



Relationship between Media Literacy and Customer's Purchase Intention (Case Study: Modiran Vehicle Manufacturing Company)

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Abstract: *This research was carried out with the aim of investigating the relationship between media literacy and customer's purchase intention (Case Study: Modiran Vehicle Manufacturing Company). This was a descriptive-correlational study and the statistical population composed of all customers of Modiran Vehicle Manufacturing Company in Kerman city (N = 11132). According to the Cochran formula, the sample size (N = 384) was selected using convenient sampling. To collect data, two questionnaires including information literacy with a validity of 0.95%, reliability of 0.87%, and purchasing intention questionnaire with a validity of 93.0% and reliability of 785%, were used. Data were analyzed using SPSS software (version 20) and descriptive and inferential statistics such as mean, standard deviation, Pearson-Spearman correlation coefficient, multivariate regression and independent T were used. In addition, AMOSS and PLS software were used to examine the relationship of variables from the structural equations modeling. The results of the research indicated that there is a significant relationship between literacy media and customer purchasing intention. Also, there is a relationship between the media diet, message features, message critique with the customer's purchases intention. The results obtained from structural equation modeling showed that media literacy has a meaningful relationship with the customer's intention to buy in accordance with the conceptual model and the conceptual model has an acceptable fit.*

Keywords: *media literacy, Purchase intention, Customer*

INTRODUCTION

Consumers make many buying decisions every day. This consumer's decision process involves various stages of social and cognitive processes. Decision-making is defined as processes such as problem identification, research for information gathering, evaluation of choices, purchasing decisions, and post-purchase behavior (Shouli, 2007: 67). Consumers can select different kinds of brands, and make a decision on the purchase of the product. To achieve their goals, consumers make decisions; these goals include making the best choice among alternative activities, reducing the amount of effort in decision making, minimizing negative emotions, and maximizing the ability to justify the decision. The consumer decision making is a productive process through which consumers take decisions in a hurry, these processes are influenced by some factors such as the difficulty of the problem, the recognition, and the characteristics of the consumer, and the characteristics of the particular situation (Shirkodai et al., 2012: 25). To speak about the emergence and expansion of the media and the dramatic changes that this media has had in individual and social lives is so obvious and repetitive which exhausts the reader's mind. Today, everyone knows that media plays a very

significant role in everyone's life and there is a lot of research about it (Saleh, 2012: 37). Meanwhile, what is important in today's societies and especially in Iranian society is the discussion of how to use these media properly. Media is very much a double edged sword; *it* means that it has some advantages and disadvantages to consumers. Media audiences should be able to keep themselves away from the damage to the extent that they get enough benefits from them (Adeyoyin, 2005: 258). These discussions have created new necessities for the scientific community and the social atmosphere to contemplate upon the role of media literacy in the current society (Nassiri et al., 154: 2012). Media literacy is not a new issue in the world. This discussion has been the focus of attention for the first time in the 1960s in Europe. Even though this concept is familiar and well known among Western societies, it is new and unfamiliar in Iranian society. With the exception of a limited number of articles and few books in this field, dating back to the 1980s, no other compilations can be found elsewhere (Wilson, 2015: 18). In the information age, the term of literacy has expanded far beyond reading and writing, and the lack of fast access and correct use of all types of media is considered illiteracy. If *literacy* is traditionally understood as the ability to read, write before now, today literacy concept has become more transcendent, wider and more complex. Reading and writing literacy along with communication literacy, emotional literacy, computer literacy, financial literacy and media literacy are among the six UNESCO standards for literacy in the present age (Boraghani, 2015: 37).

According to Azizi (2014), media consumption or media diet includes components of the media diet, message features, message critique.

- Media diet: This dimension includes the interest in new technologies, the dependence on new technologies and the use of new technologies.
- Message features: This dimension includes technical and aesthetic techniques and the pursuit of new technologies.
- Message critique: This dimension includes the impact of technologies on the lives of individuals and the positive and negative aspects of modern technology (Azizi, 18: 2014).

Begum (2014) conducted a research entitled as "Promoting Media and Information Literacy: A Case Study of the Bangladeshi Public Sector". Findings showed that 58 percent of the research population believed that launching a major awareness-raising competition in educational institutions is a way to raise the level of media literacy and information of the people. People get 45% of their required information from the Internet. Furthermore, there is no infrastructure required to promote media literacy and information in Bangladesh. Also, the majority of the research community believed that in order to reach a digital Bangladesh in 2021, the government should strengthen the media and information literacy. Sayyari (2015) has studied the effect of media literacy on the effectiveness of marketing and the intention to buy handmade carpets. The results showed that media literacy has a positive and significant effect on customer's philosophy, coherent marketing efforts, marketing information, strategic orientation and workflow in handmade carpet. It was also found that there is a direct relationship between media literacy and its components with the intention of purchasing handmade carpets. Rajabi (2013) conducted a research entitled as "Media Literacy of Directors and Public Relations Officers of Government Ministries and Government Agencies and Related Factors". The results of the study showed that factors such as educational level, visual literacy, work experience, field of study, media habits and media consumption have the most effect on the media literacy of public relations managers and employees, respectively, and the variables of cultural capital and organizational posts in linear regression have no direct effect on media literacy. Nakhai and Khayeri (2014) conducted a research entitled as "Investigation of the Effects of Different Factors on the Intent to Purchase Green Products". The results of their study show that factors such as green brands, marketing communication activities, attitudes based on more marketing communications, environmental knowledge and perceived consumer effectiveness are

effective on their green purchasing plan. Kotler and Armstrong (2015) conducted a research entitled as Identification of the factors influencing customer purchases in stores. Research results showed that factors such as store building, internet and TV advertising affect the customer's purchase of the store. Given the growing Internet and virtual environments, retailers and manufacturers are keen to take advantage of this opportunity and exploit its benefits. E-commerce is growing at an ever-increasing rate. Today's online stores are overtaken by traditional retail channels and online customers can buy their desired products without any time and space restrictions. So by delivering product-related messages as well as creating the optimum environment for providing the best product information to the customer, we can encourage them to purchase our products. According to the above, the ultimate goal of companies and manufacturers is to raise the intent to buy customers. Therefore, the importance and necessity of the present research at the ideal level include taking preliminary steps to increase the intention to buy customers in the country, especially in Kerman, and ultimately identifying the factors affecting the intention to purchase in customers. In sum, according to the above, a research study entitled "Investigating the relationship between information literacy and customer's purchase intent" seems to be necessary.

Method

This is a descriptive-correlation study. The statistical population composed of all customers of Modiran Vehicle Manufacturing Company in Kerman city (N = 11132). According to the Cochran formula, the sample size (N =384) was selected using convenient sampling. In this study, an information literacy survey consisting of 59 items along with three components of media diet, message features and message critique with a validity of 0.95%, reliability of 887%, as well as purchasing intention questionnaire consisting of 6 items with a validity of 93.0% and reliability of 785%, were used. Data were analyzed using PLS software and structural equation modeling was used to examine the relationships among the variables.

Findings:

Of the 384 respondents surveyed, 1 customer (0.3%) had very low information literacy level, 71 customers had low information literacy (18.5%), 237 customers (61.7%) had moderate information literacy, 72 customers (18.8%) had high level of information literacy, and 3 customers (6%) had very high level of information literacy. In addition, 4 customers (1%) had a very low purchase intention, 79 customers (20.6%) low, 191 customers (49.7%) moderate, 107 customers (27.9%) high, and 3 customers (0.8%) had very high purchase intent.

Table 1: the structural model of relationship between information literacy and customer's purchase intent

Hypothesis	Factor load	significance	level	Hypothesis
information literacy → customer's purchase intent	0.18	5.42	P<0.001	Confirmed

The structural analysis of the effects of media literacy with customer purchase intent was evaluated. As shown in Table 1, information literacy has a positive and significant effect on customer purchase intention ($\beta = 0.18, t = 2.02, p < 0.001$). Therefore, media literacy will increase the intent of customer purchases.

Figure 1: The significant coefficient of structural model of the relationship between media literacy with customer purchasing intent

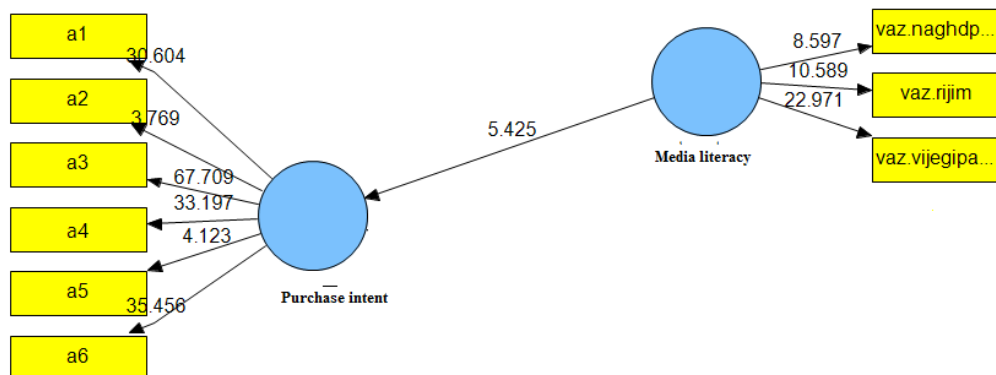
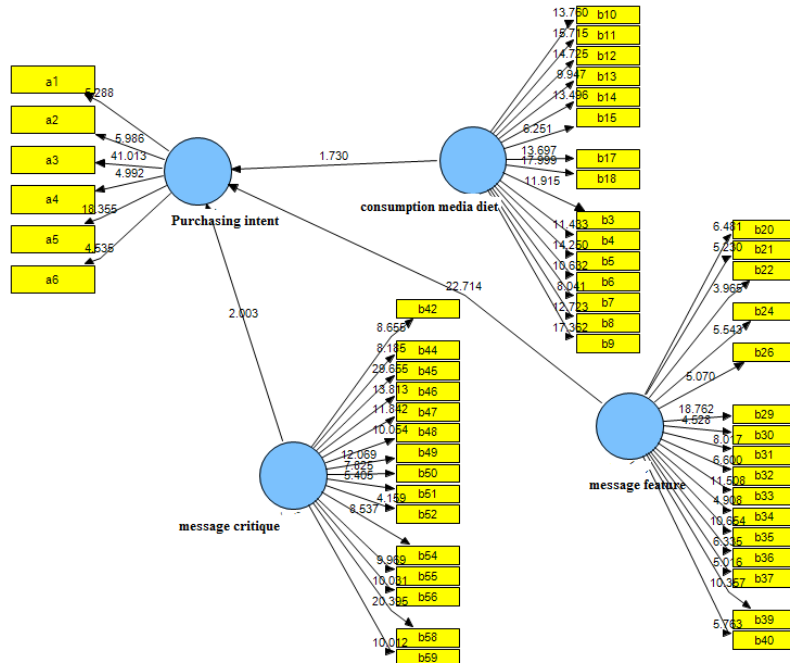


Table 2: Structural Model for the relationship between media literacy dimensions with customer purchasing intent

Hypotheses	Factor load	significance	determination coefficient	level	Hypothesis
Consumption media diet → customer’s purchase intent	-0.061	1.73	0.639	P>0.05	Not confirmed
Message features → customer’s purchase intent	0.805	22.71		P<0.001	Confirmed
Message critique → customer’s purchase intent	0.064	2.00		P<0.005	Confirmed

The structural analysis of the effects between the dimensions of media literacy with the customer's intention to purchase is evaluated. As indicated in Table 2, the consumption media diet has no significant effect on the customer's intention to purchase ($\beta = 0.061$, $t = 1.73$, $p > 0.05$) and message features have a significant positive effect on intent purchase of customer ($\beta = 0.805$, $22.71 = t$, $p > 0.001$). The message critique has a positive and significant effect on customers' purchasing intention ($\beta = 0.064$, $t = 2.0$, $p < 0.05$). The effective use of information has a positive and significant effect on customer purchasing intent ($\beta = 0.135$, $t = 0.61$, $p < 0.001$). Therefore, the dimensions of media literacy will increase the intent of customer purchases.

Figure 2. Significance coefficient of structural model the relationship between media literacy dimensions and customer intent



Conclusion:

Today, we live in a world dominated by the media and its new information and news have an impact on our lives every moment. In such an environment, media literacy helps us learn how to use the media and their information resources. The selection of information provided by the media and the lack of attention to other information that is irrelevant to us, depends on our media and information knowledge; this process requires the achievement of a reasonable level of skills and knowledge; a science based on which one could play a more active relationship with the media and brings himself out of a one-way passive state. The results indicated that there is a significant relationship between media literacy and its components (media consumption diet, message features and message critique) with the intention of customer purchasing, implying that increasing the media literacy of individuals is associated with increasing intent to purchase and vice versa. These results were consistent with the findings of Sayyarie (2014), showing that there is a positive and significant correlation between the media literacy and customer’s purchasing intention for handmade carpets. In explaining this research hypothesis, we can say that we live in a world dominated by the media and its new information and news have an impact on our lives every moment. In such an environment, media literacy helps us learn how to use the media and their information resources. In such an environment, media literacy helps us learn how to use the media and their information resources. The selection of information provided by the media and the lack of attention to other information that is irrelevant to us, depends on our media and information knowledge. In addition, based on the results, it can be argued that when marketers pay attention to the aesthetic aspects of products and services as they offer as well as the tastes of customers and make an effort to behave in accordance with the customers' tastes, consequently, the *customer* will be encouraged to *purchase* the *product or service*. Furthermore, if companies and organizations provide more modern and up-to-date ads to their products and services, then they will be more successful and have better performance in attracting more customers for their business.

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