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Measuring attitude towards advertisements: A comprehensive model in the new paradigm

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Abstract---Attitude towards advertising is recommended as a valid and significant predictor of advertising outcomes such as consumers' ad engagement, brand attitude, and purchasing behaviour. In the past, the major models developed and determinants used for evaluating attitudes toward advertisements were influenced by the early consideration that advertisement generally means television commercials. Recent reports have confirmed a paradigm shift in media consumption habits of consumers from traditional media to digital media for their entertainment, information, and social needs. Presumably, based on evolved media consumption patterns, these may change in the title, order, and magnitude of cognitive factors associated with attitude towards advertisement, thus necessitating new combinations of factors for attitude evaluation. This study presents a detailed review of articles related to attitude toward advertisement in general and specific media, intended to identify and suggest a new comprehensive model for determining the attitude towards advertisement. The meta-analysis of 86 data points indicated that the usage frequency and relevancy of some cognitive factors are more significant, and some factors can be clubbed together. The study recommends a comprehensive model named the Relevant Factor Model, which classifies the cognitive factors as Generic factors; Information, Entertainment and appeal, Credibility, Benefits -Intrinsic & Extrinsic, and Irritation, that can be used for all research across media, and Specific Factors; Interactivity, Personalization, and Privacy concern that can be used if required, while studying specific media based on its features.

Keywords---Advertising, Attitude, Comprehensive Model, Determinants, Precedents.

Introduction

The word 'advertise' is derived from the Latin term "ad vertere" which means to draw attention. Advertising is paid-for messages broadcast through a variety of media channels, and used to influence consumer perceptions (Belch G. E., 2021). The general aim of advertisement is to persuade consumers to buy company's product and services (Obermiller, 1998). Further, advocates of advertising have seen it as industrialist righteousness, encouraging the free market, and advancing customer welfare. However, there are concerns that advertising might negatively influence consumers' belief systems (Bauer, 1968). Moreover, critics blamed advertisement as a producer of sins going from financial waste to supplying harmful products, from sexism to misleading and manipulation, from unimportant to intellectual and moral pollution (Mittal, 1994). Because of many years of acceptance and reproval, researchers continuously tried to fully comprehend consumer attitudes towards advertisement on various dimensions.

Advertising can be grouped as Brand building otherwise called Product advertisement, and Directional (Fernandez K. V., 2000; Lohse, 2001) Brand building advertising pointed towards catching the attention of consumers and is normally available in traditional mass media such as TV, radio, magazine, and newspaper will, in general, be a product, service, or a retailer oriented with the purpose to set up a positive image and creating demand for a product or service that prompts possible buy (Barrow, 1990; Rosenberg, 1995) Whereas Directional advertising designed to help potential buyers locate interesting information (Fernandez K. V., 1995) Aimed to cater needs of consumers, it is available in one to one media such as catalogues, directories industrial guides, movie listings, newspaper classifieds, and Yellow Pages Need of the study.

Attitude towards advertisement, the personal feeling and action tendency developed from self-evaluation after viewing an advertisement by the consumer is a substantial predictor of advertisement outcome. Further, by studying attitude towards advertisement, people concerned can forecast that whether the advertisement will achieve the desired end result thus justifies and validates huge spending on advertisement. Moreover, an in-depth understanding of determinants of attitudes towards advertisement on different dimensions helps sponsors to create effective advertisements. Besides this literature substantiate the fact that consumer attitudes and behaviours are fluidic in nature, constantly evolving, and influenced by personal and business environmental factors. Therefore, in an erratic business environment, the need of scrutinizing consumers' attitudes towards advertisement is indispensable and perpetual.

The study conducted by Shavitt, Vargas, and Lowrey in 2004 on U.S. adults' attitudes toward ads in various advertising media such as catalogues, classifieds ads, outdoor radio, and television, along with advertising in general reveals that attitudes towards advertisement as a rule, firmly looked like those for television advertising (Shavitt P. V., 2004). Therefore, the models used for measuring attitude towards advertisement, in general, is maybe more inclined towards attributes of television advertisement. Recent reports came in economic times prime news (December 2020), Global web index (Dec 2020) and ASSOCHAM studies confirmed a paradigm shift in media consumption habits of the general

public. It is fact that there happened a sizable shift of dependency from print media and television to digital media for entertainment and information. Besides this, nowadays people trust information and news shared through social media than word of mouth from friends and family or even foreign government websites (Jones, 2020). Media channels like Television, Radio, and Print, SMS has broadcast constraint while planning advertisement campaign because of its cost and space limitation. On the other hand, the advertisement broadcasted through new media such as on social networking sites or email marketing offers flexibility on many perspectives as well as cost effectiveness. The possibility of giving any amount of information in multiple formats at customers' choice, quick feedback, and interactivity is there in internet based media. As a result, after the introduction of internet media, the advertising industry is witnessing an exponential increase in ads in internet-supported mediums, and also a gradual decline in traditional mass media such as television and print (Wood, 2020). It is also a fact that the advertisement value influenced by media factors (Ducoffe R. H., 1996). Therefore, when the media preferences of consumers changes the title, magnitude, and order of cognitive factors determining the general attitude towards advertisement may also change in accordance with features of newly shifted media. Accordingly, when the above factors are changing the need for new variable combinations conforming to new environment becomes essential for better analysis. This leads to the Research question that 'what are the factors of advertisement influencing consumer behaviour in the new paradigm?'

Research Methodology

For this study, an exploratory meta-analysis procedure is used. A sample of 86 data points consist of journal articles from Scopus, Ebsco, Emerald, and Research gate databases with search keywords 'determinants, factors affecting, precedents and antecedents towards attitude towards the advertisement of in general or specific media. ' on various dimensions were taken. The search filter applied is 'relevant' and 'most cited' corresponding to the search topic. To ensure the spread, attitudinal studies of advertisement of different media, products, comparisons based on geography and culture, as well as advertisement in general were taken. The data points are taken from the time period of 1991 to 2021 due to two reasons. Firstly, the major or most widely cited models for determining attitude towards advertisement were evolved in 1990s such as Pullay and Mittal(1993), Ducoffe (1995,1996), etc., then in further developed in 2000 like Brackett and Carr (2001), and so on. Secondly, this time period is required to get a sufficient number of relevant data points. Besides this, to explain certain theoretical points base articles of the earlier periods were considered. The data points were scrutinized with the objective of identifying and summarising all cognitive factors applied to determine attitude towards advertisement. To find the 'usage frequency', the percentage is taken from multiplying the ratio of the number of recurrence of each determinant to the total number of data points with 100.

Summary of Data Gathered Attitudes towards advertisements

Attitude is defined as a learned predisposition of human beings (Fishbein M., 1967). Further, it refers to a general feeling of favourableness or unfavourableness towards some stimulus object by an individual (Fishbein M. a., 1975). Philip Kotler elaborated the definition of attitude as an individual's personal evaluation, emotional feeling attached, and action tendency toward some object or ideas. Connecting attitude with the advertising industry, according to Bauer and Greyser, attitude towards advertising is the behavior of the audience towards the advertising (Bauer, 1968). As per Lutz, it's a learned predisposition to react in a consistently favourable or unfavourable way to advertising in general (Lutz, 1985). Moreover, audience behaviour towards the advertising can be predicted with their favourable or unfavourable response towards a particular advertisement (MacKenzie, 1989). Therefore, Attitude towards advertising is recommended as a valid and substantial predictor of advertising outcomes by many studies. It is perceived as an assessment of message content in affective and cognitive terms (MacKenzie S. B., 1986; Edell, 1987) Attitude towards advertising shows a significant positive relationship with advertising effectiveness (Greyser, 1971; Kotler P., 1988; Mehta A. a., 1995), brand attitude (Lutz, 1985; MacKenzie S. B., 1986; MacKenzie a. L., 1989), attention to advertisements (Shavitt S. L., 1998), purchase intention (Bush, 1999; Ha H. Y., 2011), purchasing behavior (Mitchell, 1981; Shimp, 1985).

Determinants of attitude towards advertisement

Determinant of attitude towards advertisements refers to the cognitive factors that create or modify attitudes of the consumers towards advertisement, thereby towards company or brand which produces some behavior outcomes. Based on literature the following table illustrate cognitive factors or determinants that give a strong relationship with consumers' attitude towards advertising from major studies.

Table No.1
Determinants of attitude towards advertisement. [20 of 86 Datapoints]

Researcher/ Authors	Area/Media	Cognitive Factors or Determinants of attitude
Haq, Z. (2009)	E mail	Credibility, Entertainment, Informativeness, Irritation, Frequency, Demographic
Sarkar, S., & Chowdhury, M. K. (2017).	Print	Credibility, Entertainment, Informativeness, Nuisance
Van (2013)	SMS	Credibility, Entertainment, Informativeness, Irritation.
Huong, P. T. L., & Minh, T. N. P. (2014).		Benefits, Credibility, Interest, Irritation, Permission and control,
Ducoffe (1995,1996)	Web	Entertainment, Informativeness, Irritation.
Korgaonkar, P., Silverblan, R.,		Seven factors: Product

& O'Leary, B. (2001).		information, Social role and image, Hedonic/ pleasure, Value corruption, Falsity/ no sense, Good for the economy, Materialism.
Wang, Sun, Lei, and Toncar (2009)		Credibility, Entertainment, Informativeness, Economy, Value corruption
Wang, C., P. Zhang, R. Choi and M. D'Eredita(2002)	Web Vs Traditional	Credibility, Entertainment, Informativeness, Irritation, Interactivity and Demographic [Age, Gender, education, attitude towards privacy]
Brackett and Carr (2001)	Web vs other media	Credibility, Entertainment, Informativeness, Irritation. Demographic characteristics of consumers as a college major, age, and gender.
Giao, Ha &NhatVuong, Bui. (2020).	Smartphone	Credibility, Entertainment, Informativeness, Irritation, Permission and control
Jaemin Jung, Sung Wook Shim, Hyun Seung Jin&HyoungkooKhang (2016)	Digital Signage	Informativeness, Entertainment, Targeting, Involvement
JaeminJunga, Sung WookShimb, Hyun Seung Jinc and HyoungkooKhangd	Social networking advertising	Information, Entertainment, Promotional benefits, SNS characteristics, Peer influence, Invasiveness
Tsang, Melody & Liang, Ting-Peng. (2004).	Mobile	Credibility, Entertainment, Informativeness, Irritation, Demography
Saadeghvaziri, F.J. &Khodadad Hosseini, Hamid. (2011).	Mobile	Credibility, Entertainment, Informativeness, Irritation, Monetary benefit, Personalization.
Sigurdsson et al., (2018)	Mobile app	Credibility, Entertainment, Informativeness, Irritation, Personalization
Pollay, R. W. & Mittal, B. (1993).	General	Seven factors: Product information, Social role and image, Hedonic/ pleasure, Value corruption, Falsity/ no sense, Good for the economy, Materialism
Petrovici, D., Marinova, S., Marinov, M., and Lee, N., (2007).	Cross boarder / General	corruption, Falsity/ no sense, Good for the economy, Materialism
Ling, Kwek&Piew, Tan & Lau, Teck-Chai (2010)	Cross Cultural/General	Credibility, Informative, Hedonic/ pleasure, Good for

		economy
Tan and Chia (2007)	General	Six factors: : Product information, Social role and image, Hedonic/ pleasure, Falsity/ no sense, Good for the economy, Materialism
D'Souza and Taghian(2005)		Five factors: Favourable, Pleasant, Convincing, Believable, Goodness

Source: Table developed from 20 out of 86 datapoints of this study

Table No.1 shows a representation of cognitive factors used to determine attitude towards advertisements on various media from major or prominently cited studies. Further, the illustration discloses that around 25 factors are identified as the predictor of attitude towards advertisement in various studies. Other data points under study had taken the same factors exactly from any of the model or used combination from different models given above.

Usage Frequency of determinants of attitude towards advertisement

Usage Frequency refers to rate of usage of each cognitive factor in different studies. This measurement is taken to find the relevance and priority of each determinants of attitudes towards advertisement.

Table No. 2
Usage Frequency in percentage factors of attitude from 86 data points

Cognitive Factors or Determinants of Attitude	Usage Percentage
Information	92
Credibility	63
Entertainment*	56
Irritation	55
Benefit Monetary	27
Good for economy	24
Hedonic/Pleasure*	25
Falsity	21
Materialism	19
Value corruption	19
Social Image	16
Personalization	11
Frequency of exposure, Interactivity, Interest, Invasiveness, involvement, Peer influence, Permission and Control, Relevancy ,Targets, Attitude towards brand and instruments	≤ 5
Demographic factors	30

*Based on the construct similarities, if factors such as Entertainment, Hedonic & Pleasure combined then usage percentage is 81

Source; Summary table developed from 86 data points under study

Table. No. 2 shows the frequency of usage of the cognitive factors or determinants of attitudes from 86 data points. The most extensively used factor is information, then comes entertainment and similar terms, followed by credibility, irritation, benefits, etc. so on. In literature, these factors are taken from major models or used in extensively cited studies such as Pullay and Mittal (1993), Ducoffe(1996), and others. Besides this, some factors, by definition or constructs used can be combined together to form a single general factor. However, Some factors that had found in earlier literature were not seen nowadays. For example, determinants like value corruption, falsity, etc. were used rarely after 2002. Further, a few factors were used only once or twice in published literature. Further, in literature, to find the magnitude of the relationship between the above determinants and attitude towards advertisements, regression analysis is widely used. The regression coefficients of only a few factors giving a significant value in the positive or negative direction, and for others, the values are very low.

Literature shows that certain factors are common in most of the research while some others are specifically used for particular media channels. To exemplify, the cognitive factor such as 'information, 'entertainment 'etc are there in almost all research as determinant of attitude towards advertisement but factors like 'personalization', 'privacy concern' etc are used when determining attitude towards advertisement internet, social network sites, SMS, etc, where the customization and personalization is possible.

A Proposed Framework: New recommendation

Summarising above discussion, considering the points higher usage frequency, relevancy of each factor based on the magnitude of its relation towards advertisement attitude, and changed features, preferences, and viewing habits of media due to rapid social and technological development, rethink the models and factor mix used for assessing attitude towards advertising can be modified. Therefore, based on relevancy we suggest a new, generic, and comprehensive model, Relevant Factor Model, gives a new factor mix for assessing attitude towards advertisement. The following is the new approach to understanding the relationship between cognitive factors associated advertisement and attitude towards advertisement.

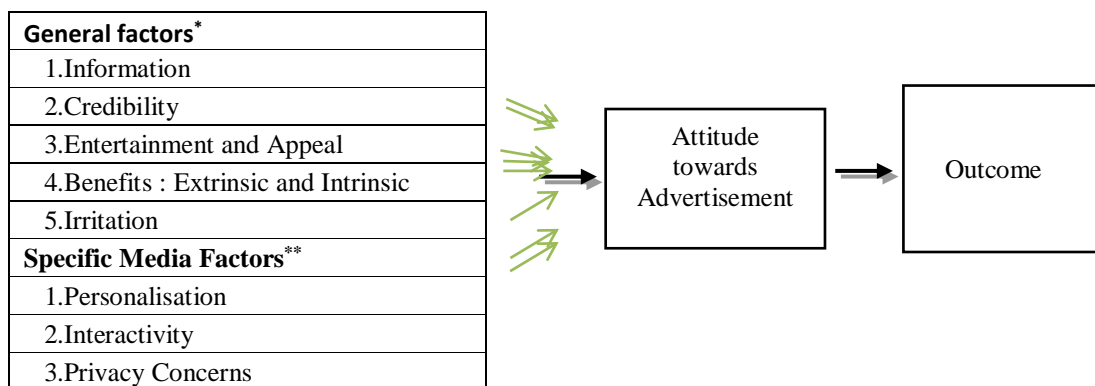


Figure 1: Relevant factor model

Relevant Factor Model

* General Factors; Generic factors suitable for all studies across media

** Specific Factors; Used if required, while studying specific media based on its features.

Relevant Factor Model gives antecedents or common factors that can be used in determining attitude towards advertisements. It has two sets of cognitive factors as General factors and Specific Media factors. General factors are the common cognitive factors that can be used to evaluate the attitude towards advertisement in all studies across media. However, along with this, the researcher can also use demographic attributes. Specific media factors are the cognitive factors that can be taken or not based on features or attributes of the specific media under study. For example, since online media has the significant possibility of personalization and interactivity compared to traditional media such as television, print, etc., these specific factors can be used to study attitude towards advertisement on online media. The direction and magnitude of the relation of each factor separately or combine, to attitude towards advertisement can be studied. Definition and construct for General factors such as Information, Credibility, and Irritation, and Specific media factors like Personalisation, Interactivity, and Privacy concerns can be taken from earlier studies.

Entertainment and Appeal refers to the enjoyment, pleasure, and related emotional feeling obtain from an advertisement. This factor is the combination of constructs used for entertainment, hedonic, pleasure, goodness, appeal, etc in studies. These constructs, studied as a separate factor, are using almost same or similar variables, thus need not to deal with separately and can be used as a common factor.

Benefit refers to the advantage customers get from, or by receiving an advertisement. Extrinsic benefits are the financial advantage that customers obtain from the advertisement. Intrinsic benefits are the psychological advantage the customer obtains from the advertisement, which is the same as the factor 'social role and image' in earlier literature. It is the portrayal of idealized self-image obtained from the advertisement. Extrinsic and Intrinsic benefits can be studied separately. Description of determinants of attitude towards advertisements in literature.

Information

Informativeness is the capacity of advertising to illuminate consumers regarding product options so that buys yielding the best conceivable satisfaction (Ducoffe, 1996). It refers to being information the sharp source and update (Shukla, 2011). According to Kotler, the primary aim of the advertisement is to generate awareness of products and let consumers understand how products are different and to inform the audience of new products and new features among old products, besides any price changes (Kotler, 2009). Consequently, users of media may believe that advertising has the capacity to supply information to the audience and henceforth the fundamental explanation for accepting the

advertising itself (Bauer, 1968). Therefore, Information can be considered as a vital predictor of the value of advertisement (Ducoffe, 1996).

Credibility

Credibility of advertisement is the degree to which the buyer sees the claims made about the brand in the advertisement to be believable, reliable, trustworthy, and truthful (MacKenzie, 1989). Further, it is referred to the extent to which consumers trust the company can shape and deliver products or services that can satisfy their needs and wants (Keller, 1998). Moreover, credibility is also defined as customer's assumptions respect fairness and factuality of advertisement. Additionally, the credibility of an advertisement is influenced by consumer's perceptions of the credibility of the company itself, the endorser, and the medium of the advertisements. (Goldsmith, 2000; Yang, 2007). Researchers such as Somasundaram and Light claims that printed advertisements are more credible compared to its broadcasting counterparts but on the contrary Newhagen and Nass argue that television ads are perceived more credible compared to print (Somasundaran, 1991; Newhagen, 1989).

Entertainment and Appeal

Entertainment is the ability to fulfil the audience's needs for escapism, diversion, aesthetic enjoyment, or emotional enjoyment (Ducoffe, 1996). Besides this Shukla et al. specify entertainment as being enjoyable, exciting, imaginative, and flashy (Shukla, 2011). The appeal is the power of advertisement to generate an attraction, stimulation of interest in the product or advertisement itself from its general appearance. Consumer's feeling of enjoyment related with advertisements assume a significant role in determining their general attitude towards them (Shavitt, 1998). Thus, entertainment services can raise customers' loyalty and add value for the customer. For consumers, advertisements can be regarded as a source of entertainment and pleasure, and their likeness as well as preference to watch advertisements depends on the degree of these elements perceived in it (Alwitt, 1992; Pollay, 1993). Researchers were argued upon the underlying fact that people are using various media for entertaining and enjoyment also, and they may positively respond towards the entertainment advertisement, therefore, the factor entertainment is connected with the attitude towards advertising.

Benefit - Extrinsic

Benefit – Extrinsic refers to the financial benefits or advantages customers get by receiving or from an advertisement. The main advantage of offering monetary benefit in the advertisement is that it provides a specific tangible benefit to customers for viewing the advertisements. Customers would like to get some monetary benefit from direct marketing programs (Milne, 1993) and advertisements (Pastore.M, 2002; Hanley M, 2006). Incentive-based advertisements make the message activated and produce a good feeling for customers, thus create value to advertisement message (Iddris, 2006) Further, The monetary benefits of advertising lead to a positive attitude towards advertising (Saadeghvaziri, 2011).

Benefit – Intrinsic

Benefit – Intrinsic is the Social role and image of earlier studies, refer to idealized self-image or personality that an individual wants to portray through his lifestyle, associated with status or social reaction on purchase of the product. Advertising influences in creating a product meaning and self-image to product (Tharp, 1990; Richins M., 1991). According to Tan and Chia, the advertisement conveying messages showcasing a particular social role and image on the usage of the product will be appealing to a certain section of consumers and they will be persuaded to purchase the product (Tan, 2007). Consumers believe that advertisements give intimation about fashions and new trends which may or may not reflects own personality. Since the expectation of social appeal or rewards is driving consumers towards the product, this factor is argued to be influencing the attitude towards the advertisement.

Irritation

Irritation is the employment of different tactics used by marketers in the advertising which annoy, insult, offend, overly manipulative, or may insult consumers' dignity and consumers are probably going to see it as unwanted and irritating influence (Ducoffe, 1996). When consumers are exposed with irritating adverts, they can feel annoyed and respond negatively which further affect the value of the advertisement (Tsang, 2004; Chowdhury, 2006). Sometimes in some media, advertisements may intrude into the privacy of consumers without permission. Permission-based advisement is a method to reduce the irritation caused intrusive advisements

Personalization

Personalization is the sending of advertising messages to an individual or similar group of customers based on their usage data, demographic characteristics, likeness, preferences, context, and content to make advertising more relevant, and less annoying (Xu, 2006). It also refers to the institution's ability to identify and treat its customers as individuals through personal messaging, special offers, targeted advertisements, etc (Imhoff, 2001). Personalization reduces the number of messages (Ho SY, 2003), advertising clutter (Jung, 2017), and customers prefer receive commercial contents relevant to them and matches their interest (Saadeghvaziri, 2011). Further receiving personalized advertising increases ad attention and decreases ad avoidance, thus improve advertising effectiveness (Jung, 2017).

Interactivity

Interactivity is the continuous and immediate repetitive cycle by which customer's needs and wants are revealed, met, modified, and fulfilled by the providing firm (Bezjian, 1998). According to Steuer (1992) interactivity is a function of the speed and range with which content can be manipulated and mapping. In interactive marketing the core process is an exchange of information, that can happen between person to person or person and technology, and the outcome will be enhanced knowledge or behavior of at least one person (Haeckel, 1998). In the

context of the advertisement, the important dimensions of interactivity are choice, reciprocal communication, and the degrees of contingency, content, frequency, and sensory involvement. New media and technology provide the possibility for interaction in the advertisement itself. The interactivity enhances customer's ad involvement which in turn improves ad perception and ad value.

Privacy Concern

Privacy is the extent to which information about oneself is not known by others (Rust, 2002). It is a fact that due to the exponential growth of e-commerce and internet-based activities the significance of Customer privacy has increased nowadays. Many countries have legally protected the right to the privacy of consumers. Before sending advertisements especially through smart media it's important that the marketer has to obtain permission from customers (Krishnamurthy S., 2001) Many researchers argued consumers' concern over privacy has a significant effect on the attitude towards advertisements send through such media.

Conclusion and Implications

In this review article, we compile consumer perceptions towards advertisements on various perspective which build up an attitude towards advertisements. Our aim is to identify and bring out the most relevant factors determining attitude towards advertisement that can be used commonly for all mediums and specifically for each medium in the paradigm shift of media preference of consumers. We believe that the identification of the most relevant factors helps sponsors to produce effective advertisements by including these consumer perceptions. For researchers, there is a good possibility of a new set of studies. Firstly, identifying which of the factor creating more advertising value, and also the extent of advertisement value created by each factor. Secondly, there is the possibility of studies using this model in cross-cultural, countries, demographics, medium, products, and services platforms.

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