**Key Elements**

**Construct**

Construct is a broader level concept that has three distinct characteristics: **a)** it is an abstract idea that is usually broken down into dimensions represented by lower-level concepts, or a combination of concepts. **b)** it can’t be observed directly. **c)** it is usually designed for particular research purpose so that it exact meaning relates only to the context in which it is found.

For example, the construct “involvement” has been used in many advertising studies, and that is difficult to see directly, and it includes the concepts of attention, interest, and arousal (excitement, stimulation) (Wimmer & Dominic, 2015).

**Variable**

A phenomena or event that can be measured or manipulate (influence/operate). The empirical counterpart (matching part) of a construct is called variable. It links the empirical world with the theoretical one. Variable can have more than one value along a continuum. For example variable “satisfaction” with pay-per-view of TV programs can take on different values, a person can be satisfied a lot, somewhat, little or not at all. Variables are labeled marker variables, because they seen to define the construct under study. How it is done and how they are measured? Variables are classified in terms of their relationship with one another.

**Independent variables**

They are potentially influenced some other factors: person information, feeling, attitude, opinion and behaviors and systematically varied by the researcher in view of research study’s nature.

**Dependent Variables**

They are observed and their values presumed to depend on the effects of the independent variables. Or the dependent variable is what the researcher wishes to explain. Keep in mind that the distinction between types of variable depends on the purposes of a research study

**Concepts**

Concept is a term that expresses an abstract idea formed by generalizing from particulars and summarizing related observations (Wimmer & Dominic, 2015).

**Validity and Reliability**

Finallywe need to ensure validity and reliability for recognition of the study among experts in the field. **Validity** is the degree to which we are actually measuring what we intend to measure.

**Reliability** is the extent to which a result is stable and consistent.