



# Media Knowledge: Discussion & Conceptualisation

*Work in Progress*

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## Research Objective & Motivation

### **Objective**

*‘To discuss and measure an individuals knowledge (experiential, objective & subjective) of the World Wide Web’*

### **Motivations**

- To aid further research that examines the role consumer knowledge structures play in consumer media usage, media evaluation strategies (& site perception introduced)
- Investigate users response to interactive technology
- To develop richer data beyond basic descriptive measures of consumer behaviour relative to the World Wide Web



## Cognitive Knowledge Structures

- Definition

*“Factual knowledge about products (ie., beliefs) and the way these beliefs are organised <sup>1</sup>”*
- Function
- Types (Objective / Experiential / Subjective)

## Product Application

- Objective Product Knowledge (Actual)
- Experiential Product Knowledge (Familiarity)
- Subjective Product Knowledge (Perceived)

## Product Knowledge & Consumer Behaviour



## Media Application

- Objective Media Knowledge (Actual)
- Experiential Media Knowledge (Familiarity)
- Subjective Media (Perceived)

## Media Context: World Wide Web

- Motivation

## Media Knowledge & Consumer Behaviour

- Media Usage
- Site Evaluation (Strategy & Outcome)



## Instrument Development

- Procedures consistent with literature (PK)<sup>2</sup>

### Objective Web Knowledge

- Web Terminology, Site Attributes, Evaluative Criteria & Situational Characteristics
- Method - Exploratory
  - Electronic Open-ended Questionnaire (screened sample)  
Industry Experts (112 contacted, 32 responded, 27 useable)
  - Web Site Content Analysis - “20 most accessed site by Australians” - week ending Jan 29th 1999  
- Microplex (ISP)
- Total number of technical MC questions answered correctly



## Experiential Web Knowledge

- Usage experience (Frequency, Longevity)
- Exposure to domain related marketing & promotion
- Purchase/Consumption of media or media access
- Method - Exploratory - Current!
  - Survey Content Analysis (Descriptive)
  - Web Marketing & Promotional Review (Descriptive)

## Subjective Web Knowledge

- Subject- reported measurement of prior knowledge
- 7 point semantic differential - comparative knowledge
- 7 point semantic differential - descriptive familiarity



## Results - To Date

## In-Progress:

### *Scale Refinement and Pre-testing*

1. Expert Assessment - Content Validity
2. Pilot Testing (Electronic Survey)
3. Pre-test
  - 2nd Year Undergraduate Students
  - 14 Week E-Commerce Course
  - Design Development



## References:

1. Alba, J. W., and Hutchinson, J. W. (1987). Dimensions of Consumer Expertise. *Journal of Consumer Research*, 13, 411-454.
2. Brucks, M. (1985). The Effects of Product Class Knowledge on Information Search Behaviour. *Journal of Consumer Research*, 12(June), 1-16; Brucks, M. (1986). *A Typology of Consumer Knowledge Content*. Paper presented at the Advances in Consumer Research, Provo, UT; Alba, J. W., and Hutchinson, J. W. (1987). Dimensions of Consumer Expertise. *Journal of Consumer Research*, 13, 411-454.