

# **A Qualitative Comparative Analysis of Paid, Owned, and Earned Media: Key Attributes Shaping Consumer Brand Attitude on Social Media**

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## **ABSTRACT**

The study focuses on investigating the best media combination using POEM framework to build a positive brand attitude of consumers. These media types include paid media (such as advertisements or sponsored posts), owned media (content created and shared by the company on its platforms like websites and social media), and earned media (content generated by external sources, such as influencers or customers, who discuss the brand). The primary objective of this study is to comprehend how...these three types of media work together and influence consumer perceptions towards the brand. The research is based on the POEM model, which helps to assess the effectiveness of different types of media combination in shaping consumer attitudes. It takes a configurational approach, meaning it does not look at each media type separately but instead analyzes how different combinations of media contribute to brand perception. The study applies fuzzy set qualitative comparative analysis (fsQCA) a method used to recognize trends and circumstances that result in positive brand attitudes and SEM model to understand the structural relationship of each media combination with the formation of brand attitude. Using 'stratified sampling technique' 189 responses have been gathered. Findings extracts three media combination with goal and key elements- PMOM (Goal- Promotion of Brand Intent) key element 'informativeness', OMEM (Goal- Show Brand Association) key element 'brand sophistication' and EMPM (Goal- Motivate Consumer Sponsored Communication) key element 'create brand community'.

***Keywords: Paid media, owned media, earned media, brand attitude, brand community.***

## 1. INTRODUCTION

Brands effectively use social media platforms to enhance their brand image, which is reflected in the way consumers perceive their brand. A positive brand attitude is a critical factor for driving higher profits. For instance, when consumers hold favorable views about a brand, they are more likely to stay loyal and opt for that brand's products instead of purchasing similar offerings from competitors (Aaker, D.A. and R. Jacobson 2001, Xie, K. and Y.-J. Lee 2015, Zhang, J. and E. Mao 2016). To build and nurture a positive brand attitude, companies utilizing social media rely on three distinct media types: paid, owned, and earned media, leveraging platforms such as Instagram and Facebook (Stephen, A.T. and J. Galak 2012). In 2018, U.S. companies were projected to invest about \$24 billion in sponsored posts (paid media) according to US Social trend, roughly \$2 billion in influencer marketing (earned media) according to influencer marketing hub, and on average, post their own content approximately eight times a day (owned media) on their social media accounts (Osman, M.,2018). Despite these significant investments, there remains a lack of clarity, both in practice and theory, about how consumers perceive these three types of media differently (Alves, H., C. Fernandes, and M. Raposo, 2016). It is still uncertain which attributes of each media type most contribute to shaping a positive brand attitude. Gaining a clear understanding of how each media type influences brand perception is essential for companies. Such insights would enable businesses to strategically allocate their advertising budgets across paid, owned, and earned media, ensuring the optimal use of each type in the right context.

To address this gap in existing research, our study explores the question: **In what ways do paid, owned, and earned media affect consumers' views on a brand?**

The Advertising Value Model (AVM) (Ducoffe, R.H., 1996) provides a theoretical framework for understanding consumer responses to different types of media (Dao, V.-T.W. et al., 2014; Zhang, P., 2011). Within this framework, consumers evaluate factors such as entertainment value, informativeness, irritation potential, media credibility, and product involvement (Brackett, L.K. and B.N. Carr, 2001; Dao, V.-T.W., A. Nhat Hanh Le, J. Ming-Sung Cheng, and D. Chao Chen, 2014; Kim, J.U., W.J. Kim, and S.C. Park, 2010). These five elements collectively shape how consumers assess media, which in turn influences their attitudes toward a brand (Goh, K.-Y. and W.J. Ping, 2014). Previous research suggests that the relationships between these factors are likely to be asymmetric, rather than symmetric (Liu, Y., J. Mezei, V. Kostakos, and H. Li, 2017; Polites, G.L., E. Karahanna, and L. Seligman, 2017). To address this complexity,

we employ a configurational approach using fuzzy set QCA (fsQCA), which is designed to model asymmetric relationships among these attributes (Misangyi, V.F., T. Greckhamer, S. Furnari, P.C. Fiss, D. Crilly, and R. Aguilera, 2017). This method enables us to understand that a brand's attitude is influenced not by a single attribute in isolation, but by the interaction of multiple factors. In this context, an attribute only affects brand attitude when combined with other specific attributes, creating distinct sets of sufficient attributes for each media type. We identify one configuration for paid media, two for owned media, and two for earned media, all of which contribute to a positive brand attitude.

This research makes a meaningful contribution to the field of social media marketing by analyzing five distinct sets of essential attributes, each fostering a positive brand attitude, although the attributes vary. Additionally, we highlight the critical attributes required for each media type—paid, owned, and earned—demonstrating that certain elements are crucial for cultivating a positive brand perception. In doing so, the study develops a typology for paid, owned, and earned media that offers valuable insights for businesses. This typology can help organizations optimize their use of these media types, enabling more efficient resource allocation and improving their overall brand communication strategies.

**Table 1: Paid, Owned and Earned Media (POEM)**

Media Type	Definition	Example
<b>Paid media</b>	When a company purchases advertising time or space on an established platform	Ads that appear before a YouTube video, promoted tweets, newspaper ads, and similar forms of advertising.
<b>Owned media</b>	When a company creates and manages its own platform.	A corporate website or an endorsed online community.
<b>Earned media</b>	When a company gains advantages from customer recommendations or media coverage.	Retweets of an ad campaign, blog reviews, and product recommendations on social media platforms.

Source: Humphreys (2016)

Historically, marketers mainly depended on paid and earned media for brand communication. However, in recent years, they have progressively embraced owned and shared media, like Facebook, to engage with and interact directly with customers (Armano, 2010).

**Table 2: Online Media and Roles**

Media type	Definition	Examples	The role	Benefits	Challenges
<b>Paid media</b>	Brand pays to utilize a channel	Display ads, paid search, sponsorships	Shifts from being foundational to acting as a catalyst that fuels owned media and generates earned media	In demand, immediacy, scale, control	Clutter, declining response rates, poor credibility
<b>Owned media</b>	Channel controlled by the brand	Website, mobile site, blog, Twitter account	Built for long-term relationships with existing customers and to earn media	Control, cost efficiency, longevity, versatility, niche audiences	No guarantees, company communication may not be trusted, takes time to scale
<b>Earned media</b>	When customers act as the channel	Word-of-mouth, buzz, "viral"	Listen and respond – earned media often stems from well-executed and well-coordinated owned and paid media.	Most credible, key role in sales, transparent, and enduring.	No control, potential for negativity, scale challenges, difficult to measure.

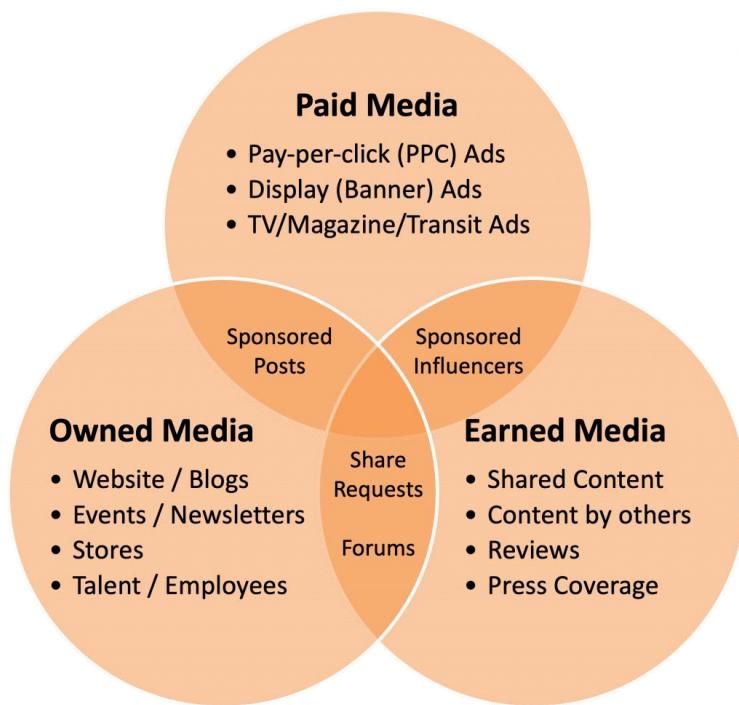
Source: Forrester Research Inc. (2018)

## 2. LITERATURE REVIEW

### The POEM Structure

The incorporation of terms such as "paid, owned, and earned mediated communication" in the revised definition of advertising highlights the increasing importance of the POEM framework within the industry. While it has gained widespread adoption, there continues to be debate about how it aligns with traditional marketing communication categories. Examining earlier definitions of Advertising and Public Relations (PR), before concerns about overlapping areas arose, one might argue that "paid" corresponds with the conventional understanding of Advertising, "owned" refers to communication through websites and social media, and "earned" is more closely associated with PR (Stephen & Galak, 2012). The diversity of these touchpoints and their integration illustrate the complex, multi-channel, and nonlinear journey that modern consumers experience (Lemon & Verhoef, 2016).

**Figure 3- POEM Framework**



POEM (Owyang, 2012). opentextbc.ca

The POEM framework is widely recognized as an effective tool for understanding the interconnectedness of various marketing activities and visually demonstrating these relationships. Green (2011) emphasizes the importance of integrating the POEM model, noting that the primary objective of paid media is to lead consumers toward earned and owned media, with effective integration being crucial for achieving this transition. This idea is demonstrated in Figure 3, which shows how the three types of media overlap

(Owyang, 2012). For example, influencers who are sponsored (paid media) to discuss a brand may spark additional conversations among their audience, generating earned media.

The Public Relations (PR) field has also adopted this terminology, with studies showing that organizations are increasingly expected to produce content for their owned media platforms (Savic et al., 2016). This suggests that owned media also falls under the PR umbrella. Moreover, (Fill and Turnbull 2019), in their popular Marketing Communications textbook, categorize media using the POEM model. They also note that some scholars have expanded the framework by adding a fourth category—shared media—which is similar to earned media but focuses on brands enabling users to share content with their social networks.

There are varying viewpoints on the inclusion of shared media. Some scholars equate it with social media, aligning it with the concept, leading to the acronym PESO (Paid, Earned, Shared, and Owned media). Others place shared media at the center of the three overlapping categories (Urban Renstrom, 2021). The PR Academy defines PESO as “a media channel framework for digital public relations” (Bailey, 2019), reflecting the ongoing debate over how to categorize different media. In the same article, Bailey describes PR as media-neutral, capable of incorporating any relevant communication strategy, in line with the broader principles of Integrated Marketing Communications (IMC).

### **The POEM Model and its Relationship with Customers**

Rehman et al. (2022) explored how the public engages with one another across different social media platforms and analyzed the progression of marketing communications. Their study proposed a theoretical framework that integrates Integrated Marketing Communications (IMC), social media (SM), and Consumer-Generated Media (CGM). The researchers emphasized the importance for brands to actively engage and interact with consumers, rather than ignoring engagement opportunities. They suggested that IMC, SM, and CGM strategies should work together harmoniously. While their study did not directly apply the POEM model, it highlighted the critical need for effective integration of marketing communication tools.

Milichovský (2013) conducted a study in the Czech Republic involving 117 respondents to assess the frequency of marketing communication tool usage and gender-related differences. The research revealed that businesses predominantly depend on traditional advertising platforms such as television, radio, newspapers, and magazines. Moreover, the study highlighted that gender significantly influences perceptions of marketing communication effectiveness, demonstrating variations in

how men and women interact with these tools. These findings align with existing studies that examine gender-based differences in media consumption habits.

Similarly, a survey conducted by the IBM Institute gathered insights from 15,600 individuals aged 13 to 21 across various countries, focusing on Generation Z's media preferences. The results indicated that this group favors Facebook and prefers using mobile applications over traditional websites. Additionally, Generation Z showed a keen interest in participating in brand-related activities and expressed a strong inclination toward environmentally responsible brands. The IBM Institute also developed a brand sustainability index specifically designed to reflect Generation Z's values, aligning with key factors examined in this study.

(Lovett and Staelin 2016) investigated brand communication strategies through paid, owned, and earned media by analyzing audience engagement with the action-drama *Human Target*. The research involved 1,127 participants from Procter & Gamble's Vocal Point virtual communities. Their findings indicated that earned media exerted a stronger influence on consumer behavior compared to paid or owned media. Although their study applied the PEOM model to categorize media, it did not examine the connections between media preferences, consumption patterns, and consumer health—key aspects considered in the current research. This raises a crucial question: Which marketing communication tools are most commonly utilized by Saudi consumers?

(Xie et al. 2018) explored cultural differences in marketing communication strategies by gathering insights from 42 advertising and public relations professionals in China and the United States. Their research utilized the PESO model (Paid, Earned, Shared, and Owned media) and highlighted the growing impact of social media in both countries. In China, marketing relied heavily on mobile advertising and paid influencers, yet the PESO model was not commonly implemented. In contrast, the United States, which is considered more advanced in marketing communication, demonstrated extensive reliance on paid media. The study provided a comparative analysis of media strategies across different cultural landscapes, focusing on professional practices in the media industry.

(Laurie et al. 2024) applied the PEOM model in their research on social media marketing, examining its effectiveness as a teaching framework for marketing communication. Conducted by four marketing educators at a British business school, the study evaluated 40 instances of the PEOM model over a three-year period. Their findings indicated that segmenting media into paid, owned, and earned categories was particularly beneficial for teaching marketing principles. Additionally, they emphasized

that the model aids in managing complex marketing campaigns and strengthens the relationship between advertising and paid media.

(Lieb 2012) conducted a qualitative study involving 34 research interviews—29 with industry professionals, brand representatives, and media agency experts—along with a secondary analysis of 40 case studies on brand integration of paid, owned, and earned media. The findings revealed that many businesses lacked a well-defined media integration strategy and struggled with content marketing, a crucial element in managing owned media channels and responding to media coverage. Lieb's research underscored the necessity of integrating paid, owned, and earned media as core elements of brand marketing strategies.

While the study primarily examined media education strategies, it also identified key trends relevant to marketing graduates. It reinforced the importance of strategic media integration and highlighted owned media as a crucial factor in brand sustainability, starting with well-planned marketing content.

### **The POEM Model and Its Influence on Brand Attitude.**

Beyond evaluating the effectiveness of the POEM model, experts increasingly emphasize the vital role of content—often referred to as advertising creative—in its implementation. ( Lieb et al. 2012) introduced an adapted version of the POEM model, known as the convergence model, which still incorporates paid, owned, and earned media but places greater importance on content as a central element of brand strategy. They argue that regardless of the media channels, platforms, or timing of execution, brand content must remain consistent in messaging, visual identity, and tone. A well-planned content strategy is crucial for the success of any campaign, as content serves as the driving force behind marketing initiatives—described as the "atomic particle" of the convergence model (Lieb et al. 2012). This perspective underscores the growing challenge consumers face in distinguishing among paid, owned, and earned media, highlighting content's key role in shaping brand perception.

The focus on content within the POEM model underscores its significance in influencing brand attitudes. The link between POEM and brand communication is based on the notion that maintaining content consistency across different media channels directly impacts how consumers perceive a brand. While prior studies have demonstrated the influence of earned media through empirical data—such as its effect on television viewership (Lovett & Staelin, 2016)—it remains uncertain whether the same impact holds when considering advertising content within the POEM framework. Consequently, this study explores how different media types (paid, owned, and earned)

and their strategic integration contribute to shaping consumer attitudes toward a brand, particularly regarding credibility, trust, and overall brand perception.

### **The Role of POEM in Brand Communication**

The POEM model—consisting of Paid, Owned, and Earned Media—serves as a key framework for contemporary brand communication strategies. Paid media refers to brand-sponsored advertisements, whereas owned media includes platforms directly managed by the brand, such as websites and social media pages. Earned media, on the other hand, encompasses consumer-driven content such as word-of-mouth, viral marketing, and public relations, which operate independently of direct brand influence (Hanna, Rohm, & Crittenden, 2011; Lieb et al., 2012; Lovett & Staelin, 2016).

Studies indicate that relying on a single media type is insufficient for meaningful consumer engagement. With technological advancements, consumers actively engage with brands by sharing and even co-creating content, making an integrated media approach essential (Hanna, Rohm, & Crittenden, 2011). Social media plays a crucial role in this process, enabling users to act as content creators, critics, and observers, thereby shaping brand perception through their interactions (Li & Bernoff, 2009). As a result, marketing professionals emphasize the need to integrate POEM components to build a unified and effective brand communication strategy (Corcoran, 2009).

Empirical research highlights the varying effects of POEM elements. Xie and Lee (2015) found that while owned and earned media contribute to increasing purchase intent, their impact diminishes when external variables come into play. Paid media, on the other hand, primarily enhances brand awareness and recall by reinforcing memory rather than directly driving purchase decisions (Clark, Doraszelski, & Draganska, 2009; Xie & Lee, 2015). However, a (Gallup 2014) study suggested that consumers often disregard brand advertisements and owned media, making earned media the most impactful promotional tool. Additionally, (Lovett and Staelin 2016) pointed out that earned media not only boosts consumer satisfaction but also encourages repeat purchases.

Although earned media is considered highly credible, the ideal balance between POEM elements is still not fully understood, particularly outside the entertainment industry. Further research is necessary to explore how different media combinations influence brand perception and long-term consumer engagement (Xie & Lee, 2015; Lovett & Staelin, 2016). This study seeks to examine strategic media integration to enhance brand communication in an ever-evolving digital landscape.

## Research Objectives

- Uncover the important dimensions of each media of POEM framework.
- Determine the optimum combination of media to build strong brand attitude.
- Discover each media role in shaping viewers' perception towards the brand

### 3. RESEARCH METHODOLOGY

'Fuzzy Set Qualitative Data Analysis' (FsQCA) is the main method used in the current study to monitor, compare and analyze the data collected from the respondents. It primarily focuses upon two aspect of this method, one qualitative analysis of three predetermined attributes viz. *Informativeness, Sophistication and Brand Community* that build brand connection and second to measure the level of structural relationship with respondents' brand attitude. By identifying the most workable media combination strategy the research would present an easiest way to approach and pursue consumers to make premium brand perception.

#### 3.1 Data Collection

Data collection was the critical task in the study because the respondents were stratified into income strata and to reach them was extremely difficult. Thus the study used reached out to renowned B-schools in which professors were approached to fill the questionnaire. By this way quantitative data was successfully gathered from the people who belong to brand community. Overall 189 responses (demographic characteristics are shows in table 4) were collected from respondents designated as 'professor and associate professor' who are closely connected and associated with premium brands and closely what brand on social media and other digital platforms.

**Table 4: Demographics**

Designation	Score %	Gender	Score %
Professor	69%	Male	48%
Associate Professor	31%	Female	52%
Brand Association		Social Media Time Spend	Score %
Male	39%	Male <1hr 1-2hr >2hr	41% 37% 22%

Female	61%	<b>Female</b>	
		<1hr	16%
		1-2hr	28%
		>2hr	66%
<b>Mean Score</b>		<b>Standard Deviation</b>	
Male	4.13	Male	1.69
Female	4.69	Female	2.23

The collected data highlights key insights into brand association and social media engagement among professors and associate professors, who are closely connected with premium brands. A majority of respondents (69%) were professors, with a nearly balanced gender representation (48% male, 52% female). The findings indicate that females (61%) have a stronger brand association than males (39%), and they also exhibit higher engagement on social media, with 66% spending more than two hours daily compared to only 22% of males. In contrast, 41% of male respondents spend less than an hour on social media, suggesting lower digital interaction.

Furthermore, the mean brand perception score is higher among females (4.69) compared to males (4.13), indicating a more positive attitude toward premium brands. However, the standard deviation is greater for females (2.23 vs. 1.69), suggesting higher variability in their brand perception. These findings imply that digital marketing strategies should focus more on interactive and influencer-driven content for females, while males may respond better to professional, information-driven campaigns. This data-driven approach can help optimize media strategies to enhance premium brand perception effectively.

### Measures

The measurement items include three criteria predominantly used for making brand perception and attitude. To measure the respondents' view towards brand perception and attitude three factors were used in which 12 variables have been considered (given in table 5)

**Table 5: Constructs**

Parameters	Variables	Loadings
<b>Informativeness</b>	<ul style="list-style-type: none"> <li>Brand experience extremely awesome</li> <li>Brand experience was pleasant</li> <li>Brand visuals were pleasurable</li> </ul>	0.879 0.756 0.854 0.698

	<ul style="list-style-type: none"> <li>• Brand communication was convincing</li> </ul>	
<b>Sophistication</b>	<ul style="list-style-type: none"> <li>• Brand attach with high standard</li> <li>• Brand deliver classy feeling</li> <li>• Brand leads to trustworthiness</li> <li>• Brands connect with unforgettable experiences</li> <li>• Brand build feeling of confidence</li> </ul>	0.887 0.748 0.771 0.812 0.883
<b>Brand Community</b>	<ul style="list-style-type: none"> <li>• Brand Share extreme consciousness</li> <li>• Brand build sense of belongingness</li> <li>• Brands develop social interaction and relationship</li> </ul>	0.783 0.835 0.880

The data in Table 5 presents three key constructs—Informativeness, Sophistication, and Brand Community—used to assess brand perception and attitude. Each construct comprises multiple variables with respective factor loadings, indicating their significance in the measurement model.

- **Informativeness:** This dimension evaluates how the brand experience is perceived in terms of its impact on users. The highest loading (0.879) suggests that an "extremely awesome" brand experience is the most influential variable, followed by pleasurable brand visuals (0.854), a pleasant experience (0.756), and convincing brand communication (0.698).
- **Sophistication:** This factor captures the brand's association with exclusivity, class, and trust. The highest loadings are found in "Brand builds confidence" (0.883) and "Brand attaches with high standards" (0.887), suggesting that these aspects strongly shape consumer perception. Trustworthiness (0.771) and unforgettable experiences (0.812) also play a significant role.
- **Brand Community:** This construct highlights the social and relational aspects of brand perception. "Brands develop social interaction and relationships" (0.880) holds the highest loading, followed by a sense of belongingness (0.835) and shared consciousness (0.783), indicating that community engagement is crucial for brand attachment.

The factor loadings confirm the validity of these constructs in shaping brand perception and attitude. The high values across variables suggest a strong model fit, reinforcing the importance of informativeness, sophistication, and community in consumer-brand relationships.

### **Constructs Examined (Combined Media Strategy)**

The study focuses upon three media combination (extracted from POEM model) like-

- Paid Media & Owned Media- Promotion of Brand Intent
- Owned Media & Earned Media- Brand Association & Relationship
- Earned Media & Paid Media- Consumer Sponsored Communication

## **4. RESULT ANALYSIS**

### **Qualitative Analysis of Media Combination**

Using the FsQCA the quantitative data was calibrated into the range of 0 to 1 by converting the scaled data (5 Point Likert's Scale) into Fuzzy set where responses whose mean score was less than 3 fall into the category of '0' (Less likely group) and mean score more than 3 fallen into the category of 1 (Extremly Likely group).

For 'positive brand attitude formation' the selected attributes are taken as 'necessary attributes' which needs to be present in the media for creating brand attitude and need to score or exceeds minimum consistency threshold value of 0.75 (coefficient score)

**Table 6: Measurement of Items' Validity as 'Necessary Attribute' for Shaping Brand Attitude (Based on Fuzzy set)**

Parameters	Variables	Threshold Score	Fuzzy Set Category	Result
Informativeness	Brand experience extremely awesome	0.862	1	Extremely Likely
	Brand experience was pleasant	0.513	0	Less Likely
	Brand visuals were pleasurable	0.922	1	Extremely Likely
	Brand communication was convincing	0.877	1	Extremely Likely

Sophistication	Brand attach with high standard	0.941	1	Extremely Likely
	Brand deliver classy feeling	0.780	1	Extremely
	Brand leads to trustworthiness	0.706	0	Likely
	Brands connect with unforgettable experiences	0.882	1	Less Likely
	Brand build feeling of confidence	0.637	0	Likely
Brand Community	Brand Share extreme consciousness	0.783	1	Extremely
	Brand build sense of belongingness	0.835	1	Likely
	Brands develop social interaction and relationship	0.880	1	Extremely
				Likely

### Variables Removed

Three items (variables) are removed during the analysis because the selected items scored lower than the predetermined threshold limit of 0.75 (coefficient value). Rest all the items in the table have been considered as they fall into the 'Extremely Likely' category. The description of the eliminated items are as follows-

- **Brand experience was pleasant (0.513)-** the calibration range for this item was found '0' as the coefficient score was  $0.513 < 0.75$  hence this item was dropped out. The respondents don't consider this item as necessary for positive brand attitude building.
- **Brand leads to trustworthiness (0.706)-** this item also scored  $0.706 < 0.75$  hence it doesn't fall into necessary category of shaping brand attitude. The respondents believed that premium brand have already a strong trustworthiness hence it's an integral part of the a strong brand attitude.
- **Brand build feeling of confidence (0.637)-** the respondents scored this item  $(0.637 < 0.75)$  lower than the threshold limit because consumers who follow premium brands only due to faith and confidence on the brand. Hence, it's not a necessary item for creating positive brand attitude.

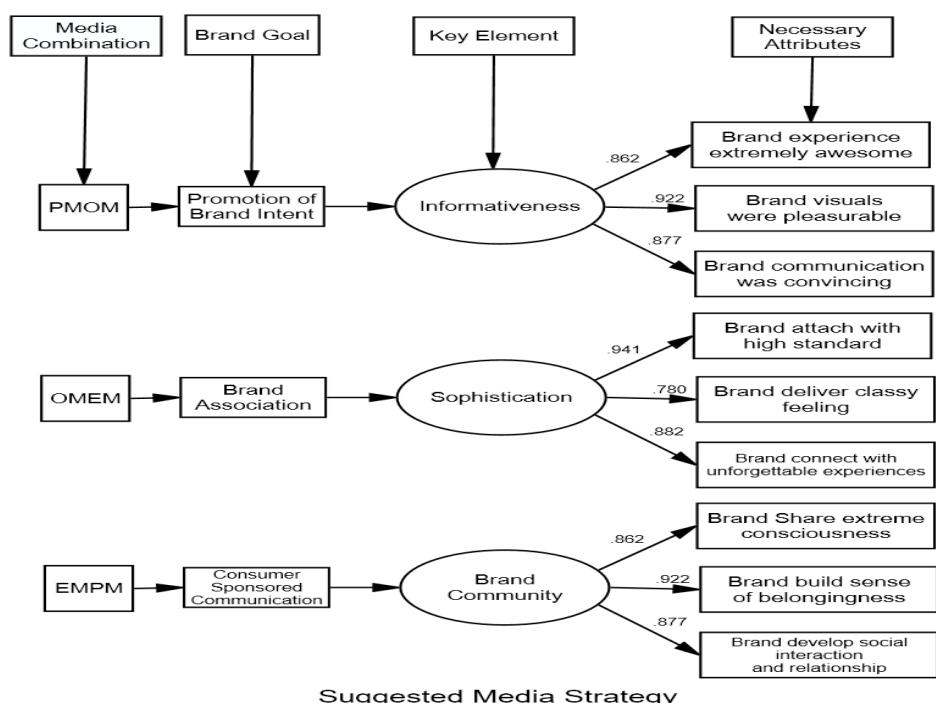
The qualitative media strategy comparison has been done on the basis of two important criterias viz. 'Media Goal and Media Outcomes'. Media goal refers to the strategic objectives which brands set to achieve through competitive media planning whereas

media outcomes refers to the ultimate result a brand expects. The POEM framework is a competitive digital media strategy which facilitate brands to optimize campaign results through the use of different combinations of media. The below table representing qualitative comparison of different media combination primarily focusing upon media outcome keeping media goal in mind.

**Table 7: Description of Media Combination based on Goal and Outcome**

Media Combination	Media Goal	Media Outcome
<b>Paid Media &amp; Owned Media (PMOM)</b>	Promotion of Brand Intent	<ul style="list-style-type: none"> <li>Positive Perceived Value           <ul style="list-style-type: none"> <li>Brand Trust</li> </ul> </li> <li>Strong Emotional Connection           <ul style="list-style-type: none"> <li>Brand Reputation</li> </ul> </li> </ul>
<b>Owned Media &amp; Earned Media (OMEM)</b>	Brand Association & Relationship	<ul style="list-style-type: none"> <li>High Recall Value</li> <li>Competitive Differentiation</li> <li>Build Brand Community</li> </ul>
<b>Earned Media &amp; Paid Media (EMPM)</b>	Consumer Sponsored Communication	<ul style="list-style-type: none"> <li>Authenticate Brand Performance           <ul style="list-style-type: none"> <li>Increase Brand's Reach</li> <li>Establish Emotional Connect</li> </ul> </li> <li>Increase Consumer Conversion Rate</li> </ul>

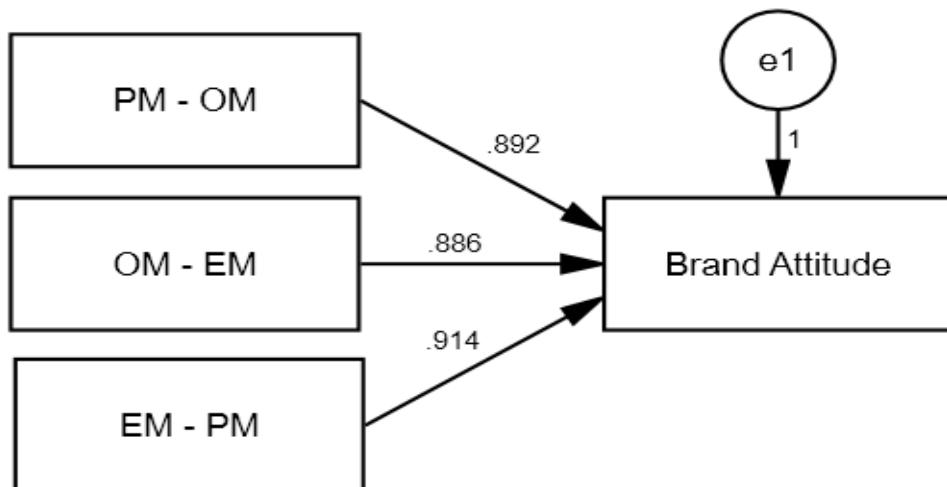
**Fig 8- Suggested Media Strategy with Necessary Attributes to Achieve Desired Media Goals**



The analysis (coefficient values) reveal three media strategy that can help brand to achieve its strategic goals particularly the building of positive brand attitude using digital media platform. The brand attitude can be developed through three angles viz. '*promotion of brand intent (PMOM), brand association (OMEM) and consumer sponsored communication (EMPM)*'. It primarily focuses upon the first- 'informativeness' which broadly includes consumers' experience with brand ( $R = .862$ ), brand's visuals like logo, design, appearance etc. ( $R = .922$ ) and the convincing appeal through engaging communication techniques ( $R = .877$ ). Second- 'sophistication' that includes brand's attachment to high standard, quality of life and the symbol of excellence ( $R = .941$ ), brand must offer the feeling of class, living standard and pleasureable using experience ( $R = .780$ ), brand must connect with unforgettable user experience ( $R = .882$ ). Third- 'brand community' which represent the niche group of like minded people who love to use a famous brand which make them feel awesome and distinct. Experts call it brand community which build a strong and favorable brand attitude of consumers. Result reveals that it can be achieved by displaying brand consciousness, belongingness ( $R = .922$ ) and developing social interaction & relationship which can boost consumer confidence over the brand performance, luxury and uniqueness ( $R = .877$ ).

Further the level of effect of three different media combination has been measured using 'Structural Equation Modeling' and the result is as follows-

**Fig 9 – Structural Relationship Analysis**



**Table 10 : Measurement Model Statistics**

		Mean	SD	AVE	CR	R	Effect Size
1.	PM OM	4.393	0.223	0.358	0.783	0.892	89%
2.	OM EM	4.015	0.145	0.425	0.674	0.886	89%
3.	EM PM	4.385	0.117	0.227	0.662	0.914	91%

*The square root of AVE is displayed along the diagonal in the bivariate correlation matrix. Abbreviations include M for mean, SD for standard deviation, AVE for average variance explained, and CR for composite reliability. Furthermore, a three-step process was carried out to evaluate measurement invariance across the three groups.*

The analysis presents the role of digital media combinations in achieving specific media goals using the POEM framework. The qualitative analysis highlights how different media combinations contribute to shaping positive brand perceptions and attitudes. Paid & Owned Media (PMOM) enhances brand intent, leading to positive perceived value, trust, emotional connection, and reputation. Owned & Earned Media (OMEM) fosters brand association and relationships, resulting in high recall value, competitive differentiation, and community building. Earned & Paid Media (EMPM) leverages consumer-sponsored communication to authenticate brand performance, expand reach, strengthen emotional connections, and increase conversions.

The structural relationship analysis further validates these findings through measurement model statistics. Results show strong composite reliability (CR) across all media combinations, indicating consistency in the data. The PMOM combination has a high reliability score (CR = 0.783), while OMEM (CR = 0.674) and EMPM (CR = 0.662) also demonstrate robust relationships. The average variance explained (AVE) values suggest that the selected media combinations significantly impact media outcomes. Additionally, the effect size analysis shows that EMPM (91%) has the highest influence, followed by PMOM (89%) and OMEM (89%).

These findings confirm that strategically aligning media combinations with campaign goals enhances brand effectiveness. By integrating the right mix of paid, owned, and earned media, brands can drive engagement, build strong consumer relationships, and optimize digital marketing outcomes.

## 5. FINDINGS

Social media platforms are one of the competent places which a brand can use meet its media related objectives specially the formation of positive brand attitude towards the

premium brands. The study investigated relationship between role of social media and consumers' brand attitude formation with the help of POEM framework and found that three media strategy can help brands to build favorable brand attitude over the period of time. The result represent the findings of three media combination viz. PM-OM, OM-EM and EM-PM. PMOM focuses upon the promotion of brand intent through relevant and continue information spreding to the consumers which create amazing brand experience, pleasurable visuals and convicing brand communication to the target consumers. The combination of OMEM media focused upon 'brand association' which tells the consumers about the increadible side of brand sophistication they may get and represent the brand with high standard, class attached and unforgetible experiance they would received from the brand usage. EMPM is another very favorable combination that help brands to earn consumer sponsored communication and build an informal brand community which advocate the brand at social platforms. The community members show high consiousness, belongingness and relationship and build a progressive social interaction. The brand must use either or all the media combination to create a postive brand attitude of consumers and ensure strategic use of social media platforms.

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