

Dimensions of Consumers' Advertising Beliefs in India

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ABSTRACT

This paper identifies the belief dimensions for Indian consumers' attitude toward advertising. A sample of 873 consumers including 458 males and 415 females has been drawn from North Indian States and Union Territories. The 28 belief statements in Pollay and Mittal Model of attitude toward advertising have been factor analysed (Principal Component Analysis with Orthogonal Rotation) to explore the dimensionality of advertising beliefs of Indian consumers. Six dimensions of Indian consumers' beliefs about advertising have been identified and explained. These are 'Harmful for Society', 'Good for Economy', 'Better Quality of Life', 'Manipulative', 'Lower Prices', and 'Hedonic Pleasure'. Implications of advertising beliefs for advertisers and marketers have also been discussed.

INTRODUCTION

Over the years, there has been considerable interest in the role of consumer's affective responses to advertising. Specifically, the attitude-toward-the-ad construct has been posited as an important mediator of brand attitudes and purchase intentions (**Mitchell and Olson 1981; Shimp 1981; Lutz 1985**). Conceptual research by **Lutz (1985)** has helped to delineate the various cognitive and affective antecedents and consequences of attitude toward advertisement (Aad). One key antecedent to attitude toward advertisement (Aad) is the attitude-toward-advertising-in-general (Ag) construct (**Andrews, 1989**).

Attitude-toward-advertising-in-general (Ag) has been found to influence the success and effectiveness of a particular advertising campaign. Since Aad has been found to influence consumer brand attitude (**Shimp, 1981; Thorson, 1981; Lutz, 1985; MacKenzie et al., 1986; Muehling, 1987; MacKenzie and Lutz, 1989**), the influence of Ag on advertising effectiveness is bound to be important. Interest in the Ag construct gained momentum as advertising scholars showed it was an important determinant of attitude towards the advertisement (Aad) (**Lutz, 1985; Mehta and Purvis, 1995**).

Theoretically, the Ag construct is grounded in consumer beliefs toward advertising in general. **Bauer and Greyser (1968)** provide evidence that overall attitudes toward advertising in general are influenced by beliefs toward advertising in general. In turn, it is suggested that a relationship exists between consumers' overall attitudes toward advertising and reasons why

certain ads are considered informative, enjoyable, annoying, or offensive. The present study attempts to identify the dimensionality of beliefs of Indian consumers toward advertising in general.

PREVIOUS RESEARCH

In the past, attitude toward advertising have been studied by the researchers from various perspectives. **Bauer and Greyser (1968)** identified two distinct effects of advertising, viz, Economic and social, in their landmark study. They found that majority of consumers have a favourable view of the economic but an unfavourable view of the social role of advertising. **Greyser and Reece (1971)** have studied the social impacts of advertising. **Greyser (1972)** provided a structure for considering social issues in advertising and explored implications of social issues in advertising for practitioners and public policy makers. **Barksdale and Darden (1972)** conducted an exploratory study to determine consumer reactions to advertising. They found that most product advertising is not believable, not reliable sources of information about product quality and performance, and generally do not present a true picture of the products advertised. **Haller (1974)** studied as to what students think of advertising and how their views differ from those expressed by businessmen. **Reid and Soley (1982)** conducted a survey to determine if there are differences in peoples' generalised and personalised attitudes toward the two types of advertising effects i.e. advertising's social and economic effects. The results show that there is a significant difference between people's generalised and personalised attitudes toward advertising's social and economic effects and that people are more negative on the personalised than generalised attitude level toward both types of advertising effects. **Gelb and Charles (1983)** examined relationships among attitude toward the advertising and advertising effectiveness. **Semenick, Zhou and Moore (1986)** investigated attitudes and beliefs held by Chinese managers regarding economic and social aspects of advertising. **MacKenzie, Lutz and Belch (1986)** conducted a study on attitude toward the advertisement as a mediator of advertising effectiveness. **Muehling (1987)** found that some beliefs were found to influence global attitudes toward advertising; several often-cited beliefs (criticisms/concerns) about advertising do not influence attitude toward advertising in general. **Andrews, Durvasula and Lysonski (1991)** presented a cross-cultural comparison of student perceptions toward advertising in general. 553 undergraduate students from the United States, New Zealand, Denmark, Greece, and India were studied. Implications of findings for advertising educators and practitioners are provided. **O'Donohoe (1995)** compared British and American literature on public attitudes to advertising in general. The review highlights the lack of research seeking to understand rather than to measure these

attitudes. **Mehta and Purvis (1995)** found that attitude toward advertising in general influenced the effectiveness of specific advertisements. **Yoon, Muehling and Cho (1996)** have compared the attitudes and behavioural tendencies of Korean and American college students towards advertising. **Obermiller and Spangenberg (1998)** have developed a 9-item Likert-type scale to measure consumer skepticism toward advertising. **Sangwan and Golovkina (1999)** have conducted a survey about changing attitudes towards advertising in Ukraine in the post liberalisation era. **Bush, Smith and Martin (1999)** have used the theory of consumer socialisation to explore factors that might shape attitudes toward advertising for African-American and Caucasian young adults. **Goldsmith, Lafferty and Newell (2000)** suggest that corporate credibility plays an important role in consumers' reactions to advertisements and brands. **Mehta (2000)** has evaluated how consumer attitudes toward advertising in general affect response to specific advertising. **Wang, Zhang, Choi, and D'Eredita (2002)** have measured consumers' attitudes toward advertisements for different purposes and different media. They suggest that interactivity is also a factor that contributes to consumers' perceptions. Implications for Internet-based advertising and e-commerce have been discussed. **Initiative Media and BBC World (2002)** conducted a study on consumers' attitudes towards advertising and its relevance to media. **Zhou, Zhang and Vertinsky (2002)** have conducted a survey of 825 consumers in five major cities in China about general beliefs about the institution of advertising and attitude toward advertising. They have also compared Chinese and US attitude toward advertising. **Beard (2003)** explored the attitudes of college students toward advertising's ethical, economic, and social consequences. **Wolin and Korgaonkar (2003)** studied male and female beliefs and attitudes toward web advertising. **Mukherji (2005)** examined the relationship of social orientation of mothers with the attitudes toward advertising in general and attitude toward children's advertising. He found that middle class mothers have positive attitude toward advertising. Recently, **Dutta Bergman (2006)** has explored the individual demographic and psychographic antecedents of attitude toward advertising.

Since the landmark study by **Bauer and Greyser (1968)**, which identified distinct social and economic effects of advertising, many researchers across the world have attempted to study and compare the dimensionality of advertising beliefs. **Andrews (1989)** investigated several key research issues associated with beliefs toward advertising in general. The study indicates separate economic and social belief dimensions. **Pollay and Mittal (1993)** conducted a study to identify the factors underlying consumers' attitude towards advertising in general and presented a model depicting the primary structure of belief and attitudes about advertising.

Yavas (1997) investigated the dimensionality of advertising attitudes in a non-US setting (Saudi Arabia) and confirmed that dimensions indeed decompose into social and economic effects. **Ramprasad and Thurwanger (1998)** compared the factor structure of beliefs toward advertising in south Asia and compared it with the United States studies and found similar belief structure. Five south Asian countries studied were Bangladesh, India, Nepal, Pakistan and Sri Lanka. **Yang (2000)** investigated college students' attitudes towards advertising in Taiwan, applying two advertising constructs- beliefs about advertising and attitudes towards advertising in general (Ag). He also compared the belief factor structure with USA and South Asia. **Ashill and Yavas (2005)** have examined the similarities and differences in the dimensionality of advertising attitudes between Turkish and New Zealand consumers. The study finds that advertising attitudes consist of social and economic dimensions in both the countries.

RESEARCH METHODOLOGY

This study is aimed at identification of the belief factors (dimensions) underlying the attitude of Indian consumers toward advertising in general.

The Instrument

For the purpose of this study, an inventory of 28 belief statements developed by **Pollay and Mittal (1993)** has been used. These statements are regarding attitude-toward-advertising-in-general and have been presented in the form of a comprehensive model depicting the primary structure of belief and attitudes about advertising.

The Sample

The population for the study comprised the general public from 7 North Indian States (Punjab, Jammu & Kashmir, Himachal Pradesh, Uttar Pradesh, Rajasthan, Haryana and Uttranchal) plus Union Territory of Chandigarh and National Capital Territory of Delhi. A sample of 900 respondents comprising 100 from every State/U.T was selected on the basis of convenience sampling¹. The data has been collected personally with the help of a well structured and non-disguised questionnaire. After scrutiny of the filled questionnaires, 873 were found to be fit for analysis; others were incomplete or lacked seriousness in response and hence weeded out. People from all strata of society were included in the survey to make the sample more representative. Table 1 gives the description of demographic characteristics of the respondents.

¹ Kerlinger and Lee (2000) are of the view that if the theory behind statistical testing "is forbidden to us with non-random samples, much use of statistics and the inferences that accompany statistics would have to be abandoned. The reality is that the statistics seem to work very well even with non-random samples provided the researcher knows the limitations of such samples (p. 286)."

Data Analysis

Statistical Package for Social Sciences, SPSS for Windows (10.0.1) and Microsoft Excel have been used to apply various statistical tests for data analysis purpose.

RESULTS AND DISCUSSION

Multivariate data analysis has been done for achieving the objective of the study. The responses of consumers have been studied collectively and separately for both genders. Following paragraphs give brief description of the procedures adopted for data analysis:

Dimensions of Consumers' Beliefs toward Advertising (Overall Sample)

In order to find out the dimensionality of beliefs toward advertising, a factor analytic technique has been used. Factor analysis has been applied to the responses of all 873 respondents regarding 28 belief statements shown in Table 2, measured on a five point Likert Scale.

In order to test the suitability of the data for factor analysis, the correlation matrix was computed and examined. This revealed that there were enough correlations to go ahead with factor analysis. Anti image correlations were computed. These showed that partial correlations were low, indicating that true factors existed in the data. Kaiser-Meyer-Olkin measure of Sampling Adequacy (MSA) for individual variables was studied from the diagonals of partial correlation matrix. This was found to be sufficiently high for all variables. Overall MSA was found to be 0.823 which indicated that the sample was good enough for sampling. Bartlett's Test of Sphericity showed statistically significant number of correlations among the variables (Approx. chi-square=4363.663, df=378, significance=.000). Hence all of these standards revealed that data was fit for factor analysis.

Principal Component Analysis was employed for extracting factors. The number of factors to be extracted was finalised on the basis of 'Latent Root Criterion' i.e. factors having eigenvalues greater than 1 have been selected. Orthogonal rotation with Varimax was run. Rotation converged in 10 iterations. In orthogonal rotation, each factor is independent of, or orthogonal from, all other factors. The correlation between the factors is determined to be zero. All factor loadings greater than 0.30 (ignoring signs) have been considered for further analysis. Guidelines for identifying significant factor loadings based on sample size suggest considering factor loading of .30 for sample size of 350 or more (Hair et al, 1995, p.385). Six factors were extracted which accounted for 45.88 per cent of the total variance. The percentage of total variance is used as an index to determine how well the total factor solution accounts for what the variables together represent.

The results of Principle Component Analysis with Varimax rotation for overall sample are shown in Table 3. The six extracted factors have been given appropriate names on the basis of variables represented in each case. The names of factors, the statement labels and factor loadings have been summarised in Table 4.

Dimensions of Male Consumers' Beliefs toward Advertising

For the purpose of identifying the dimensions of beliefs of male consumers toward advertising in general, the responses of 458 male respondents to 28 belief statements have been subjected to factor analysis. A study of correlation matrix, anti-image correlations and MSA for individual variables showed that data was amenable to factor analysis. Overall Kaiser-Meyer-Olkin measure of Sampling Adequacy was found to be 0.803 and Bartlett's Test of Sphericity was also significant (Approx. chi-square= 2701.276, df=378, Significance=.000) indicating the suitability of data for factor analysis. Thus, all of these examinations revealed that data was fit for factor analysis.

Principal Component Analysis was employed for extracting factors. The number of factors to be extracted was finalised on the basis of 'Latent Root Criterion' i.e. factors having eigenvalues greater than 1 have been selected. Orthogonal rotation with Varimax was run. Rotation converged in 23 iterations. In orthogonal rotation, each factor is independent of, or orthogonal from, all other factors. Seven factors were extracted which together accounted for 51.57 per cent of the variance. The results of Principle Component Analysis with Varimax rotation for male respondents are shown in Table 6.

Dimensions of Female Consumers' Beliefs toward Advertising

The responses of 415 female respondents were factor analysed to compare them with the results for male respondents. A study of correlation matrix, anti-image correlations and MSA for individual variables showed the suitability of data for factor analysis. Overall Kaiser-Meyer-Olkin measure of Sampling Adequacy was found to be 0.768 and Bartlett's Test of Sphericity was also significant (Approx. chi-square= 2037.575, df=378, Significance=.000) indicating the suitability of data for factor analysis. Principal Component Analysis with Varimax rotation was employed for factor extraction. Rotation converged in 12 iterations. The cut-off point for significant factor loadings was taken to be 0.30. As in case of male respondents, factors with eigenvalue of 1 or more were extracted, as per latent root criterion. Eight factors have been extracted as shown in Table 7. The total variance explained by the factor solution is 52.52 per cent. All the extracted 8 factors have been given appropriate names on the basis of variables represented in each case. The names of factors, the statement labels and factor loadings have been summarised in Table 8.

The above discussed advertising belief dimensions of Indian consumers have been summarised in the Table 9, giving the bird's eye view of the results of Factor Analysis. It is evident that sub samples of male and female consumers have similar factor structure as that of overall sample. The factor 'Necessity' is an independent dimension for the sub samples but it is part of the dimension 'Good for Economy' in case of overall sample. Similarly, the dimension 'Materialism' has emerged as a separate factor in case of female sample but is part of 'Manipulation' in case of male sample and overall sample. Base upon these observations, it can be concluded that six dimensions (Figure 1) common to all the three samples incorporate all dimensions of advertising beliefs of the population under study. On the bases of underlying statements representing these dimensions, the dimensions have been briefly defined as follows:

Figure 1
Dimensions of Consumers' Advertising Beliefs in India



- 1. Harmful for Society:** This dimension represents the Indian consumers' belief about the harmful/negative implications of advertising for the social fabric. They feel that some products/services promoted in advertising are bad for our society as they distort the values of our youth and make people live in a world of fantasy. They have objections regarding harmful effects of advertising for youth and society in general like- distortion of values, use of sex appeals in advertising and conspicuous buying etc.

2. **Good for Economy:** The belief of the Indian consumers that advertising helps our nation's economy. They view advertising as a necessity. They do not find advertising as a waste of economic resources. They find advertising 'good for economy' because it keeps the consumers up to date about product/services and acts as a valuable source of product information. They feel that advertising promotes competition, which benefits consumer.
3. **Better Quality of Life:** The belief of Indian consumer that advertising helps in raising their standard of living and improving the quality of life. They feel that advertising results in better products for the public. They feel that advertising improves their social role/image by enabling them make proper choices regarding lifestyles and fashions. Advertising guides them in selecting the products which suit their personality and look impressive to others also.
4. **Manipulative:** The belief of the Indian consumer that advertising misleads and manipulates the consumers. They feel that advertising is making us a materialistic society, overly interested in buying and owning things and sometimes persuading people to buy unnecessary things. Advertising insults the intelligence of consumers by playing on their emotions and making them buy the things they should not buy.
5. **Lower Prices:** The belief of Indian consumers that advertising results in lower prices of goods and services by making it feasible to produce in large quantities at lowest possible costs. Their lower prices argument is also supported by the belief that advertisements present a true picture of the product advertised.
6. **Hedonic Pleasure:** The belief of the Indian consumers that advertisements provide enjoyment, amusement and entertainment. They feel that sometimes advertisements give more hedonic pleasure than other media contents. They also derive pleasure in thinking about what they saw or heard or read in advertisements.

Thus, six dimensions of consumers' advertising beliefs in India have been identified and explained above. These belief dimensions are supposed to determine the attitude of the consumers toward advertising in general.

CONCLUSIONS AND SUGGESTIONS

The identification of advertising belief dimensions of Indian consumers has implications for advertisers and marketers. The media planners and marketers can identify the relative strength of these beliefs in determining the attitudes toward advertising. Attitude of consumers toward advertising is one of the most important determinants of consumers' attitude toward brand, which in turn affects the purchase decision of the consumers. Marketers should emphasize the informative power of advertisements to boost the positive image of advertising in general. Advertisements should be designed so as to give maximum product information and hedonic pleasure to the consumers. They should understand that consumers are also looking for enjoyment, amusement and entertainment in addition to product information. It would be ethical on the part of media planners if they keep in mind the reservations of Indian consumers regarding harmful effects of advertising for the youth and general public at large. It is the duty of the marketers to alleviate the fears in the minds of the consumers about the harmful effects of advertising for the society. The belief of the consumers that marketers mislead and manipulate them by exploiting their emotions needs attention. The marketers and the advertisers should adopt best customer relationship management practices to identify the genuine needs of their customers so that advertising is used as a mean of communication to the consumers rather than as a mean of exploiting the emotions of consumers.

Advertising and media research in India is an emerging area for research. There is need for further studies on beliefs and attitudes toward advertising in India. The Future studies can be wider in scope in terms of sample size. Media wise beliefs and attitudes should also be explored. Internet and FM radio as emerging media need special attention. Advertising beliefs can also be used as criteria for segmenting the consumers in distinct groups differing in terms of their liking or disliking for advertising in general. The small contribution of this study in terms of identification of dimensionality of advertising beliefs of Indian consumers will hopefully act as a benchmark for the future research studies in India.

Table 1
Demographic Characteristics of Respondents

	Number of Respondents	Percentage
<i>Age</i>		
Up to 25 years	368	42.2
25-50 years	418	47.9
Above 50 years	87	10.0
<i>Sex</i>		
Male	458	52.5
Female	415	47.5
<i>Occupation</i>		
Business	109	12.5
Service	354	40.5
Student	267	30.6
Housewife	100	11.5
Retired	26	3.0
Any Other	17	1.9
<i>Education</i>		
Post Graduation and above	308	35.3
Graduation	238	37.6
Matric or Undergraduate	192	22.0
Below Matric	10	1.1
Any Other	35	4.0
<i>Income</i>		
Below Rs. 10,000 p.m.	459	52.6
Rs. 10,000-20,000 p.m.	274	31.4
Rs. 20,000-30,000 p.m.	86	9.9
Above Rs. 30,000 p.m.	54	6.2
<i>Family Type</i>		
Joint Family	349	40.0
Nuclear Family	524	60.0
<i>Religion</i>		
Hindu	673	77.1
Sikh	118	13.5
Muslim	52	6.0
Christian	13	1.5
Others	17	1.9

Table 2
Belief Statements Regarding Attitude toward Advertising in General

LABEL	BELIEF STATEMENT
B1	Advertising is essential.
B2	Advertising is valuable source of product information
B3	In general, advertising is misleading.
B4	Quite often advertising is amusing and entertaining.
B5	Advertising persuades people to buy things they should not buy.
B6	Most advertising insults the intelligence of the average consumer.
B7	From advertising I learn about fashions and about what to buy to impress others.
B8	Advertising helps raise our standard of living.
B9	Advertising results in better products for the public.
B10	Advertising tells me what people with life styles similar to mine are buying and using
B11	Advertising is making us a materialistic society, overly interested in buying and owning things
B12	Advertising tells me which brands have the features I am looking for.
B13	Advertising promotes undesirable values in our society
B14	Sometimes I take pleasure in thinking about what I saw or heard or read in advertisements
B15	Advertising makes people buy unaffordable products just to show off.
B16	In general, advertising results in lower prices
B17	Advertising helps me know which products will or will not reflect the sort of person I am.
B18	In general, advertisements present a true picture of the product advertised.
B19	Sometimes advertisements are even more enjoyable than other media contents
B20	In general, advertising helps our nation's economy.
B21	Mostly, advertising is wasteful of our economic resources
B22	Advertising makes people live in a world of fantasy.
B23	There is too much sex in advertising today.
B24	Because of advertising, people buy a lot of things they do not really need.
B25	In general, advertising promotes competition, which benefits the consumer
B26	Some products/services promoted in advertising are bad for our society.
B27	Advertising helps me keep up to date about products/services available in the market place.
B28	Most advertising distorts the values of our youth.

Table 3
Principal Component Analysis with Varimax Rotation
(Overall Sample, N=873)

Statement Label	Factor 1	Factor 2	Factor 3	Factor 4	Factor 5	Factor 6	Communality
B1	-.089	.443	.291	.135	-.098	.216	.36
B2	-.005	.592	.313	.096	-.076	.037	.47
B3	.203	-.288	-.071	.453	-.127	.072	.36
B4	-.008	.192	.142	.211	-.077	.590	.46
B5	.041	.079	.075	.710	-.066	.132	.54
B6	.188	-.087	-.061	.671	.034	-.004	.50
B7	.062	.183	.588	-.024	-.060	.174	.42
B8	-.030	.036	.771	.096	.173	-.029	.64
B9	-.051	.251	.636	-.054	.261	-.118	.56
B10	.050	.081	.594	-.085	.124	.235	.44
B11	.286	.287	.059	.334	.143	.035	.30
B12	.016	.519	.270	-.094	-.026	.079	.36
B13	.443	.037	-.093	.440	.246	-.226	.51
B14	.031	.113	.122	-.058	.364	.587	.51
B15	.478	.104	-.132	.320	.105	-.051	.37
B16	-.007	-.180	.060	.004	.700	.126	.54
B17	.120	.087	.417	-.057	.445	.053	.40
B18	-.214	.085	.265	.066	.597	-.009	.48
B19	.093	.211	.036	.011	.068	.686	.53
B20	.032	.520	.042	-.079	.440	.062	.48
B21	.333	-.502	.207	.273	.012	-.237	.54
B22	.599	-.077	.164	.105	-.065	.098	.42
B23	.615	-.003	.025	.030	-.097	.118	.40
B24	.604	.153	-.018	.278	-.080	.071	.48
B25	.139	.597	-.022	-.059	.094	.163	.42
B26	.660	-.015	-.024	-.039	-.025	.058	.44
B27	.074	.698	.103	.062	-.043	.101	.52
B28	.622	.024	.011	.103	.057	-.156	.43
Eigen Value	2.73	2.65	2.37	1.87	1.66	1.57	12.79
Percent of Variance	9.76	9.46	8.45	6.67	5.94	5.60	
Cumulative Variance	9.76	19.22	27.67	34.34	40.28	45.88	

Table 4
Dimensions of Consumers' Beliefs toward Advertising

Factor Number	Name of Dimension (% of Variance)	Label	Statement (Factor Loading)
Factor 1	Harmful for Society (9.76%)	B26	1. Some products/services promoted in advertising are bad for our society (.660)
		B28	2. Most advertising distorts the values of our youth (.622)
		B23	3. There is too much sex in advertising today (.615)
		B24	4. Because of advertising, people buy a lot of things they do not really need (.604)
		B22	5. Advertising makes people live in a world of fantasy (.599)
		B15	6. Advertising makes people buy unaffordable products just to show off (.478)
		B13	7. Advertising promotes undesirable values in our society (.443)
Factor 2	Good for Economy (9.46%)	B27	1. Advertising helps me keep up to date about products/services available in the market place (.698)
		B25	2. In general, advertising promotes competition, which benefits the consumer (.597)
		B2	3. Advertising is valuable source of product information (.592)
		B20	4. In general, advertising helps our nation's economy (.520)
		B12	5. Advertising tells me which brands have the features I am looking for (.519)
		B21	6. Mostly, advertising is wasteful of our economic resources (-.502)
		B1	7. Advertising is essential (.443)
Factor 3	Better Quality of Life (8.45%)	B8	1. Advertising helps raise our standard of living (.771)
		B9	2. Advertising results in better products for the public (.636)
		B10	3. Advertising tells me what people with life styles similar to mine are buying and using (.594)
		B7	4. From advertising I learn about fashions and about what to buy to impress others (.588)
		B17	5. Advertising helps me know which products will or will not reflect the sort of person I am (.417)
Factor 4	Manipulative (6.67%)	B5	1. Advertising persuades people to buy things they should not buy (.710)
		B6	2. Most advertising insults the intelligence of the average consumer (.671)
		B3	3. In general, advertising is misleading (.453)
		B11	4. Advertising is making us a materialistic society, overly interested in buying and owning things(.334)
Factor 5	Lower Prices (5.94%)	B16	1. In general, advertising results in lower prices (.700)
		B18	2. In general, advertisements present a true picture of the product advertised (.597)
Factor 6	Hedonic Pleasure (5.60%)	B19	1. Sometimes advertisements are even more enjoyable than other media contents (.686)
		B4	2. Quite often advertising is amusing and entertaining (.590)
		B14	3. Sometimes I take pleasure in thinking about what I saw or heard or read in advertisements (.587)

Table 5
Principal Component Analysis with Varimax Rotation
(Male Respondents, N=458)

Statement Label	Factor 1	Factor 2	Factor 3	Factor 4	Factor 5	Factor 6	Factor 7	Communality
B1	.209	.060	-.057	.718	.038	.186	.113	.62
B2	.193	.031	.020	.720	.258	-.005	-.060	.63
B3	-.185	.219	.388	-.019	-.370	.055	.121	.39
B4	.118	-.069	.225	.225	.036	.583	-.167	.49
B5	.012	-.023	.647	.281	-.212	.183	.022	.58
B6	.004	.227	.593	-.145	-.087	.078	.081	.44
B7	.501	.105	-.030	.192	-.029	.325	-.006	.41
B8	.809	.043	.026	.128	-.021	.026	.086	.68
B9	.720	-.079	-.013	.204	.166	-.118	.069	.61
B10	.597	.025	-.055	.066	.033	.288	.068	.45
B11	.108	.168	.532	.117	.122	.155	-.053	.38
B12	.349	-.156	.058	.302	.320	.095	-.326	.46
B13	.006	.247	.679	-.130	.075	-.179	.007	.58
B14	.172	.051	-.064	-.029	.228	.593	.287	.53
B15	-.094	.432	.413	-.110	.187	-.145	-.129	.45
B16	.126	-.009	-.013	-.044	.055	.011	.784	.64
B17	.527	-.044	.257	-.215	.373	.046	.187	.57
B18	.329	-.299	.131	.207	.100	-.011	.486	.50
B19	.039	.055	.069	.071	.132	.737	-.042	.58
B20	.152	-.033	-.011	.045	.677	.104	.228	.55
B21	.192	.372	.182	-.236	-.471	-.244	.207	.59
B22	.120	.643	.091	-.093	-.062	.124	-.118	.48
B23	.054	.595	.085	.088	-.024	.103	-.092	.39
B24	.020	.562	.387	-.039	.109	.043	-.234	.54
B25	-.035	.118	.038	.364	.542	.183	.035	.48
B26	-.148	.628	.112	.091	-.044	.002	.123	.46
B27	.201	.054	.033	.426	.480	.198	-.162	.52
B28	-.017	.602	.203	.094	-.032	-.180	.180	.48
Eigen Value	2.63	2.52	2.25	1.92	1.89	1.81	1.43	14.44
Percent of Variance	9.38	9.01	8.02	6.86	6.75	6.45	5.09	
Cumulative Variance	9.38	18.39	26.41	33.28	40.03	46.48	51.57	

Table 6
Dimensions of Male Consumers' Beliefs toward Advertising

Factor Number	Name of Dimension (% of Variance)	Label	Statement (Factor Loading)
Factor 1	Better Quality of Life (9.38%)	B8	1. Advertising helps raise our standard of living (.809)
		B9	2. Advertising results in better products for the public (.720)
		B10	3. Advertising tells me what people with life styles similar to mine are buying and using(.597)
		B17	4. Advertising helps me know which products will or will not reflect the sort of person I am (.527)
		B7	5. From advertising I learn about fashions and about what to buy to impress others (.501)
		B12	6. Advertising tells me which brand has the features I am looking for (.349)
Factor 2	Harmful for Society (9.01%)	B22	1. Advertising makes people live in a world of fantasy (.643)
		B26	2. Some products/services promoted in advertising are bad for our society (.628)
		B28	3. Most advertising distorts the values of our youth (.602)
		B23	4. There is too much sex in advertising today (.595)
		B24	5. Because of advertising, people buy a lot of things they do not really need (.562)
		B15	6. Advertising makes people buy unaffordable products just to show off (.432)
Factor 3	Manipulative (8.02%)	B13	1. Advertising promotes undesirable values in our society (.679)
		B5	2. Advertising persuades people to buy things they should not buy (.647)
		B6	3. Most advertising insults the intelligence of the average consumer (.593)
		B11	4. Advertising is making us a materialistic society, overly interested in buying and owning things (.532)
		B3	5. In general, advertising is misleading (.388)
Factor 4	Necessity (6.86%)	B2	1. Advertising is valuable source of product information (.720)
		B1	2. Advertising is essential (.718)
Factor 5	Good for Economy (6.75%)	B20	1. In general, advertising helps our nation's economy (.677)
		B25	2. In general, advertising promotes competition, which benefits the consumer (.542)
		B27	3. Advertising helps me keep up to date about products/services available in the market place (.480)
		B21	4. Mostly, advertising is wasteful of our economic resources (-.471)
Factor 6	Hedonic Pleasure (6.45%)	B19	1. Sometimes advertisements are even more enjoyable than other media contents (.737)
		B14	2. Sometimes I take pleasure in thinking about what I saw or heard or read in advertisements (.593)
		B4	3. Quite often advertising is amusing and entertaining (.583)
Factor 7	Lower Prices (5.09%)	B16	1. In general, advertising results in lower prices (.784)
		B18	2. In general, advertisements present a true picture of the product advertised (.486)

Table 7
Principal Component Analysis with Varimax Rotation
(Female Respondents, N=415)

Statement Label	Factor 1	Factor 2	Factor 3	Factor 4	Factor 5	Factor 6	Factor 7	Factor 8	Communality
B1	-.040	.029	.122	-.021	-.035	.752	.118	.094	.61
B2	.056	.304	.187	.003	-.079	.554	.073	.189	.49
B3	.138	-.148	-.480	.349	-.118	.016	.270	.121	.50
B4	.033	.051	.006	.132	.002	.279	.640	-.064	.51
B5	.146	.080	.027	.731	-.053	.120	.026	-.135	.60
B6	.079	-.106	-.094	.726	-.033	-.095	.012	.227	.61
B7	.044	.682	.299	.076	-.170	-.038	.022	-.101	.60
B8	-.066	.705	-.088	.173	.185	.195	-.112	-.044	.63
B9	-.045	.621	.136	-.036	.224	.166	-.038	.077	.49
B10	.003	.609	-.029	-.119	-.010	.027	.328	.168	.52
B11	.195	.027	.097	.073	.117	.197	.067	.598	.47
B12	.107	.235	.271	-.260	-.147	.215	.288	.301	.45
B13	.465	-.061	-.126	.192	.181	-.020	-.108	.454	.52
B14	-.020	.162	.214	-.042	.303	-.034	.596	.116	.54
B15	.429	.021	.161	.377	.158	-.118	.044	.128	.41
B16	.078	.071	.027	.011	.743	-.160	.134	-.044	.61
B17	.172	.556	.030	-.216	.225	-.079	.222	-.038	.50
B18	-.160	.262	-.069	-.099	.620	.136	.011	.223	.56
B19	.172	-.033	.353	.038	.304	.433	.285	-.316	.62
B20	.051	.190	.516	.044	.311	.228	-.035	.197	.50
B21	.332	.092	-.579	.202	-.010	-.026	-.125	.090	.52
B22	.599	.161	-.101	.148	.084	.204	-.138	-.060	.50
B23	.705	-.075	-.009	.031	-.033	-.006	.074	-.172	.54
B24	.548	-.014	.090	.276	-.065	.079	.167	.147	.44
B25	.144	.095	.590	.053	-.040	.189	.090	-.014	.43
B26	.603	.039	.025	-.060	-.099	-.118	.179	.136	.44
B27	.060	.093	.609	.169	-.245	.042	.187	.377	.65
B28	.631	-.011	.001	-.019	.000	.033	-.141	.230	.47
Eigen Value	2.66	2.42	2.05	1.74	1.58	1.53	1.39	1.33	14.63
Percent of Variance	9.49	8.65	7.31	6.22	5.66	5.47	4.98	4.75	
Cumulative Variance	9.49	18.13	25.45	31.66	37.32	42.79	47.77	52.52	

Table 8
Dimensions of Female Consumers' Beliefs toward Advertising

Factor Number	Name of Dimension (% of Variance)	Label	Statement (Factor Loading)
Factor 1	Harmful for Society (9.49%)	B23	1. There is too much sex in advertising today (.705)
		B28	2. Most advertising distorts the values of our youth (.631)
		B26	3. Some products/services promoted in advertising are bad for our society (.603)
		B22	4. Advertising makes people live in a world of fantasy (.599)
		B24	5. Because of advertising, people buy a lot of things they do not really need (.548)
		B13	6. Advertising promotes undesirable values in our society (.465)
		B15	7. Advertising makes people buy unaffordable products just to show off (.429)
Factor 2	Better Quality of Life (8.65%)	B8	1. Advertising helps raise our standard of living (.705)
		B7	2. From advertising I learn about fashions and about what to buy to impress others (.682)
		B9	3. Advertising results in better products for the public (.621)
		B10	4. Advertising tells me what people with life styles similar to mine are buying and using (.609)
		B17	5. Advertising helps me know which products will or will not reflect the sort of person I am (.556)
Factor 3	Good for Economy (7.31%)	B27	1. Advertising helps me keep up to date about products/services available in the market place (.609)
		B25	2. In general, advertising promotes competition, which benefits the consumer (.590)
		B21	3. Mostly, advertising is wasteful of our economic resources (-.579)
		B20	4. In general, advertising helps our nation's economy (.516)
		B3	5. In general, advertising is misleading (-.480)
Factor 4	Manipulative (6.22%)	B5	1. Advertising persuades people to buy things they should not buy (.731)
		B6	2. Most advertising insults the intelligence of the average consumer (.726)
Factor 5	Lower Prices (5.66%)	B16	1. In general, advertising results in lower prices (.743)
		B18	2. In general, advertisements present a true picture of the product advertised (.620)
Factor 6	Necessity (5.47%)	B1	1. Advertising is essential (.752)
		B2	2. Advertising is valuable source of product information (.554)
		B19	3. Sometimes advertisements are even more enjoyable than other media contents (.433)
Factor 7	Hedonic Pleasure (4.98%)	B4	1. Quite often advertising is amusing and entertaining (.640)
		B14	2. Sometimes I take pleasure in thinking about what I saw or heard or read in advertisements (.596)
Factor 8	Materialism (4.75%)	B11	1. Advertising is making us a materialistic society, overly interested in buying and owning things (.598)
		B12	2. Advertising tells me which brand has the features I am looking for (.301)

Table 9
A Bird's Eye View of Results of Factor Analysis

Sample Dimension	Overall Sample (N=873)	Male Sample (N=458)	Female Sample (N=415)
FACTOR 1	Harmful for Society (9.76%)	Better Quality of Life (9.38%)	Harmful for Society (9.49%)
FACTOR 2	Good for Economy (9.46%)	Harmful for Society (9.01%)	Better Quality of Life (8.65%)
FACTOR 3	Better Quality of Life (8.45%)	Manipulative (8.02%)	Good for Economy (7.31%)
FACTOR 4	Manipulative (6.67%)	Necessity (6.86%)	Manipulative (6.22%)
FACTOR 5	Lower Prices (5.94%)	Good for Economy (6.75%)	Lower Prices (5.66%)
FACTOR 6	Hedonic Pleasure (5.60%)	Hedonic Pleasure (6.45%)	Necessity (5.47%)
FACTOR 7	-	Lower Prices (5.09%)	Hedonic Pleasure (4.98%)
FACTOR 8	-	-	Materialism (4.75%)
TOTAL VARIANCE EXPLAINED	45.88%	51.57%	52.52%

Table 10
Dimensions of Consumers' Advertising Beliefs in India

S.No.	Advertising Belief Dimension	Description
I.	Harmful for Society	This dimension represents the Indian consumers' belief about the harmful/negative implications of advertising for the social fabric.
II.	Good for Economy	The belief of the Indian consumers that advertising helps our nation's economy. They view advertising as a necessity.
III.	Better Quality of Life	The belief of Indian consumer that advertising helps in raising their standard of living and improving the quality of life.
IV.	Manipulative	The belief of the Indian consumer that advertising misleads and manipulates the consumers.
V.	Lower Prices	The belief of Indian consumers that advertising results in lower prices of goods and services by making it feasible to produce in large quantities at lowest possible costs.
VI.	Hedonic Pleasure	The belief of the Indian consumers that advertisements provide enjoyment, amusement and entertainment.

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