

Defining the Area of Construct - Development of the Definition of Media Brands and Media Brand Trust underlying the Scale Development Process

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Cite as:

Heim Steffen, Chan-Olmstedt Sylvia, Fantapié Altobelli Claudia, Fretschner Michael, Wolter Lisa-Charlotte (2022), Defining the Area of Construct - Development of the Definition of Media Brands and Media Brand Trust underlying the Scale Development Process. *Proceedings of the European Marketing Academy*, 51st, (107569)

Paper from the 51st Annual EMAC Conference, Budapest, May 24-27, 2022



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## **Abstract**

Attention economy and growing levels of fake news spread through media forces media brands and advertisers to revalidate their business operations and consumers to rethink their media consumption. Media brand trust observations promise to support media brands in defining an effective strategy and media consumers in deciding between the content provided through the increasing set of channels available. Fundamental to understanding these interactions is the development of a reliable foundation, defining the term media brand in today's environment, as well as determining the dimensions underlying media brand trust. This study examines both aspects from the consumer perspective. By collecting qualitative and quantitative data from Germany, the US, and South Korea it aims at defining the essential elements underlying the overarching goal of developing the Media Brand Trust Scale. Data was gathered through an online survey (N = 300) and focus group interviews conducted with 55 participants.

**Keywords:** *Media Brand Trust; Scale Development; International Research*

**Track:** Consumer Behaviour