

# **Influence of Media Advertising on Intent to Buy Samsung Customers in Rasht, Considering the Role of Consumer Attitudes**

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**Abstract** Nowadays, the industry is considered to be one of the most important and most competitive industries that predicts customer behavior by identifying the intention to buy a success factor and future planning. Accordingly, in this research, the impact of media advertising and consumer attitudes on the intention to buy Samsung's customer-owned Samsung products in Rasht has been studied. This research is based on the descriptive nature of the type of correlation and in terms of its purpose. Data gathering was a field method. A questionnaire tool was used to collect information. The statistical population of the research is Samsung Electronics Co.Ltd. A sample of 419 customers was obtained through the Cochran formula for an unlimited society. Sampling method was available in this unpredictable study. Cronbach's alpha was used to check the reliability of the questionnaire, which was more than 0.7 for all variables. Structural equations and SPSS and SMART PLS2 software were used to analyze the data. Of the seven hypotheses presented in this study, six hypotheses were statistically validated: the effect of consumer attitudes on consumer intent, the impact of online advertising on consumers' buying intent, the impact of television advertising on consumer intent, the impact of mobile advertising on consumer attitudes, The impact of online advertising on consumer attitudes, the impact of television advertising on consumer attitudes). However, the impact of mobile advertising on the intention to buy Samsung consumer equipment in the city of Rasht was not approved. **Key words:** TV advertising, mobile advertising, internet advertising, buying intent, consumer attitude

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