unstandardized coefficients of -0.054 and -0.036, respectively. This indicates that higher irritation, especially when it disrupts the viewing experience, reduces advertising value and harms consumer evaluation and brand image. Overall, advertising value positively influences the brand's image, with credibility having a significant positive effect and irritation having a non-significant negative effect.

Table 10. Model summary of perceived advertising value

Model Summary[b] on TikTok					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.554[a]	.307	.282	.951	1.786
a. Predictors: (Constant), IRR3, CRE1, IRR1, IRR2					
b. Dependent Variable: MEV1					

Table 11. Coefficients result of perceived advertising value

Coefficients[a] on TikTok						
	Model	Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	.598	.456		1.312	.192
	CRE1	.557	.083	.532	6.706	<.001
	IRR1	.049	.095	.047	.519	.605
	IRR2	.030	.142	.029	.213	.832
	IRR3	.097	.144	.094	.677	.500
a. Dependent Variable: MEV1						

In the case of TikTok, the model summary of perceived advertising value, including credibility and irritation, significantly influences consumers' evaluation of the media. As shown in Table 10&11, the correlation coefficient (R) of 0.554 indicates a moderate positive relationship between advertising value and consumer evaluation, meaning consumer evaluation increases with advertising value. The coefficient of determination

(R^2) shows that approximately 30.7% of the variation in consumer evaluation can be attributed to advertising value.

The coefficients illustrate the influence of various factors on consumer evaluation within the context of advertising value on TikTok. The variables considered are overall credibility of TikTok advertising (CRE1) and advertising irritation (IRR). The t-value of 6.706 and significance level of <0.001 ($p < 0.05$) indicate that the effect of credibility on consumer evaluation is statistically significant. A one-unit increase in advertising credibility is associated with a 0.557 increase in consumer evaluation, with a standardized coefficient of 0.532, indicating a strong positive effect. Conversely, the irritation factor is statistically insignificant.

In summary, advertising value has a significant positive impact on the image of the product or brand and consumer evaluation of the media channel, influencing advertisers' media choice. Therefore, H1: Advertising value builds brand image and determines the choice of media for advertising is supported by the findings of the study.

4.3.2. Relationship between Consumer Behaviour and Choice of Media
H3: Consumer attitudes and behaviours influence advertisers' choice of media.

Table 12. Model summary of perceived consumer intention

Model Summary[b] on TikTok					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.736[a]	.541	.529	.770	1.792
a. Predictors: (Constant), P/BEV1, PIN2, PIN1					
b. Dependent Variable: MEV1					

Table 13. Model summary of perceived consumer intention

Model Summary[b] on digital TV					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.729[a]	.531	.523	.787	2.259
a. Predictors: (Constant), P/BEV2, PIN4					
b. Dependent Variable: MEV2					

In Table 12&13, the model summary shows that consumer attitudes and behaviours, including product or brand evaluation and purchase intention, significantly influence media evaluation for both TikTok and digital TV. The correlation coefficients (R) of 0.736 and 0.729 indicate a strong positive relationship. The coefficients of determination (R Square) show that 54.1% and 53.1% of the variation in media evaluation can be attributed to purchase attitudes and behaviours for TikTok and digital TV, respectively. Thus, consumer attitudes and behaviours strongly impact media channel evaluation.

Table 14. Coefficients result of perceived consumer intention

Coefficients^a on TikTok						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.582	.203		2.874	.005
	PIN1	.469	.118	.441	3.970	<.001
	PIN2	.070	.091	.075	.774	.441
	P/BEV1	.313	.109	.282	2.871	.005
a. Dependent Variable: MEV1						

Table 15. Coefficients result of perceived consumer intention

Coefficients^a on digital TV						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.624	.188		3.314	.001
	PIN4	.395	.113	.379	3.507	<.001
	P/BEV2	.419	.117	.388	3.594	<.001
a. Dependent Variable: MEV2						

As shown in Table 14&15, the coefficients result indicates the impact of various factors on customer evaluation of media channels, focusing on TikTok and digital TV. The variables considered are purchase intention (PIN) and product/brand evaluation (P/BEV). For TikTok, a t-value of 3.970 and significance level of <0.001 ($p < 0.05$) show that purchase intention significantly influences consumer evaluation of the media channel. A one-unit increase in purchase intention results in a 0.469 increase in consumer evaluation, with a standardized coefficient of 0.441, indicating a strong positive effect. Product/brand evaluation also has a significant impact, with a t-value of 2.871 and a significance level of 0.005 ($p < 0.05$). Similarly, for digital TV, both purchase intention and product/brand evaluation significantly influence consumer evaluation of the media channel, with t-values of 3.507 and 3.594, respectively, and a significance level of <0.001 ($p < 0.05$). Thus, both factors are crucial in determining advertisers' media choices.

In summary, consumer attitudes and behaviours have significant and positive impact on the evaluation of media channel, which determine the advertisers' choice of media. Therefore, H3: Consumer attitudes and behaviours influence advertisers' choice of media is supported by the findings of the study.

4.4   Summary

This study examines the relationship between advertising value, media choice, and consumer purchasing behaviour, focusing on media credibility and irritation, consumer evaluation of the product/brand, media channel, and purchase intention. Data was

collected from a survey of 117 respondents aged 18-35 with experience in TikTok and digital television. Rigorous validity, reliability, and correlation analyzes were conducted, confirming all hypotheses. Findings show credibility positively impacts advertising value, while irritation negatively impacts it. Advertising value and media choice significantly positively influence consumer behaviour and vice versa.

5   Discussion

5.1   Answering Research Hypotheses

This study investigates how advertising value factors, specifically credibility and irritation, impact consumers' evaluation of brand image and media channels, thereby guiding advertisers' media choices. Analysis shows that advertising credibility positively influences brand image, while irritation negatively impacts it, highlighting these factors' role in shaping advertising value and brand image construction. Credibility also positively affects media image, confirming that advertising value determines media choice. Utilizing the Stimulus-Organism-Response (SOR) Model [7], the study examines media choice as a stimulus factor influencing consumers' purchase intentions and behaviours. Results indicate that media channel evaluations significantly enhance product or brand impressions, correlating with purchase intentions and behaviours, suggesting media choice can positively impact consumer behaviour and guide advertising strategies. Further, multiple linear regression analysis reveals that consumer behaviour, through product or brand evaluations and purchase intentions, significantly influences media image, demonstrating a reverse impact on media choice. This bidirectional influence emphasizes the need to incorporate consumer behaviour insights into media strategy, offering a comprehensive guide for advertisers' media selection strategies.

5.2   Theoretical Implications

The SOR model refined Advertising Value Model provide a strong theoretical framework to support this study on the advertising value, media choice and consumer behaviour. Based on the combination of the two theories, this study focuses on examining the key variables, such as advertising credibility and irritation, product or brand image, media image, as well as consumer purchase intention and behaviour, to complement the current research area and provide inspiration for future research. The study adds to the research on the impact of credibility and irritation factors in advertising value on consumer behaviour, noting that these two factors have a significant impact on the construction of advertising value and significantly influence consumer purchase behaviour. Second, the study explores media choice as a potential factor that constitutes advertising value, pointing out that media choice has a decisive impact on product and brand image and consumer purchase behaviour construction, filling the research gap in this field and providing inspiration for future improvement of the Advertising Value Model. Finally, the study also analyzes the reverse influence of consumer behaviour on media choice, innovatively integrating it with the SOR Model to explore the possibility of using consumer behaviour as the stimulus, advertisers as the organism, and advertisers'

media choice as the response. Therefore, this study reveals the relationship between advertising value, media choice and consumer purchase behaviour, provides inspiration for the research on enriching the advertising value model and explores the possibility of innovative application of SOR Model.

5.3   Practical Implication

This study provides strategic implication and guidance for brand building, advertisers' media choice and operation of digital TV media advertising. By analyzing the relationship between consumer purchasing behaviour and advertising value and media choice, this study verifies that advertising credibility and media choice have a significant positive impact on consumer purchase intention and behaviour, while advertising irritation has a negative influence. Combined with the data obtained from the questionnaire, consumers have more trust in information from user reviews. Therefore, brands can adjust their advertising strategy and brand building strategy according to this conclusion, such as collecting positive comments from users to increase the credibility of advertising, and rationally control the frequency and form of advertising, reducing the interruption of inserting advertising in the middle of the video content to minimize the negative impact on consumers' perception, thus enhancing the value of advertising, and promoting the positive impact on consumers' purchasing intentions and behaviours. Second, the study verifies the factors that positively influence media choice. Based on this conclusion, advertisers can adjust the choice of media for distribution. For example, advertisers can analyze the value of the advertising they need to place and the image of the candidate media channel in the minds of consumers to determine whether the advertising matches the characteristics of the selected media channel; advertisers can judge the image of a media channel by investigating the characteristics of consumers' previous behaviours in the media channel, so as to decide whether to choose that media for distribution.

6   Conclusions

In conclusion, this study was conducted by questionnaire survey with screening and filtering of the collected data, and finally identified 117 valid samples for data statistics and correlation analysis. The results of the study support the four hypotheses, show that advertising value with advertising credibility and irritation as the focusing factor has a significant impact on brand image, consumer purchase intention and behaviour, media image and choice, while consumer purchasing behaviour and media choice are significantly positively correlated. Therefore, the study points out that improving advertising value with advertising credibility and irritation as the key point helps to build brand image and contribute to consumer purchase behaviour, and choosing media channels by using the characteristics of media channel consumption behaviour helps to contribute to consumer purchase behaviour. These results provide valuable insights for brands, advertisers, and media operations, as well as entry points and inspirations for future

researchers in this field to promote the further development of advertising and media in the new media era.

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