

ATTITUDE TOWARDS ADVERTISING AMONG STUDENTS AT PRIVATE HIGHER LEARNING INSTITUTIONS IN SELANGOR

Jayaraman Munusamy

Universiti of Tun Abdul Razak, Malaysia
dr.jayaraman@unitar.edu.my

Wong Chee Hoo

See Hua Marketing Sdn.Bhd., Malaysia

ABSTRACT

The aim of this study is to determine whether the seven belief factors namely Product Information, Hedonic, Consumer Benefit, Consumer Manipulation, Values Corruption, Good for Economy and Economic Role have any significant effect on students' attitudes towards advertising. This study was conducted on students from seven private higher learning institutions in the State of Selangor, Malaysia. A simple random sampling technique and self-administered questionnaires were used to collect data. The regression analyses were employed to explore the relationship between belief factors and the attitudes towards advertising. The results revealed that there is a strong positive relationship between the belief factors and attitudes towards advertising. The study recommends that advertisements that are informational about sales and availability of latest products should be the main message of advertisers if they were to target students. The message should enhance the value of Good for Economy, which promotes healthy competition among sellers and better quality products in the market. In addition, the advertisements at the same time also need to be fun, exciting and enjoyable for the audience. These findings have made a significant contribution towards theory development in the area of advertising in the Malaysian context.

KEY WORDS : Attitude towards advertising, Malaysian students, Belief about advertising

INTRODUCTION

Advertising is an important element of modern life. In spite of its rapid growth in recent years (Shavitt, Lowrey, and Haefner, 1998), the advertising industry has been concerned with improving its tarnished public image (Mittal, 1994). Attitude towards advertising has been extensively researched (O'Donohoe, 1995) since the first comprehensive published academic work by Bauer and Greyser (1968). Researchers from the advertising industry as well as from academia have been interested in the effect of attitude towards advertising on the effectiveness of advertising (Greyser, 1971), attitude toward the advertisement (Bauer and Greyser, 1968), and brand attitude (Lutz, 1985; MacKenzie and Lutz, 1989; Muehling, 1987; Shimp, 1981; Thorson, 1981). Ultimately, these researchers have pointed out that consumer purchasing behaviour is affected by attitude towards advertising (Bush, Smith, and Martin, 1999). Specifically of interest to advertising scholars is the observation that consumers' attitudes towards advertising in general affect their attitudes toward individual advertisements (Lutz, 1985).

This linkage between overall attitude towards advertising and the attitude towards a single advertisement is important, given the pivotal role of the attitude towards the advertising construct in the advertising

effects and advertising evaluation literature. In addition to studying how an individual audience will respond to a particular advertisement based on their attitude towards advertising, researchers are also interested in knowing the public attitude towards advertising because of its implications for public policy initiatives (Calfee and Ringold, 1988; Pollay and Mittal, 1993; Rotzoll, Haefner, and Sandage, 1986; Wills and Ryans, 1982). Policy makers have been especially concerned about the negative social effects of advertising (Pollay and Mittal, 1993; Rotzoll, Haefner, and Sandage, 1986; Wills and Ryans, 1982).

Advertising has been criticized for presenting misleading information, promoting undesirable values, and persuading people to buy things that they do not need (Katona, 1964; Pollay, 1986; Pollay and Mittal, 1993). Therefore, it is critical for advertising scholars to follow the public opinion about advertising because of its impact on advertising-related regulatory policies (Wills and Ryans; 1982). Attitude toward advertising has been extensively investigated in the adult population (Anderson, Engledow, and Becker, 1978; Bauer and Greyser, 1968; Greyser and Bauer, 1966; Mittal, 1994; Shavitt, Lowrey, and Haefner, 1998; Wills and Ryans, 1982). Zanot (1981) described stable attitudes towards advertising before the 50's but growing disenchantment in the 60's leading to generally negative public opinion in the 70's, particularly among the young. However there was a resurgence in positive attitudes in the 90's (Shavitt, Lowrey, and Haefner 1998). Researchers have also tried to measure attitude towards advertising among student samples (Larkin, 1977; Sandage and Leckenby, 1980; Dubinsky and Hensel, 1984; Petroschias, 1986; Muehling, 1987; Yssel et al., 1993; Ramaprasad and Thurwanger, 1998). Yang (2000) also studied belief and attitude toward advertising in Taiwan. Issues of controversial or offensive advertising have been raised in Western countries (Croizer and Erdogan, 2001) but little has focused on the Australasian countries (Waller and Fam, 2000). Wolin and Korgaonkar (2005) found that males have stronger beliefs about web advertising compared to females.

In 2005, advertisers in Malaysia spent about RM4.56 billion (Table 1) to buy media space and airtime which is a 3 % increase from the year 2004. The Nielsen Media Research (NMR) findings revealed that newspaper advertising expenditure (adex) captured the largest share of RM2.78 billion representing a 61% of the total adex in the year 2005. The television channels contributed a RM1.31 billion revenue representing 29% of the adex. The biggest advertiser in 2005 by media spending is Procter & Gamble which spent about RM128.6 million for their advertising activities for their product lines. In terms of spending by specific brands, the top three were all telecommunication brands, Celcom, Maxis and DiGi. The advertiser works closely with their advertising agencies most of whom are members of the Associations of Accredited Advertising Agents Malaysia (4A's). Most of the brilliant ideas and creative solutions came from these agencies. The 4A's is also a member of the International Advertising Association (IAA), a global organization committed to fight unwarranted regulation on behalf of all those engaged in responsible commercial speech and to act as an advocate for freedom of choice for individuals across all consumer and business markets. The Malaysian Advertisers Association (MAA) protects the interests of all advertisers operating in the advertising industry in Malaysia. The Media Specialist Association (MSA) provides professional advice to their clients.

The Malaysian advertising industry is based on a self-regulatory basis of which several guidelines are set by the agreed codes laid down in the Malaysian Communications & Multimedia Content Code for digital advertisement in accordance with the expectations of consumers and internationally recognised good practices (MCMCC). Another important advertising code is the Malaysian Code of Advertising (Advertising Standards Authority) which had been formed to govern and control content, ethics, morals and truth in advertising (Bell)

Table 1

Total Advertising Expenditure (All Media) In Year 2005

MEDIA	ADEX (RM 000')	MARKET SHARE (%)
Television	1,309,860	28.8
Newspaper	2,776,016	60.9
Magazine	160,257	3.5
Radio	178,193	3.9
Cinema	17,193	0.4
Point Of Sale	39,110	0.9
Outdoor	74,253	1.6
TOTAL	4,555,538	100

Source: Nielsen Media Research (NMR) Index Report 2005

Problem Statement

A search of the literature in Malaysia revealed a huge gap in the knowledge of measurement of student's beliefs and attitudes toward advertising. However there is at least an attempt by Ramaprasad (1994) about 12 years ago on this subject. Ramaprasad (1994) admitted that his study is too wide and needs to be narrowed. In addition, he was using only two factors to describe the beliefs about advertising of Malaysian students in Penang. Therefore, this study aims to investigate the factors that affect the beliefs about advertising among Malaysian students and also to find out what the current status of students' attitudes toward advertising is. These are important due to the fact that university students represent a large segment of the market. In addition to its size, this group has a good deal of "purchasing power" and influence and they deserve serious attention by marketing researchers. This has become the basis for the current research towards understanding students' beliefs and attitudes towards advertising.

Research Objectives

This research has been designed to test a general hypothesis that students' attitude towards advertising is influenced by their belief factors. This study attempts to achieve the following:

- 1) To examine the relationship between belief factors and attitude towards advertising.
- 2) To examine the influence of belief factors on attitude towards advertising.
- 3) To examine the mean of student's attitude towards advertising in general.
- 4) To examine the impact of different demographic profiles on attitude towards advertising. Although there have been some studies done on related areas in different contexts and settings, most of these are outside Malaysia. This study attempts to concentrate on the students' beliefs and attitudes towards advertising in Malaysia.

LITERATURE REVIEW

Hedonic/Pleasure.

The experience of advertising can be a pleasure upon exposure or in recollection. Advertisements can be beautiful to look at, touching in their sentiment, funny in their portrayed events, or uplifting in their music, pace, and attitude. Entertainment related reasons were often given by Bauer and Greyser's (1968) respondents in diary comments reacting to specific ads. Tsang and Tse(2005) showed that the Hedonic

factor is significantly important in effective Web marketing. According to Ramaprasad and Thurwanger (1998), the Hedonic/Pleasure factor has a positive relationship with attitudes towards Advertising.

Good for Economy and Economic Role.

The good for the economy factor is where advocates of advertising claim that it speeds acceptance of new goods and technologies, fosters full employment, lowers the average cost of production, promotes a healthy competition between producers to all consumers' benefit, and generally is a prudent use of national resources that raises the average standard of living. At the least, advertising is likely to support the marginal propensity to consume (i.e., the proportions of marginal income that are spent, not saved and invested). As Galbraith (1967) observed: "Advertising and its related arts thus help develop the kind of man (person) the goals of the industrial system require one that reliably spends his income and works reliably because he is always in need of more." The concrete Economic Role factor addresses the concrete economic effects of advertising for the public. According to Ramaprasad and Thurwanger (1998), the Hedonic/Pleasure factor has a positive relationship with attitudes towards Advertising.

Product Information and Consumer Benefit

The Product Information factor was the focus of much of the discussion by economists, and the advocacy justification of advertising rests on its role as a provider of information (Norris 1984). This information, it is argued, permits greater marketplace efficiencies (i.e. more exact matching between consumers' needs and wants and producers' offerings). Information-related reasons were the ones most often given in the open-ended responses in Bauer & Greyer's study, and seemed to them to be strongly related to overall attitude. Consumer Benefit is where much advertising, especially at a national level, provides life style imagery, and its communication goals often specify a brand image or personality, the portrayal of typical or idealized users, associated status or prestige, or social reactions to purchase, ownership and use. Many consumers pay premium prices for conspicuously branded items and wear clothing featuring logos, slogans and other corporate designs. Recent research addresses the role that advertising plays in creating product "meaning" (Friedmann and Zimmer 1988; Tharp and Scott 1990) and self-image (Richins 1991). According to Ramaprasad and Thurwanger (1998), the Hedonic/Pleasure factor has a positive relationship with attitudes towards Advertising.

Values Corruption and Consumer Manipulation

Values corruption on advertising appeal is based on value premises. These values, it is alleged, do more to reinforce the seven deadly sins (greed, lust, gluttony, envy, sloth, pride, and anger) than they do the seven cardinal and theological virtues (prudence, temperance, justice, fortitude, faith, hope, and charity). Ads can contradict the values parents hope to instill in their children. Mannes (1964, p. 32) lamented: "I don't think the advertisers have any real idea of their power not only to reflect but to mold society . . . And if you reflect us incorrectly, as I believe you are doing, you are raising a generation of children with cockeyed values" President Bush's budget director, Richard Darman, charged advertising with making the nation "blithely self-indulgent," with a short-term focus that risked the nation's historic place and mission. He illustrated his points with slogans like "Take the Money and Run" and "You Can Have It All" (Kilborn 1989). Consumer Manipulation is when advertising can be seen as purposefully misleading, or more benignly, as not fully informative, trivial, silly, confusing, etc. Some of these characteristics impact on the personal usefulness of advertising as an information source, but also have potential societal consequences by making commonplace the telling of half-truths and other self-serving deceptiveness, justifying cynicism. Fam, Waller and Erdogan(2004) found that religion affects attitude towards advertising. Waller, Fam and Erdogan(2005) found that Muslim audiences showed different attitudes towards the advertising of controversial product and services. According to Ramaprasad and Thurwanger (1998), the Hedonic/Pleasure factor has a negative relationship with attitudes towards Advertising.

Materialism.

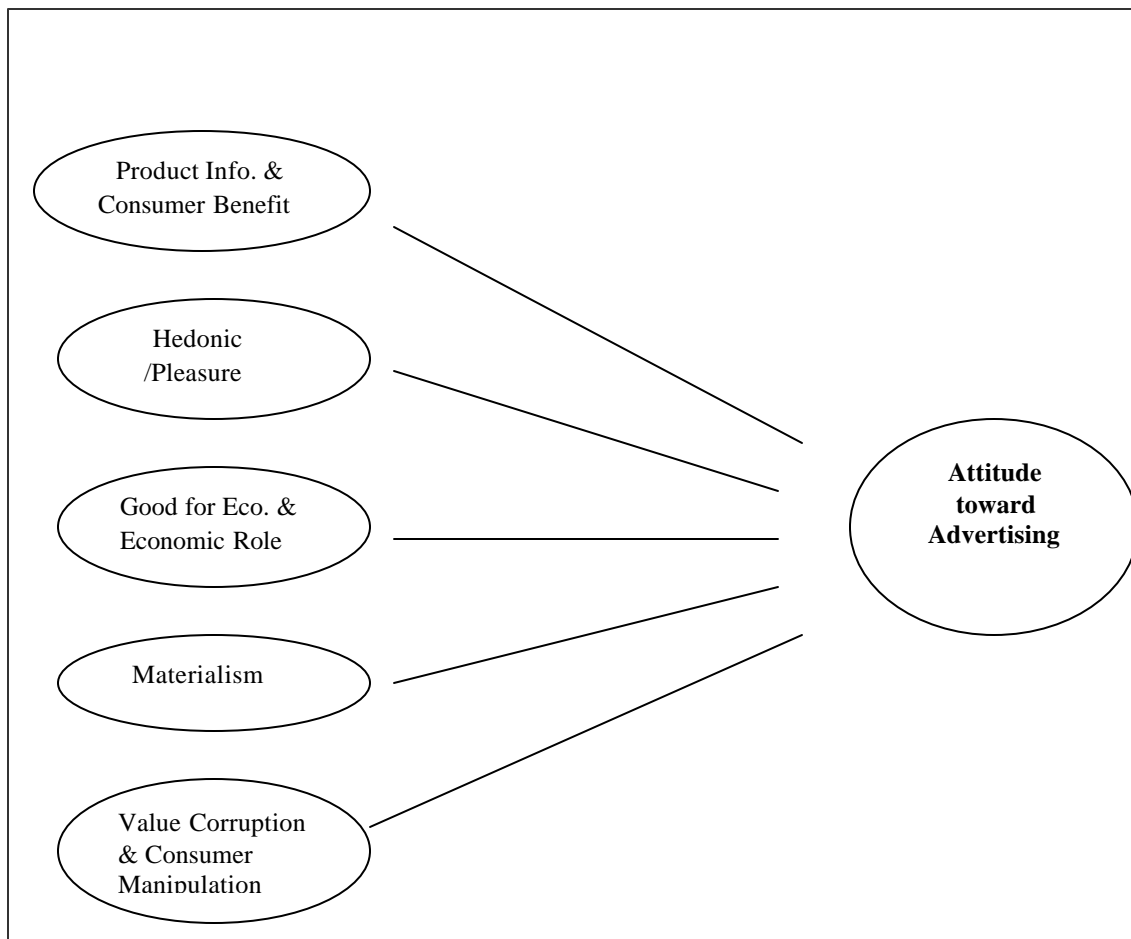
By parading an endless array of material goods in an enticing way, advertising is alleged to preoccupy consumers with commercial concerns, at the expense of social, political, philosophical and cultural concerns. Consumers may or may not perceive this to be true and, if it is true, whether it is a good or a bad focus of attention. Materialism is a set of belief structures that sees consumption as the route to most, if not all, satisfactions. According to Ramaprasad and Thurwanger (1998), the Hedonic/Pleasure factor has a positive relationship with attitudes towards Advertising.

Attitude towards Advertising

Attitude toward advertising is affected by audience behaviour toward advertising (Bauer & Greyser, 1968). If the decision-maker's behaviour is positive towards advertising, he/she will be inclined toward advertising (Pollay and Mittal, 1993). The advertising dimension that was researched extensively was attitude toward advertising (Ramaprasad and Thurwanger (1998). Belief factors such as hedonic, good for economy, product information, consumer benefits, values corruption and materialism showed a consistently strong relationship with attitude toward advertising (Yang, C.C., 2000; Ramaprasad and Thurwanger ,1998; Pollay and Mittal, 1993; Bauer & Greyser, 1968).

Figure 1

Research Framework



Source:

Ramaprasad, J. and Thurwanger, M.C. (1998).

Hypothesis Development

H1: Hedonic/ Pleasure is positively correlated to Attitude towards Advertising.

H2: Good for Economy and Economic Role is positively correlated to Attitude Towards Advertising

H3: Product Information is positively correlated to Attitude towards Advertising

H4: Consumer Manipulation is negatively correlated to Attitude towards Advertising

H5: Materialism is negatively correlated to Attitude towards Advertising.

H6: Values Corruption is negatively correlated to Attitude towards Advertising

H7: Consumer Benefit is positively correlated to Attitude towards Advertising.

METHODOLOGY

Sampling Procedure

This study uses convenience sampling. Convenience sampling involves collecting information from members of the population who are conveniently available to provide it (Sekaran, 2003). For this study, a total sample of 243 participants attending classes during the survey period of three weeks were chosen to participate in the survey. The data collection instrument was a self-administered questionnaire given to students at seven Malaysian private higher learning institutions in Selangor, Malaysia. They are Universiti Tun Abdul Razak (UNITAR), Universiti Tunku Abdul Rahman (UTAR), Open University Malaysia (OUM), KUTPM, Cosmopoint, Taylors College and PTPL College. These private higher learning institutions in Selangor were chosen as they represent the major institutions with high numbers of both full-time and part-time students. The target respondents were class participants from various fields and studies ranging from law and business to IT. The questionnaires were pre-tested on twenty students to gauge students' understanding of the words used in the questionnaire. After verifications and amendments, the questionnaires were distributed between 25th September and 15th October 2006.

Measurement of Variables

Independent Variables: Belief Factors

The respondents' advertising beliefs were measured using a version of eight factors found in Ram Prasad and Thurwanger (1998) and Pollay and Mittal's (1993) seven-factor model. This study is based on all of Ramaprasad and Thurwanger's (1998) factors combined to become five factors consisting of five to six items totalling 26 items. Respondents were asked to what extent they agreed or disagreed with each item on a five-point scale with descriptive anchors ranging from (1) 'strongly disagree' to (5) 'strongly agree'. One item "There is too much sex in advertising today" was not used as it is not applicable in Malaysia.

Hedonic/Pleasure.

"Hedonic/Pleasure" is measured by the following dimensions:

(1) Quite often, advertising is amusing and entertaining.

- (2) Sometimes advertisements are even more enjoyable than other media contents.
- (3) Sometimes I take pleasure in thinking about what I saw or heard in advertisements.
- (4) Advertising contains a lot of excitement and surprises.
- (5) Most of the time advertising contains funny characters and is enjoyable.

Good for Economy and Economic Role

These are measured by the following dimensions:

- (1) In general, advertising helps our nation's economy.
- (2) Advertising is wasteful of our economic resources.
- (3) In general, advertising promotes competition which benefits the consumer.
- (4) Advertising helps raise our standard of living.
- (5) Advertising results in better products in the market.

Product Information and Consumer Benefit

These are measured by the following dimensions:

- (1) Advertising is a valuable source of information about sales.
- (2) Advertising tells me which brands have the features I am looking for.
- (3) Advertising keeps me up to date about products/ services available in the marketplace.
- (4) Advertisements tell me what people with lifestyles similar to mine are buying and using.
- (5) Advertising helps me know which products will or will not reflect the sort of person I am.

Values Corruption and Consumer Manipulation

These are measured by dimensions as follows:

- (1) Advertising promotes undesirable values in our society.
- (2) Most of the advertising distorts the values of our youth.
- (3) Some products/services promoted in advertising are bad for our society.
- (4) Advertising persuades people to buy things that they should not buy.
- (5) Advertising insults the intelligence of the average consumers.
- (6) Because of advertising, people buy a lot of things that they do not really need.

Materialism

"Materialism" is measured by dimensions as follows:

- (1) Advertising tends to make people live in a world of fantasy.
- (2) Advertising is making us a materialistic society--overly interested in buying and owning things.
- (3) Advertising makes people buy unaffordable products just to show off.

- (4) From advertising, I learn about fashions to impress others.
- (5) People wear branded goods because of advertising.

Dependent Variables: Attitudes toward Advertising

The attitude factor was operationalised using the mean of ten summated items. Some of the items were chosen, and their operationalisation reflected those used in past studies (Mittal, 1994). Respondents were asked about the items on attitude toward advertising in general (measured on a five-point scale) with descriptive anchors ranging from (1) 'strongly disagree' to (5) 'strongly agree'.

Attitude towards Advertising is measured by:

- (1) I consider advertising useful as it promotes the latest technology.
- (2) Through advertising I got to know more innovative ideas.
- (3) I refer to advertising because it allows me to enjoy the best deal out of the competing products advertised.
- (4) I like advertising because it never offends any part of society.
- (5) I support advertising because it is where creativity is highly appreciated.
- (6) I thank advertising as it results in lower prices of electronic products.
- (7) I avoid advertising because it does not provide a true picture of the product advertised.
- (8) I support advertising because it plays an important part in my buying decisions.
- (9) I evade advertising because most of the advertisement is misleading.
- (10) My general opinion of advertising is favourable.

Method of Analysis

A descriptive analysis that manifested respondents' attitude towards advertising was carried out by computing the components of advertising value's mean, standard deviation, and variance. Some demographic characteristics were also analyzed descriptively. To justify the strength of correlation between the dependent-independent variable pairs, the Pearson correlation coefficient was used in this analysis. A multiple linear regression model was built to measure the strength and influence of all the independent variables in determining the attitude towards advertising. The 5% level of significance was used in all the statistical techniques.

RESULTS OF THE SURVEY

Profile of Respondents

A total of 243 questionnaires were distributed, of which 219 were successfully completed and used in this study. The response rate was 90.12%. The sample comprised 62 percent males and 38 percent females. Malays represented 53 percent of the sample, Chinese 26 percent; Indians 15 percent and other races 6 percent.

About 48 percent of the respondents surveyed were below 21 years old. Respondents between the ages of 21 and 25 represented 28 percent of the respondents. The other age groups were each represented by less than 10 percent of the respondents.

Respondents studying for 'A' level comprised 13 percent; diplomas 42 percent, degree/professional qualifications 29 percent and Masters 14 percent, and 2 percent were at the DBA/PHD level.

30 percent of respondents were working at the clerical level, 36 percent at assistant manager level, 13 percent at manager level, 10 percent at assistant general manager level and 11 percent at top management (CEO) level. On the type of private higher learning institutions, 45 percent were from private universities, 36 percent from university colleges and 19 percent from college students.

In terms of study mode, about 79 percent of respondents were full time students and 21 percent were part time students. There were 61 respondents who were currently working and studying. 46 were part time students and 15 were studying full time and working, suggesting they may have been sponsored by their company to continue their studies.

Factor Analysis: Independent Variables

Table 2:

Results of Factor Analysis for Independent Variables

Factors	1	2	3	4	5	6	7
Advertising is a valuable source of information about sales			.755				
Advertising tells me which brands have the features I am looking for			.788				
Advertising keeps me up to date about products/ services available in the marketplace			.766				
Advertisements tell me what people with lifestyles similar to mine are buying and using							.786
Advertising helps me know which products will or will not reflect the sort of person I am							.786
Sometimes advertisements are even more enjoyable than other media contents	.741						
Sometimes I take pleasure in thinking about what I saw or heard in advertisements	.659						
Advertising contains a lot of excitement and surprises	.732						
Most of the time advertising contains funny characters and is enjoyable	.725						
In general, advertising helps our nation's economy		.618					
Advertising helps raise our standard of living		.761					
Advertising results in better products in the market		.700					
Advertising tends to make people live in a world of fantasy							
Advertising is making us a materialistic society--overly interested in buying and owning things					.648		
Advertising makes people buy unaffordable products just to show off					.772		
People wear branded goods because of advertising					.691		
Advertising promotes undesirable values in our society						.747	
Most of the advertising distorts the values of our youth						.746	
Some products/services promoted in advertising are bad for our society				.752			
Advertising persuades people to buy things that they should not buy				.778			
Because of advertising, people buy a lot of things that they do not really need				.683			
Eigenvalue	5.55	2.71	1.78	1.71	1.41	1.29	1.18
Cumulative Variance Explained (%)	9.73	19.12	28.45	36.72	45.58	52.01	59.20
Cronbach Alpha	.759	.658	.772	.686	.653	.775	.694

*Factor loading of items selected is in bold.

Factor Analysis

A total of twenty six belief items hypothesized to represent five scales were developed for the present study. The scales were developed based on a thorough review of relevant theoretical and empirical literature, which provides some evidence of their content validity. The validity of the measurement scales in this study was assessed using factor analysis. Besides being useful in assessing validity (Nunnally, 1978), factor analysis can also be used to analyze the interrelationship among a large number of variables. To investigate the validity all the 26 items were factor-analyzed to determine the number of factors. All the items were first factor-analyzed using maximum likelihood, with a varimax (orthogonal) rotation. Besides using the screen plot as a guide to decide on the number of factors to be extracted and the Kaiser-Meyer-Olkin (KMO) and Bartlett tests with (eigenvalues greater than 1) was used. This resulted in distinctively 7 factors, which explained 59.20% of the overall variance. The authors managed to interpret 7 factors of the independent variables with high loadings. This is shown in Table 2 on page 9.

Items that have high loadings (0.3 or greater) on single factors are considered acceptable (Hair et al., 1992). To enhance convergent and discriminate validity, items with low loadings were deleted. Based on these criteria, 7 factors that represented meaningful relationships are retained and interpreted. In selecting the items for each scale, two criteria were used. First, an item should have a loading of 0.60 or more on a single factor in the factor analysis. Second, in an attempt to enhance the scale's reliability, items with less than 0.60 item-to-total correlation was deleted from the scales.

KMO tests measured the sampling adequacy. The value must be more than 0.5 for satisfactory analysis to proceed. In this case, the study yielded 0.664, thus eligible for further analysis. Bartest Test of Sphericity should be significant meaning that the value should be less than 0.05. In this case it is 0.000. This factor analysis had passed two tests and is confirmed suitable for further analysis.

For the purpose of this study, each factor was labelled in accordance with the items.

Factor 1: Hedonic/Pleasure

The reliability for factor 1 as measured by Cronbach's coefficient alpha is 0.759 and was labelled as Hedonic/Pleasure. It had four items with factor loading more than 0.6 as per list below:

- (1) Sometimes advertisements are even more enjoyable than other media contents.
- (2) Sometimes I take pleasure in thinking about what I saw or heard in advertisements.
- (3) Advertising contains a lot of excitement and surprises.
- (4) Most of the time advertising contains funny characters and is enjoyable.

Factor 2: Good for Economy and Economic Role

The reliability for Factor 2 as measured by Cronbach's coefficient alpha is 0.658 and was labelled as Good for Economy and Economic Role. It had three items with factor loading more than 0.6 as per list below:

- (1) In general, advertising helps our nation's economy.
- (2) Advertising helps raise our standard of living.
- (3) Advertising results in better products in the market.

Factor 3: Product Information

The reliability for Factor 3 as measured by Cronbach's coefficient alpha is 0.772 and was labelled as Product Information. It had three items with factor loading of more than 0.6 as per list below:

- (1) Advertising is a valuable source of information about sales.
- (2) Advertising tells me which brands have the features I am looking for.
- (3) Advertising keeps me up to date about products/ services available in the marketplace.

Factor 4: Consumer Manipulation

The reliability for Factor 4 as measured by Cronbach's coefficient alpha is 0.686. This factor was labelled Consumer Manipulation. It had three items with a factor loading of more than 0.6 as per list below:

- (1) Some products/services promoted in advertising are bad for our society.
- (2) Advertising persuades people to buy things that they should not buy.
- (3) Because of advertising, people buy a lot of things that they do not really need.

Factor 5: Materialism

The reliability for Factor 5 as measured by Cronbach's coefficient alpha is 0.653. This factor was labelled Materialism. It had three items with a factor loading of more than 0.6 as per list below:

- (1) Advertising is making us a materialistic society -- overly interested in buying and owning things.
- (2) Advertising makes people buy unaffordable products just to show off.
- (3) People wear branded goods because of advertising.

Factor 6: Values Corruption

The reliability for Factor 6 as measured by Cronbach's coefficient alpha is 0.775. This factor was labelled Values Corruption. It had two items with a factor loading of more than 0.6 as per list below:

- (1) Advertising promotes undesirable values in our society.
- (2) Most of the advertising distorts the values of our youth.

Factor 7: Consumer Benefit

The reliability for factor 7 as measured by Cronbach's coefficient alpha is 0.694. This factor was labelled Consumer Benefit. It had two items with a factor loading of more than 0.6 as per list below:

- (1) Advertisements tell me what people with lifestyles similar to mine are buying and using.
- (2) Advertising helps me know which products will or will not reflect the sort of person I am.

Dependent Variable

A total of ten attitude items represented by five scales were developed for the present study. The scales were also developed based on a thorough review of relevant theoretical and empirical literature, which provides some evidence of their content validity. This section describes the selection of items for, and the evaluation of the validity and reliable test of the dependent variable (AG).

All ten items were subjected to factor analysis to produce one factor and factor loadings of less than 0.6 were omitted. This test resulted in only six items managing to hold together and they were subjected to another test. The reliability for this factor as measured by Cronbach's coefficient alpha is 0.807. This factor was labelled Attitude towards Advertising. It had six items with factor loadings of more than 0.6 as per list below:

- (1) I consider advertising useful as it promotes the latest technology.
- (2) Through advertising I got to know more innovative ideas.
- (3) I refer to advertising because it allows me to enjoy the best deal out of the competing products advertised.
- (4) I support advertising because it is where creativity is highly appreciated.
- (5) I support advertising because it plays an important part in my buying decisions.
- (6) My general opinion of advertising is favourable.

Again KMO tests were used to measure the sampling adequacy of Attitude towards Advertising. The value must be more than 0.5 for satisfactory analysis to proceed. In this case, the study yielded 0.796, thus making it eligible for further analysis. The Bartlett Test of Sphericity should be significant meaning that the value should be less than 0.05. In this case the Bartlett Test of Sphericity is 0.000. This factor analysis had passed two tests and was confirmed suitable for further analysis.

Correlation Analysis: Relationship between independent variables

The correlation analysis was done between Belief Factors (Independent Variables) and Attitude towards Advertising (Dependent Variable). Testing of the research questions was made based on the significance of the Pearson Correlation Coefficients calculated for pairs of variables. The test for correlation was done for every independent variable component with dependent variables. Table 3 is the SPSS output of the Pearson correlation tests of all the factors identified as belief factors and attitude towards advertising. When interpreting the results of the SPSS output, the author has taken note that correlation coefficients give no indication of the direction of causality. In any bivariate correlation, causality between two variables cannot be assumed because there may be other measured or unmeasured variables affecting the results, known as the third variable problem (Field, 2000). The correlation coefficients and the significance values in an SPSS correlation output indicate the degree of probability that a correlation coefficient would have occurred by chance in the sample of respondents' surveyed (Field, 2000). If the significance value is less than 0.01 ($p < 0.01$) or less than 0.05 ($p < 0.05$) it means that the probability of this correlation being not genuine is low. Therefore, we can infer that there is significant correlation between the two variables tested.

H1: Hedonic/ Pleasure is positively correlated to Attitude towards Advertising.

The correlation between Hedonic/ Pleasure is positively correlated to Attitude towards Advertising and has a correlation coefficient of 0.518, with significance value of 0.000 ($p < 0.01$). These readings indicate that there is a less than 0.01 probability that a correlation coefficient of 0.518 would have occurred by chance. Therefore, we can infer that Hedonic Pleasure is positively correlated to Attitude towards Advertising. That is, the more positive the belief in Hedonic/ Pleasure is, the more positive is his/her Attitude towards Advertising. **Thus, hypothesis 1 is accepted.**

H2: Good for Economy and Economic Role is positively correlated to Attitude towards Advertising.

The correlation between Good for Economy and Economic Role is positively correlated to Attitude Towards Advertising and has a correlation coefficient of 0.505, with significance value of 0.000 ($p < 0.01$). These readings indicate that there is a less than 0.01 probability that a correlation coefficient of 0.505

would have occurred by chance. Therefore, we can infer that, Good for Economy and Economic Role is positively correlated to Attitude towards Advertising. That is, the more positive the belief in Good for Economy and Economic Role is, the more positive is his/her Attitude towards Advertising. **Thus, hypothesis 2 is accepted.**

H3: Product Information is positively correlated to Attitude Towards

Advertising. The correlation between Product Information is positively correlated to Attitude towards Advertising and has a correlation coefficient of 0.604, with significance value of 0.000 ($p < 0.01$). These readings indicate that there is a less than 0.01 probability that a correlation coefficient of 0.604 would have occurred by chance. Therefore, we can infer that Product Information is positively correlated to Attitude towards Advertising. That is, the more positive the belief in Product Information is, the more positive is his/her Attitude towards Advertising. **Thus, hypothesis 3 is accepted.**

H4: Consumer Manipulation is negatively correlated to Attitude towards Advertising.

The correlation between Product Information is negatively correlated to Attitude towards Advertising and has a correlation coefficient of 0.132, with significance value of 0.026 ($p < 0.05$). Therefore, we can infer that Consumer Manipulation is not negatively correlated to Attitude towards Advertising. That is, the more negative the belief in Consumer Manipulation is, the more negative is his/her Attitude towards Advertising. **Thus, the hypothesis is rejected.**

H5: Materialism is negatively correlated to Attitude towards Advertising.

The correlation between Materialism is negatively correlated to Attitude towards Advertising and has a correlation coefficient of 0.247, with significance value of 0.020 ($p < 0.01$). Therefore, we can infer that Materialism is not negatively correlated to Attitude towards Advertising. That is, the more negative the belief in Materialism is, the more negative is his/her Attitude towards Advertising. **Thus, the hypothesis is rejected.**

H6: Values Corruption is negatively correlated to Attitude towards Advertising.

The correlation between Values Corruption is negatively correlated to Attitude towards Advertising and has a correlation coefficient of 0.193, with significance value of 0.020 ($p < 0.01$). Therefore, we can infer that Values Corruption is not negatively correlated to Attitude towards Advertising. That is, the more negative the belief in Values Corruption is, the more negative is his/her Attitude towards Advertising. **Thus, the hypothesis is rejected.**

H7: Consumer Benefit is positively correlated to Attitude towards Advertising.

The correlation between Consumer Benefit is positively correlated to Attitude towards Advertising and has a correlation coefficient of 0.564, with significance value of 0.000 ($p < 0.01$). These readings indicate that there is a less than 0.01 probability that a correlation coefficient of 0.564 would have occurred by chance. Therefore, we can infer that Consumer Benefit is positively correlated to Attitude towards Advertising. That is, the more positive the belief in Consumer Benefit is, the more positive is his/her Attitude towards Advertising. **Thus, hypothesis 7 is accepted.**

Table 3

Results of Pearson Correlation

		Correlations							
		AGALL	PHAI1	GEERAI2	PIAI3	CMAI4	MATAI5	VCAI6	CBAI7
AGALL	Pearson Correlation	1	.518*	.505*	.604*	.132*	.247*	.193*	.564*
	Sig. (1-tailed)		.000	.000	.000	.026	.000	.002	.000
	N	219	219	219	219	219	219	219	219
PHAI1	Pearson Correlation	.518*	1	.262*	.418*	.195*	.182*	.295*	.404*
	Sig. (1-tailed)	.000		.000	.000	.002	.003	.000	.000
	N	219	219	219	219	219	219	219	219
GEERAI2	Pearson Correlation	.505*	.262*	1	.317*	.122*	.214*	.235*	.312*
	Sig. (1-tailed)	.000	.000		.000	.035	.001	.000	.000
	N	219	219	219	219	219	219	219	219
PIAI3	Pearson Correlation	.604*	.418*	.317*	1	.076	.231*	.111*	.943*
	Sig. (1-tailed)	.000	.000	.000		.132	.000	.050	.000
	N	219	219	219	219	219	219	219	219
CMAI4	Pearson Correlation	.132*	.195*	.122*	.076	1	.356*	.351*	.055
	Sig. (1-tailed)	.026	.002	.035	.132		.000	.000	.211
	N	219	219	219	219	219	219	219	219
MATAI5	Pearson Correlation	.247*	.182*	.214*	.231*	.356*	1	.404*	.237*
	Sig. (1-tailed)	.000	.003	.001	.000	.000		.000	.000
	N	219	219	219	219	219	219	219	219
VCAI6	Pearson Correlation	.193*	.295*	.235*	.111*	.351*	.404*	1	.121*
	Sig. (1-tailed)	.002	.000	.000	.050	.000	.000		.037
	N	219	219	219	219	219	219	219	219
CBAI7	Pearson Correlation	.564*	.404*	.312*	.943*	.055	.237*	.121*	1
	Sig. (1-tailed)	.000	.000	.000	.000	.211	.000	.037	
	N	219	219	219	219	219	219	219	219

** -Correlation is significant at the 0.01 level (1-tailed).

* -Correlation is significant at the 0.05 level (1-tailed).

Four Hypotheses are accepted and three are rejected judging from their respective correlation coefficients and p values. Consumer Benefit, Product Information, Hedonic and Good for Economic and Economic Role are accepted with reference to Pollay and Mittal's (1993) model.

Multiple Regression Analysis

The results (Table 4), show that seven independent variables significantly explain the 53.8% variance of the Attitude towards Advertising.

There appear to be three significant linear relationships between the predictors and the dependent variables. The higher beta value means they have a higher influence on attitude towards advertising. From Table 5, Product Information ranks first with 0.492 (Beta value) followed by Good for Economy and Economic Role (0.308) and lastly Pleasure/ Hedonic (0.276). These predictive factors are significant with p value of less than 0.05 with all of the factors scoring 0.000 on the p value. Consumer Manipulation (p=0.972), Materialism (p=0.316), Values Corruption (p=0.673) and Consumer Benefit (p=0.407) did not significantly predict the AG with each of them scoring more than p value of 0.05.

From the results, all three significant independent variables do not provide highly distinctive betas (>0. 5) in this case, all the variables were able to predict the attitude towards advertising (AG). The relationship of Product Information, Good for Economy and Economic Role and Pleasure/Hedonic to Attitude towards Advertising can be expressed as the equation below:

$AG = 0.647 + 0.492 (PI) + 0.308 (GEER) + 0.276 (P/H)$
--

AG : Attitude towards Advertising.
 PI : Product Information
 GEER : Good for Economy and Economic Role
 P/H : Pleasure/Hedonic

Table 4

R² of Independent Variables and Dependent Variable

Model Summary^a

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.734 ^a	.538	.523	.42216

a. Predictors: (Constant), CBAll7, CMAI14, GEERAll2, VCAI16, PHAI11, MATAI15, PIAI13

b. Dependent Variable: AGALL

Table 5

Coefficients of Independent Variables and Dependent Variable

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.647	.225		2.878	.004
	PHAI1	.241	.047	.276	5.109	.000
	GEERAI2	.274	.045	.308	6.048	.000
	PIAI3	.405	.117	.492	3.463	.001
	CMAI4	-.001	.040	-.002	-.035	.972
	MATAI5	.042	.042	.055	1.006	.316
	VCAI6	-.018	.042	-.023	-.423	.673
	CBAI7	-.095	.114	-.117	-.831	.407

a. Dependent Variable: AGALL

DISCUSSION

The studies by Pollay and Mittal (1993) and Ram Prasad and Thurwanger (1998) were replicated and applied in the context of a multiracial country, Malaysia. Like Ram Prasad and Thurwanger's (1998) research, this study intended to explore the scales' validity in a cross-cultural setting. The results of this study suggest that the belief structure is consistent across different cultures in different continents. Furthermore, using regression analysis, belief factors were examined to see their ability to predict attitude towards advertising. This study supported the validity of Pollay and Mittal's (1993) scales and its applicability to cross-national populations. It expanded the existing theoretical model to countries other than the USA. As a result, additional validity was obtained. As this study was conducted in a different setting to that intended for the original theoretical framework, it also lent support to considerable validity of the underlying theory and to its applicability across various cultures (Ram Prasad and Thurwanger, 1998). Four out of the seven factors have significant correlation with attitude towards advertising. Product Information has the strongest positive correlation (0.60). This is followed by Consumer Benefit (0.57), Pleasure/Hedonic (0.52) and Good for Economy and Economic Role (0.51). All negative belief factors proved to have no significant relationship with attitude towards advertising.

Three factors out of seven significantly predict attitudes towards advertising namely Product Information, Pleasure/Hedonic and Good for Economy and Economic Role. In terms of the strength of the prediction, Product Information ranked first with 0.492 (Beta value) followed by Good for Economy and Economic Role (0.308) and lastly Pleasure/ Hedonic (0.276). The result shows that students' attitude towards advertising is very much influenced by one of their belief factors, Product Information. They believe that advertising is a useful tool for them to get product information. However present day advertising may not give consumers sufficient information to enable them to buy with full confidence. Generally, the volume of advertising expands during a boom and contracts during a depression but some managements manage to employ advertising that is effective in launching new products to combat cyclical downswings.

From this study, Malaysian students have an average to favourable attitude towards advertising. The Malaysian students' mean of 3.76 was an improvement on Ramaprasad's (1994) finding of average to unfavourable. This may be caused by the influence of Non - Governmental Organisations (NGOs) or the level of activities of Consumer Associations. Ram Prasad did his study in Penang, where the Consumer Association (CAP) there is presumed to be stronger than the Consumer Association in Selangor. This is

certainly good news for advertisers since Malaysian students do believe in advertising and its benefits, especially economics ones. On the other hand, the growing influence of the Consumer Association, through its emphasis on price as related to objective product qualities, tends to offset in part the practice of some advertisers to lay heavy stress on appeals to emotion and instinct.

LIMITATIONS AND FUTURE RESEARCH

Several limitations of this study should be taken into consideration in evaluating the results. This study is limited by the fact that the samples were chosen from urban areas with high proficiency in English. The convenience sampling method did not address randomness, which would enable us to generalize the findings to a wider population. In spite of these limitations, this study contributes to our understanding of cross-cultural consumer beliefs about advertising and attitude towards advertising. In addition, many studies have used student samples and justified their use in similar attitude research by arguing that there is little difference between student attitude towards advertising and beliefs and those of other segments of the population (Andrews, 1989; Pollay and Mittal, 1993; Ramaprasad and Thurwanger, 1998). Despite the geographical proximity, Malaysian consumers showed both similarities and differences in their attitude towards advertising and beliefs about advertising to the USA and other Asian countries. As sample size could affect study results, future research should ensure that sample size is large and is selected from many states including Sarawak and Sabah. Respondents should also be selected randomly to provide a close representation of the population. Other areas that could also be looked into would be the study of attitude towards advertisements in television and newspapers and attitude towards specific brands in Malaysia. The study of new forms of communication technology and their impact on advertising could be researched in the future. Given the wide scope of study available and the rapid changes in e-commerce, further and more frequent research is needed to identify the other factors that could affect beliefs and attitude towards advertising (AG).

CONCLUSION

This study examines the relationship between students' beliefs and their attitude towards advertising in Malaysia. The results revealed that the belief factors have a significant relationship with attitude towards advertising. The implication for managers and organizations is to create successful advertising messages in order to achieve their objectives and goals for competitive advantages. It is important for managers to maintain proper focus on the appropriate beliefs of Malaysian students about advertising. While concentrating more effort on building a message that is inclined to favorable beliefs, managers will also need to watch out for the unfavorable factors that may lead to negative attitudes towards their advertisements. Among favorable belief factors are the Product Information, Consumer Benefit and Hedonic roles of advertising. Excessive communication using the wrong messages; messages that are either manipulative or materialistic or those that corrupt values will have negative effects and cause dissatisfaction among Malaysian students. In addition, changing the existing attitude is a difficult task and needs to be handled with care. It is vital to have a strong understanding in order to improve communication in advertising activities by getting the right people to use the right message. Advertising will continue to be the main choice among tools in the Integrated Marketing Communication (IMC) used by corporations to outdo their competitors. Thus, knowing more about their customers' beliefs and attitudes towards advertising will surely put them ahead of the game.

REFERENCES

- Anderson, R.D., Engledow, J.L. & Becker, H. (1978). Advertising attitudes in West Germany and the U.S: An analysis over age and time. *Journal of International Business Studies*, 9, 27- 38.
- Andrews, J.C. (1989). The dimensionality of beliefs towards advertising in general. *Journal of Advertising*.
- Bauer, R.A. & Greyser, S.A. (1968). Advertising in America: The consumer view. Boston:Harvard University, Graduate School of Business Administration.
- Bell, David. Product promotion advertising, media, legal requirements. Retrieved from <http://mgv.mim.edu.my/MMR/8108/810807.Htm>
- Bush, A. J., R. Smith, & C. Martin. (1999). The influence of consumer socialization variables on attitude toward advertising: A comparison of African-Americans and caucasians. *Journal of Advertising*, 28, (3): 13-24.
- Calfee, J. E., & Ringold, J. D. (1998). Consumer scepticism of advertising: What do the polls Show? *Advances in Consumer Research*, 15:244-48.
- Croizer, K & Erdogan, B. Z. (2001). Advertising complainants: Who and where are they?, *Journal of Marketing Communications*, Vol. 6 No. 2.
- David, P. & Amanda, B. (2005). *Integrated marketing communications*. (2nd ed). London: FT Prentice Hall,
- Dillon, W. R., T.J. Madden & N.H. Firtle. (1997). *Marketing research in a marketing environment*. (3rd ed). Burr Ridge, Illinois: Irwin.
- Dubinsky, A.J. & Hensel, P.J. (1984). Marketing student attitudes toward advertising: Implications for marketing educators. *Journal of Marketing Research*, 21, summer, 22- 26.
- Duncan, Tom. (2006). *Integrated marketing communication* (2nd ed). New York: McGraw Hill.
- Fam, K.S., Waller, D.S. & Erdogan, B. Z. (2004). The influence of religion on attitude towards the advertising of controversial products, *European Journal of Marketing*, Vol. 38 No. 5/6, pp 537-555.
- Field, A. (2000). *Discovering statistics, using SPSS for Windows*. London: SAGE Publications.
- Friedman, R. & M. Zimmer (1988). The role of psychological meaning in advertising. *Journal of Advertising*, 17 (1), 41-8.
- Galbraith, J. K. (1967). *The new industrial state*, Boston, MA: Houghton Mifflin.
- Greyser, S.A & Reece, B.B. (1971). Businessmen look hard at advertising. *Harvard Business Review*.
- Hair, J. F., R. E. Anderson, & R. L. Tatharn (1987). *Multivariate data analysis*. New York: Macmillan Publishing Co.
- Katona, G. (1964). *The mass consumption society*. New York: McGraw-Hill Book Co.
- Kilborn, P. T. (1989, July 21). Darman Issues Warning on 'Self-indulgent' U.S. *New York Times*.

- Kotler, P., Ang, S.H., Leong, S.M., Tan, C.T. (2003). *Marketing management: An Asian perspective*. Singapore: Pearson Education Asia.
- Larkin, Ernest F. (1979). Consumer perceptions of the media & their advertising content. *Journal of Advertising*, 8(2), 5-7.
- Loudon, D., & Bitta, A. (1993). *Consumer Behaviour* (4th ed). New York: McGraw Hill.
- Lutz, R.J. (1985). Affective and cognitive antecedents of attitude toward the ad: a conceptual framework. In L.F. Alwitt & A.A. Mitchell (Eds) *Psychological processes and advertising effects: Theory, research and applications*. (pp. 45-63) Hillsdale, NJ: LEA Publishers.
- Mackenzie, Scott B., & Richard J, Lutz. (1989). An empirical examination of the structural antecedents of attitude towards the ad in advertising pretesting context. *Journal of Marketing*, 53(2), 48-65.
- Mannes, M. (1964). *But Will It Sell?* New York: Lippincott.
- MCMCC, The Malaysian Communications and Multimedia Content Code. Retrieved from [www.cmcf.org.my/FILES/CONTENT_CODE_\(V6-Final\).PDF](http://www.cmcf.org.my/FILES/CONTENT_CODE_(V6-Final).PDF)
- Mittal, B. (1994). Public assessment of TV advertising: faint praise and harsh criticism. *Journal of Advertising Research*, 34(1), 35- 53.
- Muehling, D.D. (1987). An investigation of factors underlying attitudes-towards-advertising-in-general. *Journal of Advertising*, 16(1), 32- 40.
- Norris, V. (1984). The economic effects of advertising: A review of the literature. *Current Issues and Research in Advertising*, 7(2), 39-134.
- Nunnally, J.C. (1978). *Psychometric theory* (2nd ed.). New York: McGraw-Hill.
- O'Donohoe, S. (1995). Attitudes to advertising: A review of British and American Research. *International Journal of Advertising*, 14, (3): 45-61.
- Petroshias, S.M. (1986). An assessment of business students' attitudes towards advertising. In T.A Shimp et al. (Eds) *1986 AMA Educators' Proceedings*. Chicago, IL: American Marketing Association, pp.127-131.
- Pollay, Richard W. (1986). The distorted mirror: Reflections on the unintended consequences of advertising. *Journal of Marketing*, 50(4), 18-37.
- Pollay, Richard W. & Mittal, Barwari. (1993). Here's the beef: Factors, determinants & segments in consumer criticism of advertising. *Journal of Marketing*, 57(7), 99-114.
- Ramaprasad, J. (1994). Personalized interactions and generalized beliefs about advertising: the case of Malaysian students In K.W. King (ed.) *Proceedings of the 1994 Conference of the American Academy of Advertising*. Athens, GA: University of Georgia, p. 138.
- Ramaprasad, J. & Thurwanger, M.L. (1998). South Asian students attitudes toward and beliefs about advertising: measuring across cultures. In *International Communication Division, 1998 AEJMC Annual Conference*, Baltimore.
- Richins, M. (1991). Social comparison and the idealized images of advertising. *Journal of Consumer Research*, 18 (June), 71-83.

- Rotzoll, K, B, J, E, Haefner, & C. H. Sandage. (1986). *Advertising in contemporary society*. West Chicago, IL: South-Western Publishing Company.
- Sandage, Charles H., & John, Lackenby. (1980). Student attitudes toward advertising: institution vs. instrument. *Journal of Advertising*, 9, 29-32.
- Sekaran, U. (2003). *Research methods for business: A skill building approach (4th 3d.)*. London: John Wiley & Sons, Inc.
- Shavitt, S., Lowrey, P. & Haefner, J. (1998). Public attitudes toward advertising: More favourable than you might think. *Journal of Advertising Research*, 38, (4): 7- 2.
- Shimp, T.A. (1981). Attitude toward the ad as a mediator of consumer brand choice. *Journal of Advertising*, 10(2), 9-15.
- Tharp, M. & L. M. Scott (1990). The role of marketing processes in creating cultural meaning. *Journal of Macro Marketing*, 10 (Fall), 47-60.
- Thorson, E. (1981). Likeability: 10 years of academic research. In *Transcript Proceedings: Eighth Annual Advertising Research Foundation Copy Research Workshop*. New York: Advertising Research Foundation.
- Tsang, P.M. & Tse, Sandy. (2005). A Hedonic Model for effective web marketing: An empirical examination. *Industrial Management and Data Systems*, 105 (8), 1039-1052.
- Waller, D.S. & Fam, K.S.(2000). Cultural values and advertising in Malaysia: Views from the industry. *Asia Pacific Journal of Marketing and Logistics*, 12(1), 3-16.
- Waller, D.S, Fam, K.S. & Erdogan, B.Z. (2005). Advertising of controversial products: A cross-cultural studies. *Journal of Consumer Marketing*, 22 (1), 6-13.
- Wells, W., Moriarty, S., & Burnett, J. (2006). *Advertising principles and practice (7th ed.)*. London: Pearson Prentice Hall International.
- Wills J, R., & J, K, Ryans. (1982). Attitudes toward advertising: A multinational study. *Journal of International Business Studies*, 13 (3), 121-29.
- Wolin, L.D. & Korgaonkar. P. (2005). Web advertising: Gender differences in beliefs, attitudes and behaviour. *Internet Research: Electronic Networking Applications and Policy*, 13 (5), 375-385.
- Yang, C.C. (2000). Taiwanese students' attitudes towards and beliefs about advertising. *Journal of Marketing Communication*, 6, 71-183.
- Yssel, J.C., Gustafson, R.L., Popovich, M.N., &d Woodley, B. E. (1993). Generation X and objectionable advertising: A Q-sort of senior advertising students' attitudes toward objectionable advertising. In *Annual Convention of the Association for Education in Journalism and Mass Communication*, Kansas City, MO.
- Zanot, Eric. (1981). Public attitudes toward advertising. In *Proceedings of the Annual Conference of the American Academy of Advertising*, H. Keith Hunt,(Ed.), Brigham Young University: American Advertising Association, 142-146.