Predictors of Attitude toward Advertising – An Empirical Study of North Indian Consumers

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ABSTRACT

This study identifies the predictors of Indian consumers' attitude-toward-advertising-ingeneral, using an inventory of 28 belief statements developed by Pollay and Mittal (1993). The population for the study comprised the general public from 7 North Indian States (Punjab, Jammu & Kashmir, Himachal Pradesh, Uttar Pradesh, Rajasthan, Haryana and Uttaranchal) 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 sampling. Seven demographic and six psychographic variables related to and predicting the attitude-toward-advertising-in- general (Ag) have been studied. The study finds no significant relation between attitude-toward-advertising-in-general (Ag) and demographics of the respondents; whereas attitude-toward-advertising-in-general (Ag) is significantly dependent upon the psychographics of the respondents. The importance of psychographic variables in determining the attitude toward advertising has been brought to the fore by the study. The belief factors, as brought out by our study, necessitate that marketers should remain in touch with the expectations, attitudes, perceptions and opinions of the public for changing their attitude toward advertising in general.

KEY WORDS: Attitude-toward-Advertising-in-General, Multiple Regression, Dummy Variables, Advertising in India

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INTRODUCTION

The construct of "attitude towards advertising," was first proposed by Bauer and Greyser in 1968. A lot many studies thereafter have focused on identifying the factors (i.e. beliefs about advertising) that contribute to the general public's attitudes towards advertising in general (Ag) [Ag is defined as 'a learned predisposition to respond in a consistently favorable or unfavorable manner to advertising in general'], with additional studies attempting to measure the beliefs and attitudes of specific target populations. While early studies focused on the component factors explaining the attitudes of populations, recent studies have begun to shift their attention toward measuring the extent to which these belief factors and their ability to predict Ag differ or replicate across various national and ethnic populations.

The extent to which the intellectual criticisms reflect more widely held consumer beliefs and attitudes in India is also not well known. The present study has attempted to identify various belief factors about advertising which explain the attitude of the respondents. It has also explored the predictors of attitudes toward advertising in general.

REVIEW OF LITERATURE

Studies have been conducted in different parts of the world to explore the factor structure of beliefs toward advertising and to see the dependence of attitude toward advertising on these factors e.g. Ramaprasad and Thurwanger (1998) conducted a survey to apply the constructs (beliefs about advertising and attitude toward advertising in general) developed in the United States to South Asia (Bangladesh, India, Nepal, Pakistan and Sri Lanka) to determine whether the factor structure of these beliefs is similar in the United States and South Asia and to measure whether South Asian consumers' beliefs about advertising predict their Ag. While the factor analysis results from the South Asian data did not perfectly replicate the results from the United States study, the similarities were large enough to conclude that the belief structure underlying Ag is similar in the two parts of the world. The South Asian data provided a clearer differentiation between belief dimensions. For all five South Asian countries as a group, each of the eight South Asian belief factors contributed significantly to the prediction of Ag. Analysis by country does not find this global result but finds two consistent results: the belief factor "good for personal economics" was a predictor of Ag in all five countries, and the belief factor "consumer manipulation" did not contribute to prediction in any of the countries. Bush, Smith and Craig (1999) have used the theory of consumer socialization to explore factors that might shape attitudes toward advertising for African-American and Caucasian young adults. Parental communication, peer communication, mass media, gender, and race have been found to be related significantly to attitudes toward advertising. African-Americans watched more television and have more positive attitudes toward advertising than their Caucasian counterparts. Yang (2000) investigated college students' attitudes towards advertising in Taiwan using a survey method. He applied two advertising constructs developed in the USA: 'beliefs about advertising' and 'attitudes towards advertising in general (Ag)'. Specifically, his study intends to determine whether the factor structure of beliefs in Taiwan is similar to those in the USA and other South Asian countries. It also measures whether Taiwanese consumers' beliefs about advertising predict their Ag. Six belief factors have been extracted and they accounted for 56.5% of the variance. Though the result from the factor analysis does not replicate the results from the USA and other South Asian countries, the similarities are large enough to conclude that the belief structure underlying Ag is similar to these regions. By regression analysis, four of the six factors contributed significantly to the prediction of consumers' Ag. Three out of four predictor factors matched those found in other Asian countries. These findings indicated that Taiwanese consumers had the same Ag as those in five South Asian countries. Wang, Choi and D'Eredita (2002) have

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measured consumers' attitudes toward advertisements for different purposes/functions (brand building and directional) and different media (traditional and Internet-based). They contend that 'interactivity' is also a factor that contributes to consumers' perceptions of ads in addition to the factor suggested by literature - entertainment, irritation, informativeness, credibility, and demographic. By understanding consumers' attitude towards advertising, designers and marketers can better strategize their advertising designs. A better understanding of interactivity can also help to improve the effectiveness of interactive media such as the Internet. Zhou, Zhang, and Vertinsky (2002) have conducted a telephone survey of 825 consumers in five major cities in China. The survey focused on general beliefs about the institution of advertising, personal experiences, and general attitudes toward advertising. The relationships among beliefs, personal experiences, and general attitudes are modeled. The survey has also investigated the relationships among demographic variables and experiences, beliefs, and attitudes. The study shows that urban Chinese have similar or more positive attitudes toward advertising than their U.S. counterparts and that these positive attitudes demonstrate resilience over time. As in the United States, younger consumers have more positive beliefs and attitudes toward advertising. But in contrast to the United States, those with higher levels of education tend to have more positive attitudes and beliefs.

RESEARCH METHODOLOGY

This study is aimed at identification of the predictors of Indian consumers' attitude-towardadvertising-in-general. 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 attitudetoward-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 population for the study comprised the general public from 7 North Indian States (Punjab, Jammu & Kashmir, Himachal Pradesh, Uttar Pradesh, Rajasthan, Haryana and Uttaranchal) 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 sampling [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]. 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 were 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.

	Number of	Percentage		
	Respondents	g-		
Age	I			
Up to 25 years	368	42.2		
25-50 years	418	47.9		
Above 50 years	87	10.0		
Sex				
Male	458	52.5		
Female	415	47.5		
Occupation				
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		
Education				
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		
Income				
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		
Family Type				
Joint Family	349	40.0		
Nuclear Family	524	60.0		
Religion				
Hindu	673	77.1		
Sikh	118	13.5		
Muslim	52	6.0		
Christian	13	1.5		
Others	17	1.9		

Table 1				
Demographic Characteristics of Respondents				

DIMENSIONS OF CONSUMERS' BELIEFS TOWARD ADVERTISING

In order to find out the dimensionality of beliefs toward advertising, Exploratory Factor Analysis (EFA) has been applied to the responses of all 873 respondents regarding 28 belief statements, 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. The results indicated that there were enough correlations to justify the application of factor analysis. Anti image correlations showed that partial correlations were low, which indicate that true factors existed in the data. Kaiser-Meyer-Olkin measure of Sampling Adequacy (MSA) for individual variables 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 analysis. 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 finalized 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, Anderson, Tatham, & Black, 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 indicated six factors. The six extracted factors have been given appropriate names on the basis of variables represented in each case. The names of factors, the variance extracted and factor loadings have been summarized in Table 2.

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

 Table 2

 Dimensions of Consumers' Beliefs toward Advertising

PREDICTORS OF ATTITUDE TOWARD ADVERTISING

In this study, Both demographic and psychographic variables related to and predicting the attitude-toward-advertising-in- general (Ag) have been studied. An attempt has been made to identify the independent variables (psychographic and demographic) which are linearly related to the dependent variable attitude-toward-advertising-in-general (Ag) and can help in predicting the value of Ag, given their values. The following null hypotheses have been tested:

- H_{01} : There is no significant relation between attitude-toward-advertising-in-general (Ag) and demographics of the respondents.
- H_{02} : There is no significant relation between attitude-toward-advertising-in-general (Ag) and the psychographics of the respondents.

Multiple Regression Analysis has been used to find the intercept and coefficients for the following regression model:

$$Y = a + b_1 X_1 + b_2 X_2 + b_3 X_3 + b_4 X_4 + \dots + b_{21} X_{21}$$

This equation includes seven demographic and six psychographic variables. Out of the alternative methods of variable selection in Multiple Regression, viz. Confirmatory Specification Approach, Sequential Search Approaches (Backward elimination and step wise elimination) and Combinatorial Approach, the first approach whereby all the variables are entered in the model, has been selected and used for this study. Stepwise elimination method was also run to compare the results of confirmatory approach with the results of this sequential approach. The close examination of results indicated that prediction and explanation strengths of both the methods were strikingly same. So, the results of Confirmatory Regression model have been reported here.

Selection of Dependent and Independent Variables

Attitude-toward-advertising-in- general (Ag), which is the summated average score for two statements [1.Overall, I consider advertising a good thing, 2. Overall, I like advertising] relating to global attitudes of respondents, has been used as the dependent variable.

Independent variables are usually selected in two ways. The first approach involves identifying variables either from previous research or from theoretical model that is the underlying basis of the research question. The second approach is intuition – extending the researchers' knowledge and intuitively selecting variables for which no prior research or

theory exists (Hair, Anderson, Tatham, & Black, 1995, p.195). The second approach has been used in this study.

The independent variables consist of both demographic and psychographic variables. The seven demographic variables used include occupation, income, age, education, gender, family type, and religion. Factor scores saved from the 6 factors revealed by factor analysis have been used as psychographic variables.

While the psychographic variables were metric, the demographic variables being categorical were required to be converted into dummy variables [Dummy variables are independent variables used to account for the effect that different levels of a non-metric variable have in predicting the criterion variable. To account for L levels of independent variables, L-1 dummy variables are needed (Hair, Anderson, Tatham, & Black, 1995, p.81)] to make them fit for Multiple Regression Analysis.

Residual statistics table was generated to identify any distinctive outlier. Out of 873 cases, for 12 cases, minimum/maximum standardized residual value was greater than ± 3 standard deviations from its mean value of zero. These 12 cases were identified and eliminated from the data set, thereby reducing the effective number of cases for analysis to 861. Regression was run again on these 861 cases with the final results produced in Table 3.

Hypothesis Testing

Table 3 shows that the fitted model is statistically significant at p<.000 (at a confidence level of 100%). The R² value is 0.501. It can be noted that the t-test for significance of individual independent variable is significant for variables X_{16} , X_{17} , X_{18} , X_{20} and X_{21} at 5% level of significance. Intercept of the equation is 4.002. The coefficients of significant variables are - .079 (X_{16}), .438 (X_{17}), .192 (X_{18}), .058 (X_{20}), and .228 (X_{21}).

The negative sign for the coefficient of variable X_{16} (Harmful for society) indicates that this variable is inversely related with the dependent variable i.e. its higher value will reduce the favorability of attitudes toward advertising. The highest value of coefficient is for variable X_{17} (Good for Economy), indicating that it is the most important predictor of attitudes toward advertising. The second most important predictor is X_{21} (Hedonic Pleasure) as its coefficient has second highest value (.228). The next predictor of favorable attitude toward advertising are variable X_{18} (Better Quality of Life) and variable X_{20} (Lower Prices).

Table 3						
Results for Multiple Regression Analysis for						
Predicting the Attitudes toward Advertising						

Dependent Variable : Ag											
Multiple R		: 0.708									
Multiple R-S	Square	: 0.501									
Adjusted R-	Square	e : 0.489									
Number of Cases : 861											
Standard Error of Estimate : 0.5567											
F(21, 839) = 40.167 p < 0.000											
Intercept : 4.002, Std. Error : 0.149, t (839) = 26.854 p<0.000											
Variable	bel	Level	Unstandardised Coefficients		Std.		~				
	Lal		В	Std. Error	- Coeff. Beta	t	Sig.	Statistics			
Demographi	cs							Tolerance	VIF		
Occupation	X_1	Business	.024	.107	.010	.220	.826	.286	3.501		
	X_2	Service	.029	.098	.018	.295	.768	.155	6.434		
	X ₃	Student	.064	.108	.038	.595	.552	.144	6.922		
	X_4	Housewife	.064	.116	.026	.551	.582	.269	3.716		
		Retired/Any other ^a									
Income	X_5	Below Rs.10000	.056	.062	.036	.898	.369	.376	2.662		
	X_6	Rs.10000-20000	.055	.059	.033	.921	.357	.471	2.121		
		Above Rs.20000 ^a									
Age	X_7	Up to 25 Years	017	.085	006	198	.843	.566	1.766		
	X_8	25-50 Years	.036	.059	.023	.598	.550	.408	2.454		
		Above 50 Years ^a									
Education	X9	Below Graduation	.021	.059	.012	.362	.718	.526	1.902		
	X ₁₀	Graduation	.039	.048	.024	.823	.410	.678	1.474		
		Post Graduation & Above ^a									
Gender	X ₁₁	Male	.042	.045	027	938	.348	.723	1.383		
		Female ^a									
Family	X ₁₂	Joint Family	.060	.040	.038	1.490	.131	.924	1.082		
Туре		Nuclear Family ^a									
Religion	X ₁₃	Sikhism	.105	.116	046	899	.369	.229	4.373		
	X ₁₄	Hinduism	085	.105	046	806	.421	.183	5.456		
	X15	Islam	173	.131	053	-1.323	.186	.370	2.704		
		Christianity/ Any other ^a									
Psychographics											
		Harmful for Society	079	.019	102	-4.11 ^b	.000	.975	1.025		
	X ₁₇	Good for Economy	.438	.019	.565	22.62 ^b	.000	.951	1.052		
	X ₁₈	Better Quality of Life	.192	.019	.247	9.97 ^b	.000	.968	1.033		
	X19	Manipulative	034	.019	044	-1.76	.078	.968	1.033		
	X ₂₀	Lower Prices	.058	.019	.074	3.00 ^b	.003	.978	1.023		
	X ₂₁	Hedonic Pleasure	.228	.019	.292	11.79 ^b	.000	.966	1.035		

a – reference category for dummy variables. b – significant at p<0.05

One of the Psychographic variables X_{19} (Manipulative) is not significantly related to attitude toward advertising. None of the demographic variables is significantly related with the dependent variable (Ag).

Therefore, hypothesis H_{01} is accepted and H_{02} is rejected i.e. there is no significant relation between attitude-toward-advertising-in-general (Ag) and demographics of the respondents; whereas attitude-toward-advertising-in-general (Ag) is significantly dependent upon the psychographics of the respondents.

Test of Assumptions of Multiple Regression Analysis

The basic assumptions of regression analysis are that error terms (residuals) in the regression model should be normally distributed, the relationship between dependent and independent variables should be linear [Linearity is used to express the concept that the model possesses the properties of additivity and homogeneity. Linear models predict values that fall in straight line by having a constant unit change of the dependent variable (slope) for a constant unit change of the independent variable (Hair, Anderson, Tatham, & Black, 1995, p.82).], data should be homoscedastic [When the variance of the error terms appears constant over range of predictor variables, the data are said to be homoscedastic (Hair, Anderson, Tatham, & Black, 1995, p.82)] and there should not be multicollinearity [multicollinearity is a situation in which several independent variables are highly correlated with each other. This characteristic can result in difficulty in estimating separate or independent regression coefficients for the correlated variables (Malhotra, 1999, p.587)] among the independent variables.

To check for the compliance with these assumptions;

- (i) frequency distribution of the standardized residuals has been compared to a normal distribution;
- (ii) observed standardized residuals have been compared against the expected standardized residuals from a normal distribution;
- (iii) standardized predicted values of the dependent variable have been compared with the standardized residuals from the regression equation; and
- (iv) two measures for assessing the extent of multicollinearity Tolerance and VIF
 (Variation Inflation Factor) have been calculated.

An examination of collinearity statistics (Tolerance and VIF) in Table 3 shows that all the tolerance values are greater than 0.10 and all the VIF values are less than 10. It shows that multicollinearity among the independent variables is not a problem.

An examination of error terms (residuals) was made to check the violation or otherwise of any of other assumptions of multiple regression. It was found that minimum and maximum standardized residual values are -2.954 and 2.732 standard deviations away from the mean value of zero. These are within the acceptable limit of ± 3 standard deviations, thus indicating the absence of outliers. It was found that observed residuals are fairly close and are falling on the 45^0 line in the graph, inferring that they are normally distributed. A comparison of the standardized predicted values of the dependent variable with the standardized residuals from the regression equation suggested that the relationship being predicted is linear and that the error terms are normally distributed. Thus, from the above discussion, we conclude that there are no significant data problems that would lead us to say that the assumptions of Multiple Regression have been violated.

Therefore, based upon the above analysis, the predictive regression equation is as follows:

 $Y = 4.002 - .079 X_{16} + .438 X_{17} + .192 X_{18} + .058 X_{20} + .228 X_{21}$

OR

Attitude toward Advertising in General = 4.002 + .438 (Good for Economy) + .228 (Hedonic Pleasure) + .192 (Better Quality of Life) – .079 (Harmful for Society) + .058 (Lower Prices)

This equation can be used to predict the attitude toward advertising of any individual from the population (Northern India) by taking response (on 5-point Likert scale) about above five variables from that individual.

CONCLUSIONS AND SUGGESTIONS

'Good for Economy' is the most important predictor of attitude toward advertising in general (Ag). Major beliefs constituting this variable are - 'Advertising keeps me up to date about products and services available in the market', 'Advertising promotes competition which benefits the consumer', 'Advertising is not wasteful of our economic resources' and 'Advertising helps our nations' economy'. This variable contributes in positive attitude toward advertising in general (Ag) with beta weight of 0.438.

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'Hedonic Pleasure' is next important predictor for with positive beta weight of 0.228. The underlying beliefs for this variable are - 'Advertising is amusing and entertaining', 'Advertisements are more enjoyable than other media content' and 'I take pleasure in thinking about what I saw or heard or read in advertisements'.

'Better Quality of Life' is another predictor for with beta weight of 0.192. Main underlying beliefs for this variable are - 'Advertising helps raise our standard of living', 'Advertising results in better products for public', 'Advertising tells me what people with lifestyle similar to mine are buying and using', 'From advertising, I learn about fashions and about what to buy to impress others', and 'Advertising helps me know which products will or will not reflect the sort of person I am'.

The only variable which contributes in negative attitude toward advertising in general (Ag) is 'Harmful for Society'. The underlying beliefs for this variable are 'Some products/services promoted in advertising are bad for our society', 'Advertising distorts the values of our youth', 'There is too much sex in advertising', 'Because of advertising, people buy a lot of things they do not really need', 'Advertising makes people live in a world of fantasy', and 'Advertising makes people buy unaffordable products just to show off'. Comparatively low beta weight of - 0.079 for this variable indicate that the studied population gives relatively less weight to this variable in their global attitudes toward advertising as compared to other predictors.

'Lower Prices' is predictor with beta weight of 0.058. The underlying beliefs for this variable are- 'Advertising results in lower prices' and 'Advertising presents a true picture of the product advertised'.

'Manipulative' (one of the independent variables) is not a predictor of attitude toward advertising as it has not entered the regression model. This indicates that though the public believes that advertising misleads, insults the intelligence of consumers, persuades them to buy unnecessary goods and makes us a materialistic society, yet these beliefs do not affect the overall attitudes of public toward advertising.

Interestingly, none of the demographic variables (occupation, income, age, education, gender, family type, and religion) is a predictor of attitude toward advertising in general.

The findings of the study have reinforced the notion that beliefs are the building blocks of attitude toward advertising in general (Ag). Advertising has to rise above from just being a source of information. This means that advertisement contents and appeals used need more

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thinking. The advertising strategies must be based on identifying and anticipating the belief factors regarding advertising and the aspirations of the consumers. The macro goal of advertisers should be to develop messages that can best market their products while building positive attitudes toward advertising. Such attitudes can influence an individual's attitude toward specific advertisements, the brand and ultimately the purchase.

People with more favorable attitudes toward advertising in general find specific advertisements more acceptable, informative and enjoyable (Bauer & Greyser, 1968; Lutz, 1985). To foster positive attitudes, the informative and entertainment value of advertising should be increased. Our study also corroborates the view that, to be effective, advertisements should be informative, entertaining and credible.

The importance of psychographic variables in determining the attitude toward advertising has been brought to the fore by the study. The belief factors, as brought out by our study, necessitate that marketers should remain in touch with the expectations, attitudes, perceptions and opinions of the public for changing their attitude toward advertising in general. It is the task of the industry to help people to like advertising. Industry should alleviate the reservations in the minds of consumers about the cultural consequences of advertising. Advertisers need to integrate diverse needs and values into the planning and execution of their advertising campaigns.

The emerging conclusions are the pointers to the directions in which advertisers and advertising agencies need to focus their attention and do not, in any way, lend themselves to generalizations or specific advertising directions. These findings and conclusions will be of use to various players associated with the advertising business in more than one way, in auditing their advertising programmes and in formulating their advertising strategies.

An examination of the results presented in this study by the industry may lead to a better understanding of predictors of consumers' general attitudes toward advertising. The empirical findings provide a benchmark for future studies in India. These conclusions can be taken as tentative hypotheses for conducting suitable research and thereby framing advertising strategies in other markets. More detailed studies with other demographic and psychographic variables can be undertaken by the future researchers so that sufficient empirical evidence is gathered before the generalizations can be made about the attitude of Indian consumers' toward advertising.

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