



THE IMPACT OF ADVERTISING ANTECEDENTS ON PURCHASE INTENTIONS WITH A KEY ROLE OF ATTITUDE OF CUSTOMERS

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Abstract

This paper presents the relationship of advertising theory with the customers' attitude that will eventually affect the purchase intentions. In the present era, advertising is overriding the other aspects of the overall marketing campaign. The companies are more interested to work on communicating their product message effectively. The companies have to understand the customers' attitude towards advertising before devising an advertising strategy.

Keywords: Advertising theory, credibility, social role, information, hedonic, good for economy, materialism, attitude toward advertising, purchase intentions.

Introduction

Consumer's response to advertising has received attention long ago. For over last many decades, researchers and marketers have strived a lot to understand how consumer processes the advertising as well as how they are affected by the advertising. Understanding consumer's affective responses to advertising is important for people of all spheres of life around the globe. According to Brown and Stayman (1992), practitioners and academia have increased their interest to assess affective response of consumers. In year 1978 Steven P. Brown was first to suggest in his study of Holbrook about the importance of viewers' global evaluations of advertising. The research articles of Mitchell & Olson, and Shimp (1981) also worth mentioning here, in their articles they have suggested the importance of attitude towards advertising (Aad) by developing the framework of relationship between the consumer's responses to advertisements and their attitude.

Following the work of Mitchell and Olson the researcher's focus towards assessing the advertising attitudes has greatly increased because, the study provided track to researcher's for future research on consumer's responses to advertising. The interest of marketers and researcher to assess advertising attitude is also increased because, advertising is become one of the significant elements in our modern life (Munusamy & Wong, 2007) its impact on the world is constantly growing (Sharma, Bhosle, & Chaudhry, 2012), it plays key role in economic development (Ting & De Run, 2015), and even it affects the manner people live (Wang, Sun, Lei, & Toncar, 2009) almost every person is influenced by advertising and other sort of promotion to some extent. The emergence of globalization has created more dimensions for researchers to explore the role of advertising in products and services performance including consumers' attitude (Kanso & Nelson, 2007). According to Tai (2007), the advancement of technology enables competitors' easy access to marketing information. Therefore, advertising plays an important role in such situation by developing a strong brand name of the corporation or products. Advertising is a non-personal communication in the structure of information, usually paid for and generally persuasive in nature about products, services or ideas by acknowledged sponsors through an assortment of media (Bovee & Arens, 2008). In general, advertising is used to inform, persuade, and remind consumers. Advertising is believed to enhance buyers' responses to products or services offered by a firm, thus enabling possibilities of increased profitability. However, advertising has been accused of an array of sins ranging from an

economic waste to purveying of harmful products, from sexism to deceit and manipulation, from triviality to intellectual and moral pollution (Mittal, 1994). However, descriptions of advertising vary. Previously, Kotler (2000) noted that advertising helps to increase the potential buyers' reactions towards a organization and its offering, accentuating that it seeks to do this by supplying information, channeling desire, and providing reasons for preferring a particular organization's offer. Some might consider this as a strategy to enhance brand loyalty among customers and to attract customers away from competitors (Agrawal, 1996).

Morden (1991) stated that advertising is used to create an essential awareness of the product or service in the mentality of the potential customer and to build up knowledge about it. Hence, the purpose of advertising is to create awareness of the advertised product and provide information that will assist the consumer to make informed-purchase decision. The importance of advertising as a promotional strategy, therefore, depends on its capability to influence consumers to not only purchase but to continue to repurchase and eventually develop-brand loyalty.

Many corporations budget large amounts of resources for advertising annually. According to Kanso and Nelson (2007), worldwide expenditures on advertisement were \$401.2 billion in year 1997. It then increased to \$602 billion in 2006. Unfortunately, some of these corporations did not conduct in-depth research on advertising strategies before they made advertising decisions. Consequently, this created barriers for corporations to achieve the effectiveness of advertising (Tai, 2007). It is critical for advertisers to ensure customers are attracted to the advertising so that customer will be persuaded to purchase the product or service. In addition, it was argued that advertising overrules a consumer's sovereignty of decision-making in the creation of these desires, by offering an unshakable link between products and the fulfillment of desires for them. For instance, Obermiller, Spangenberg and MacLachlan (2005) commented that unbelievable or over-dramatized advertisement tends to

Irritate consumers. Regardless of the differences of perception and definition of advertising, it is a growing industry and significantly affects our social structure. Based on the aforementioned, it is valuable to conduct a research on the affect of key factors on the attitude of consumer's towards advertising.

Research on advertising attitude in Pakistan

Pakistan is an emerging market due to globalization, and arrival of multi-national companies in country advertisement industry is experiencing tremendous changes in the recent years in Pakistan thus affected consumer's attitude. So, consumer's attitude towards advertising (Aad) and its confidence is significant to assess. Person's personal attitude towards advertising affects number of things in a crucial way such as, political and regulatory activities, consumers' attention and exposure to advertisement, and so many other things.

Viewing the importance of advertising, enormous research has been conducted in Pakistan to study and understand consumer attitude such as; Understanding Female College Students' Mind-set towards Television Advertising in Pakistan (Khatak & Hitek, 2009), Effects of advertisement of consumer behaviour of university students (Basheer & Malik, 2009), General Attitude towards advertising (Aad): Cultural Influence in Pakistan (Usman, Ilyas, Hussain, & Qureshi, 2010), Consumer's Attitude Towards Internet Advertising in Pakistan (Saeed, Lodhi, Naeem, Ahsan, Sami, & Dustgeer, 2013), Factors Affecting attitude towards web advertising- A scenario of University Students in Pakistan (Nazeer, Jaffari, Raja, & Akmal, 2013), Antecedents of Consumer Attitude Towards Social-Networking Sites Advertisement: Testing the Mediating Role of Advertising Value (Hassan, Fatima, Akram, Abbas, & Hasnain, 2013), Public Opinion towards Advertising: Factor Analytic Findings From Pakistan (Fahim, Siddiqui, Anjum, & Aziz 2013), Prioritization of Factors Affecting Consumer attitude towards Mobile Advertisement: A Study of Pakistani Youth (Haider, 2012), How Advertising Affects the Buying Behaviour of Consumers in Rural Areas: A Case of Pakistan (Rehman, Nawaz, Khan, & Hyder, 2014), and Examining Attitudes and Beliefs towards Online Advertising in Pakistan (Amjad, Javed, & Jaskani, 2015).

This study has been conducted to fulfil the following objectives:

1. To determine whether six antecedents i.e. the credibility of an advertising message, information of an advertising message, hedonic/pleasure of an advertising message, good for economy, social role of an advertising message, and materialism affect consumer's attitude towards advertising (Aad).
2. To determine which factor dominantly affects consumer's attitude towards advertising (Aad).
3. To determine whether attitude towards advertising (Aad) is related to the consumers' purchase intention.

The study contributes to knowledge in the field of advertising literature through the examination of antecedents that form the consumers' attitude towards advertising (Aad), in Pakistan. Additionally, this study has also provided crucial findings of post advertising processing of attitude. So, the findings of this study will help marketing managers and researchers to understand general attitude of consumers particularly, in Pakistan, this study will also pave the foundation, for marketing managers and executives to design and alter their advertising strategies according to consequences of attitude of consumers towards advertising.

Literature Review

The theoretical framework of current research is based mainly on three theories. First one is the Advertising in General Theory (AG), second, Theory of Planned Behaviour (TPB) commonly known as Theory of Reasoned Action (TRA), and the third Howard Sheth theory. The theory advertising in general (AG) states that the consumer's attitude towards advertising depends upon consumer's overall or general attitude towards any type of advertising. The theory advertising in general (AG) has grabbed huge attention of the researchers and advertisers since its development. According to Mehta (2000), although "consumer's attitude towards advertising (Aad) is formed on the basis of type of advertising used" but the consumer's attitude towards advertising (Aad) depends upon his or her over all general attitude towards advertising (Aad). To put it simple and in other words Mehta argued that it is obvious that when a consumer does absolutely not like the advertising in general, all the ads appear annoying (except maybe some specific ads). But out these extreme and rare cases, what really matters is the type of ad that people like. The fact of liking advertising in general is a whole interesting concept but managerially irrelevant, especially in an international context where consumers can have different advertising standard in mind which vary from one country to another (or maybe can also vary for the same consumer depending on the ads he has in mind).

Christian, Zedenek, and Lucie (2014) indicates that the multiple studies show that attitude towards advertising (Aad) mainly depends on attitudes toward advertising in general (Muehling, 1987; MacKenzie & Lutz, 1989; Mehta, 2000). Mehta (2002) additionally adds "yet attitudes toward advertising in general (AG) and their influence on advertising effectiveness have rarely been studied in cross-national studies".

Theory of planned behaviour (TPB) which is commonly known as Theory Reasoned Action (TRA) is formulated in 1975 by Fishbein and Ajzen. The work of these two scholars Fishbein and Ajzen is very important and one of the most known socio-psychological model to predict the human behaviour. Theory of planned behaviour (TPB) states that the basic antecedents of an individual's behaviour to perform an action are Intention and perceived behavioural control. Where, intention is defined as an individual's willingness to involve in a task. Intention of an individual to perform any task is usually made up many things such as; individual's attitude towards any behaviour, subjective norm and perceived behavioural control. Furthermore, the attitude towards behaviour is based upon behavioural beliefs of any individual. And the behavioural beliefs are the expectation of a person about a specified outcome of behaviour, whereas; the subjective norm is based upon normative beliefs i.e. social pressure upon an individual to perform a specific behaviour. Perceived behavioural control is formed from control beliefs i.e. those beliefs which may help or hinder an individual to involve in a behaviour.

Attitude, Subjective norm and perceived behavioural control combine to form an individual's intention to perform a task. Based on theory of planned behaviour, this study is going to examine relationship between attitude and purchase intention. The Howard Sheth theory of buyer behaviour is a sophisticated integration of the various social, psychological and marketing influences on consumer choice into a coherent sequence of information processing. It aims not only to explain consumer behaviour in terms of cognitive functioning but to provide an empirically testable depiction of such behaviour and its outcomes (Howard, 1977).

The Howard Sheth Model consists of four main group's of variables. These variables are Input variables, hypothetical constructs, output variables, and the external variables. According to Howard purchase intention, attitude, brand perception, and attention are the output or effects of internal process of customer mind. He further explained that most important output variable from the point of view of marketing is actual purchase, because it involves carrying out activity based on consumer attitude or decision to implement decision. Xinhui and Han (2016) has stated that the model is concise and has universal applicability.

Basing on consumers' decision making model, the "Howard-sheth" model, this study re-examines model variables (i.e. attitude, and purchase intention) and their relationships in literature.

Credibility can be defined in terms of the believability of the addressor and its perception in the listener's mind (Adler & Rodman, 2009). Credibility as an important factor of advertising has received attention decades ago. According to Pornpitakpan (2004), for numerous decades, researchers from diverse field such politicians; advertisers, and marketers have strived hard to check out effectiveness of high and low source credible in shaping attitude and beliefs of individuals. Hovland and his colleagues (1953) were first to study and link advertising credibility with source credibility. They concluded that three dimensions combine to make a source credible these are expertise, trustworthiness, and attractiveness.

H1: Credibility of an advertising message will have positive effect on consumers' attitude towards advertising.

Informativeness is an important factor in determining the effectiveness of advertisements (Saadeghvaziri & Hosseini, 2011). Informativeness has an impact on consumers' attitude towards advertising as it helps them in making purchase decisions (Tsang, Ho & Liang, 2004). One of the key purposes of marketers and advertisers behind running extensive and expensive advertising is to keep updated customers and prospects about latest information. The term latest information refers to information about products and services available in the market, information about local sells, and information about brand features customers looking for (Polly & Mittal, 1993). Advertisers communicate different and wide range of key information to public and target audience. The main focus of advertisement is to create awareness among people & also how the competing products and services are differ from each other (soberman, 2004).

H2: Informativeness of advertising will have positive effect on consumers' attitude towards advertising.

Hedonic, according to concise oxford dictionary is defined as something which is relating to or considered in terms of pleasant sensation. Whereas, Pleasure is defined as a feeling of happy, satisfaction and enjoyment or an event or activity from which one derives enjoyment intended for entertainment rather than business. Marketers use different techniques to make their advertisements appealing for the customers. Among all these techniques use of funny contents, exiting characters, satire, cartoons, pun, interesting scripts in the from tag lines and jingles is very common in global as well as regional advertisements Lyttle (2010). Marketers often use humour appeals just to make customers feel peasant and get their attention to advertising. Woltman, Mukherjee and Hoyer (2004) has observed that humour is one of the most widely technique in advertising around the world, with about one out of every five televisions ads containing humorous appeals.

H3: Hedonic/ pleasure in advertising will have positive effect on consumers' attitude towards advertising.

The advocates of advertising Polly and Mittal (1993) claim that "advertising speeds acceptance of new goods and technologies, fosters full employment, lower average cost of production, promotes healthy competition between producers to all consumers' benefit, and generally is a prudent use of national resources that raises the average standards of living". According to Polly and Mittal, advertising produce or create a good and healthy impact on the economy of any nation it also helps individuals to have a more positive attitude towards advertising (Aad). Belch and Belch (2008) have also endorsed the view of Polly and Mittal about the concept good for economy (GEF). By relating good for economy to advertising, Belch and Belch have argued that advertising provides consumers information about ideas, services and products and assists them to improve their standard of living.

H4: Good for Economy will have positive attitude on consumers' attitude towards advertising.

Social integration or role of advertising means that advertising suggests way of lifestyle to its viewer. Thus, advertising plays a pivotal role in educating the children (Munusamy & Wong, 2007). Advertising educate children in many ways it is the activity or an element that assists children in socialization and guide them in formation of their role models, aspirations and social images said, Petrovici, Marinovo, Marinov and Lee (2007). So we can say that, consumers believe advertising solves social problems, educate children and bring social integration, hence we propose that they (consumers) show more positive attitude towards advertising (Aad) due to its' social elements in life of consumers.

H5: Social Role/integration of advertising will have positive effect on consumers' attitude towards advertising.

Beside all positive sides of advertising, for last three decades it is also believed by the researchers that advertising has also drawbacks or negative impacts over the individual life of consumers and over society as a whole (Bamoriya & Singh, 2011; Singh & Vij, 2007). These negative impacts are in the form of materialism (Polly & Mittal, 1993). People believe materialism is result of the use of techniques such as celebrity endorsement, emotional appeals etc these techniques are so powerful that prey prospects and customers to purchase, own and use the product (Munusamy &

Wong, 2007). Materialism is making people buy products and brands that they cannot even afford to buy. Customers buy such products because they view that personal wealth and material possessions are the key to success and well-being (Fournier & Richins, 1991). Just a one and simple understanding of concept of materialism can be that, that people adopt bad habits such as drinking and smoking just because of endorsement of brand or product by their favourite actor or actress. The impact of such advertising slowly spread to whole society and in result whole society losses its ethical and moral values.

H6: Materialism will have negative effect on attitude towards advertising.

Attitude towards advertising have caught attention decades ago. Attitude towards advertising (Aad) can be defined as a tendency of an individual to respond to advertising in a favourable or unfavourable. Because viewer's behaviour towards a particular advertising can be both favourable or unfavourable said MacKenzie and Lutz (1989). There are different measures of advertising effectiveness attitude towards advertising is one of the dominant indicator, this is because individuals feeling and thoughts are reflected through their attitude Mehta (2000). Solomon (1999) argued that advertising generates specific types of feelings or attitude such as "*upbeat feelings*": playful, amused, and delighted "*warm feelings*": hopeful, contemplative, and affectionate "*negative feelings*": offended, critical and defiant.

Consumer purchase intention can simply be defined as a plan of customer and or consumer to purchase a product or service in the future time. According to Sun and Mortwitz (2005), purchase intention is the individual's probability of purchase of any product and or service that is linked with his or her intention at number of individuals that will actually purchase product and or service. Purchase Intentions neither restricted to any extent nor shown by single or particular act. However, Shao, Baker and Wagner (2004), suggested that even a customer's visit to a store or company outlet is also referred to as a consumer purchase intention. Schiffman & Kanuk (2000) simply defined Purchase intentions as buying willingness. Ansari and Joloudar (2011) linked Purchase intention with individual's actions i.e. whether positive or negative attitude towards advertising, according to them, purchase intention is actually amount of individual's tendency to buy a product and or service due to given attitude i.e. positive or negative towards advertising.

H7: Attitude towards advertising is positively related to the purchase intention.

Antecedents of Aad

Attitude towards Advertising (Aad)

Outcome/ Consequences

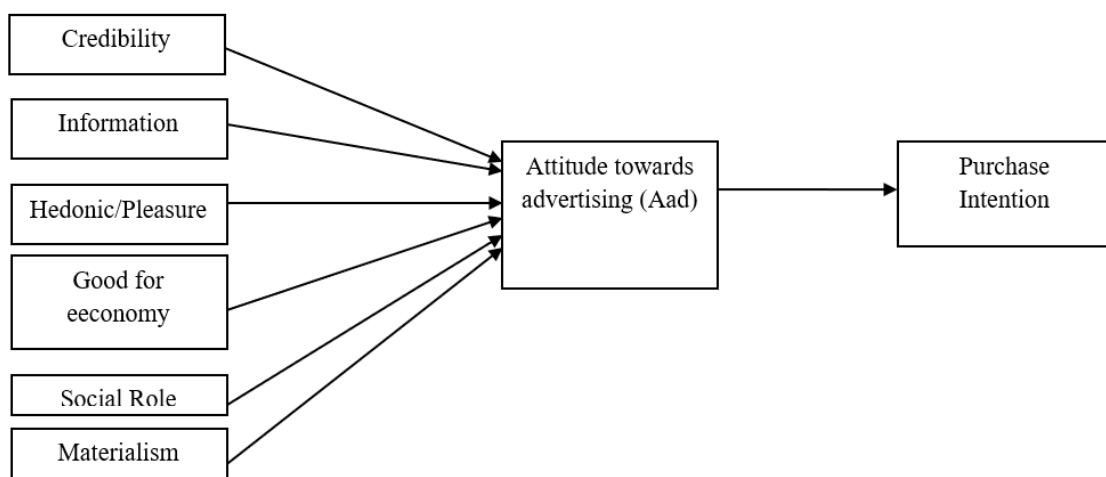


Figure 01: The conceptual framework

The first six (6) hypotheses are designed for checking relationship of six antecedents with attitude towards advertising (Aad) one hypothesis for each. The seventh (7th) hypothesis is developed to check whether there is impact of attitude towards advertising (Aad) on consumer's purchase intention. Given below are these hypotheses:

- H1:** Credibility of an advertising message will have positive effect on consumers' attitude towards advertising (Aad).
- H2:** Informative advertising will have positive effect on consumers' attitude towards advertising (Aad).
- H3:** Hedonic/ pleasure in advertising will have positive effect on consumers' attitude towards advertising (Aad).
- H4:** Good for Economy will have positive attitude on consumers' attitude towards advertising (Aad).
- H5:** Social Role/integration of advertising will have positive effect on consumers' attitude towards advertising (Aad).
- H6:** Materialism will have negative effect on attitude towards advertising (Aad)
- H7:** Attitude towards advertising (Aad) is positively related to the consumers' purchase intention.

Table 01: Summary table of variables definition and sources

Variable	Descriptions	Sources
Attitude towards Advertising	Defined as a learned predisposition to react in a consistently favorable or unfavorable manner to advertising	Lutz (1985); Eze and Lee (2011)
Purchase Intention	Consumer intention to purchase a product and to visit a firm service is referred to as a consumer purchase intention	Shao et al., (2004)
Credibility	Believability of the addressor and its perception in the listener's mind	Adler and Roadman (2000)
Informative Advertising	Advertising serves as a valuable source of information about products and services, which affect consumers buying decision. Product information acquisition appears critical in consumers' attitude towards promotion	Petrovici and Marinvo (2007)
Hedonic / Pleasure	An individual's experience of specific consumption and the satisfaction of an individual's desire relates to hedonic expression. Advertisements need to be interesting and enjoyable in creative ways to attract consumers' attention	Cardoso and Pinto (2010)
Good For Economy	Advertising is good for economy because, Advertising speeds acceptance of new goods and technologies, fosters full employment, lower average cost of production, promotes healthy competition between producers to all consumers' benefit, and generally is a prudent use of national resources that raises the average standards of living	Polly and Mittal (1993)

Social (Integration) Role	Social integration is the belief of consumers that advertising can influence consumers' lifestyle and formation of social status, image, and structure	Wang and Sun (2010)
Materialism	Materialism is a set of belief structures that sees consumption as the route to most, if not all, satisfactions	Munusamy and Wong (2007)

Source: Uchenna Cyril Eze & Chai Har Lee (2012)

Methodology

Since, there was adequate theoretical support to carry out current research antecedents and consequences of consumer's attitude towards advertising (Aad) so, quantitative approach methods was selected for to conduct this study. The function of quantitative research is to predict impact of one variable over other (Kirk & Miller, 1986). In simple words, we can define quantitative research approach as a method in which mathematical tools and statistical techniques are involved to analyse or check the model of study. In quantitative research data is gathered mainly by already developed and validated instruments. Quantitative approach is commonly known as "hypothesis-testing technique". Because in quantitative research hypothesis are developed by reviewing literature and theories from past, once the hypothesis formed the researcher collects data and uses a set of different statistical techniques to analyse developed hypothesis of the study (Creswell, 2013). Discussing the importance of quantitative research approach Sekaran (2006) concluded that findings of this type of research approach can easily generalized. As this study empirically checks antecedents and consequences of consumer's attitude towards advertising (Aad) so, quantitative research approach has been used for this study.

Population of study is defined as entire group of people, events, objects a researcher want to investigate. According to Emory (1980), the elements of population can be anything such as individuals, firm employees, and firm or Organisation itself. Sekeran (2006) endorsed the definition or concept of population of Emory and suggested elements of populations as anything which respond or participate in research such as team of people, single individuals, members of Organisation and Organisation. The unit of analysis for this study is the graduates and undergraduates students of all the public and private universities of Islamabad and Rawalpindi. Ling, Piew and Chai (2010) has used same frame of population in their research.

Convenience sampling technique has unique advantages over other methods of sampling techniques. Simply it is a technique in which in which easily available persons are selected to respond and give data. Convenience sampling assists researchers by giving large data over short span of time. Hence, this technique saves the time of researchers. Another opportunity of using this technique is that this technique saves the money of researcher by many ways. So this is an extremely an economic technique to collect data. These all advantages of convenience sampling make it attractive option for researchers around the globe. Munusamy and Wong (2007) and Ling, Piew and Chai (2010) have employed same sample technique in their consumer attitude study. Moreover, the justification for selecting convenience sampling technique is that this study aims to investigate respondent's opinion towards general advertising, not specific advertising such as, TV ad, online ad, print ad. So, anyone can be asked about his/her opinion towards advertising as a whole.

Therefore, for this study a sample of 300 graduates and undergraduates were selected from the universities of Rawalpindi and Islamabad.

Results

Table 02: Pearson correlation coefficient matrix

	CRE	INFO	HEDO	GFE	SR	MA	AAD	PI
CRE	1							
INFO	.547**	1						
HED	.500**	.689**	1					
GFE	.787**	.671**	.647**	1				
SR	.512**	.657**	.586**	.646**	1			
MAT	.363**	.564**	.491**	.512**	.599**	1		
AAD	.481**	.590**	.573**	.640**	.641**	.496**	1	
PI	.464**	.472**	.412**	.485**	.574**	.366**	.581**	1

Note :- CRE = Credibility ; INFO= Information ; HEDO = Hedonic ; GFE = Good for economy ; SR = Social Role ; MAT = Materialism ; AAD = Attitude towards advertising (Aad) ; PI= Purchase intention

** Correlation is significant at the 0.01 level (2-tailed)

The table 2 shows that the credibility of advertising message has moderate correlation (.481) and materialism has also moderate correlation (.496) with attitude towards advertising (Aad). Whereas, informative advertising (.590); hedonic/pleasure (.573); social integration/role (.641); and good for economy (.640) have significant correlation with attitude towards advertising (Aad) (dependent variable). The correlation between attitude towards advertising (Aad) and purchase intention is also significant (.581). The correlation between independent variables is also moderate which is not a good sign but all the correlation between independent variables are well below .80 which is acceptable condition and will not give any negative contribution in analysis relationship between independent and dependent variable.

Table 03: Coefficients ^a

Model	Collinearity Statistics	
	Tolerance	VIF
1 CRE	.640	1.563
INFO	.368	2.715
HEDO	.445	2.247
GFE	.433	2.309
SR	.425	2.354
MAT	.582	1.719

Note :- CRE = Credibility ; INFO= Information ; HEDO = Hedonic ; GFE = Good for economy ; SR = Social Role ; MAT = Materialism.

Table 3 indicates that the tolerance level for all predictors is well above 0.2 which means multi-collinearity is not an issue in data available for regression analysis furthermore the values of VIF is also well below three (03) for all predictors, the values of VIF above seven are little tension and above 10 are values at which to worry (Myers, 1990).

Table 04: Regression Analysis (ANOVA test)

ANOVA ^a						
Model		Sum of Square	df	Mean Square	F	Sig.
1	Regression	4.826	1	4.826	81.649	.000 ^b
	Residuals	16.019	271	.059		
	Total	20.846	272			
1	Regression	7.252	1	7.252	144.583	.000 ^c
	Residuals	13.593	271	.050		
	Total	20.846	272			

1	Regression	6.849	1	6.845	132.504	.000 ^d
	Residuals	14.000	271	.052		
	Total	20.846	272			
1	Regression	8.537	1	8.537	187.976	.000 ^e
	Residuals	12.308	271	.045		
	Total	20.846	272			
1	Regression	8.576	1	8.576	189.426	.000 ^f
	Residuals	12.269	271	.045		
	Total	20.846	272			
1	Regression	5.133	1	5.133	88.534	.000 ^g
	Residuals	15.713	271	.058		
	Total	20.846	272			

- a. Dependent Variable: Aad
b. Predictors: (Constant), Credibility
c. Predictors: (Constant), Informative Advertising
d. Predictors: (Constant), Hedonic/Pleasure
e. Predictors: (Constant), Good for Economy
f. Predictors: (Constant), Social Role/Integration
g. Predictors: (Constant), Materialism

ANOVA table displays the model fitness; F-value at 81.649 is $.000 < .05$ thus it is significant and portrays that the difference created by credibility of advertising message (23.2% or 22.9%) in consumer's attitude towards advertising (Aad) is significant.

Regression Equation

$$Y = c + \beta x + \epsilon$$

$$Aad = .806 + .481 (CRE) + \epsilon$$

ANOVA table shows model fitness; F-value at 144.583 is $.000 < .05$ which variation (43.8% or 34.5%) produced by informative advertising (in consumers attitude towards advertising (Aad) is significant.

Regression Equation

$$Y = c + \beta x + \epsilon$$

$$Aad = .511 + .590 (INFO) + \epsilon$$

Model fitness shows F value is 189.426 significant at $(.000 < .05)$ therefore variation produced by social role/integration advertising message (41.1% or 40.9%) in consumers attitude towards advertising (Aad) is significant.

Regression Equation

$$Y = c + \beta x + \epsilon$$

$$Aad = .455 + .641 (SR) + \epsilon$$

ANOVA's table indicates model fitness; for hypothesis six (06) F-value is 88.534 (significant $0.000 < .05$) therefore it explains variation (24.6 or 24.3%) produced by credibility of advertising message in consumers attitude towards advertising (Aad) is significant.

Regression Equation

$$Y = c + \beta x + \epsilon$$

$$Aad = .627 + .496 (MAT) + \epsilon$$

Table 05: Summary of Multiple Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients	t	sig.
	B	Std. Error	Beta		
(Constant)	.179	.065		2.768	.006
SR	.323	.061	.313	5.263	.000
GFE	.310	.066	.290	4.685	.000
HEDO	.162	.064	.150	2.531	.012
CRE	.087	.043	.105	2.029	.043
R	.726				
R ²	.528				
F value	49.543				
Sig.	0.000				

$$\text{Attitude towards advertising (Aad)} = 0.179 + .323 (\text{Social Role}) + .310 (\text{Good for Economy}) + .162 (\text{Hedonic/Pleasure}) + .087 (\text{Credibility})$$

From the table 05 we can see the social role (SR) or integration of advertising dominantly influences (Beta .323) to consumer's attitude towards advertising (Aad) in Pakistan. The social role is followed by good for economy (GFE), the GFE influences consumer's attitude towards advertising (Aad) in Pakistan with Beta (.310), Hedonic/Pleasure with Beta (.162), and credibility with beta (0.087).

Simple Linear Regression Analysis (Hypothesis 7)

Table 06: Model Summary

Model	R	R Square	Adjusted R ²	Std. Error of Estimate
1	.581 ^a	.338	.335	.27123

a. Predictors: (Constant), Aad

Table 07: ANOVA^a

Model		Sum of Square	df	Mean Square	F	Sig.
1	Regression	10.162	1	10.162	138.128	.000 ^b
	Residuals	19.937	271	.074		
	Total	30.098	272			

a. Dependent Variable: Purchase Intention

b. Predictors: (Constant), Attitude towards advertising (Aad)

Table 08: Coefficients^a

Model		Un-standardized Coefficients		Standardized coefficients	t	sig.
		B	Std. Error	Beta		
1	(Constant)	.273	.076		3.599	.000
	Aad	.698	.059	.581	11.753	.000

a. Dependent Variable: Purchase Intention

ANOVA table reports model fitness value (commonly known as F value). It shows F value is 138.128 significant level $.000 < .05$ therefore the variation produced by consumer's attitude towards advertising (33.8% or 33.5.3%) in consumer's purchase intention is significant.

Regression Equation

$$Y = c + \beta x + \epsilon$$

$$PI = .273 + .581 (Aad) + \epsilon$$

Discussion

The purpose of this study '*antecedents and consequences of consumer's attitude towards advertising (Aad) in Pakistan*' was to indentify the relationship (i.e. magnitude and direction of relationship) between determinants of consumer's attitude towards advertising (Aad) in general in Pakistani context and look for the formation of post attitude towards advertising (Aad) actions of Pakistani consumers. A total of seven (07) hypotheses were designed to fulfil the objectives of the study.

Discussed following are one by one results of hypotheses of this study, what do these results mean and it also discussed that do the findings of this research are consistent with similar type of past research or do the findings of this research support extant literature.

Hypothesis 1: Credibility of an advertising message will have positive effect on consumer's attitude towards advertising (Aad).

The hypothesis one of this study is supported. Based on its finding (Table 16) independent variable "source credibility" has beta value 0.481 with significance level 0.000. So we can say source credibility has shown a significant relationship with the dependent variable (Aad). The adjusted R square (R^2) is 0.229, thus is explains 22.9 % variation caused by source credibility in dependent variable (Aad).

The results of the hypothesis one between attitude towards advertising (Aad) and credibility of advertising messages are consistent with the Past studies. KianiI and Kamran (2012) found in their similar type of study that the source credibility has beta value of 0.451 and the value of Adjusted R square in their study is 0.199 both of these values are close to findings of this study (R .481 and Adjusted R^2 .229). Additionally the findings of this hypothesis are also supported by Haider (2012) who in his study in Pakistan found that relationship between credibility of advertising and attitude towards is weighting 45.9% which is quite close to findings of this study (48.1%).

The other researches such as Kwek, Tan and Lau (2010) and Haghirian Madlber and Tanuskova (2005) have also suggested that credibility of an advertising message has positive influence on consumer's attitude towards advertising (Aad). Thus findings of this study also support the extant literature about consumer's attitude towards advertising (Aad) in Pakistani context.

Hypothesis 2: Informative advertising message will have positive effect on consumer's attitude towards advertising (Aad).

The hypothesis two of this study is supported. Based on its finding (Table 16) independent variable "informative advertising" shown significance value (0.000) and beta is 0.590. This just means independent variable "informative advertising" possess significant relationship with the dependent variable "attitude towards advertising". Value of

adjusted R^2 is 0.348. Therefore we can say that informative advertising impacts about 34.8% to dependent variable "Aad".

The result of the hypothesis two between attitude towards advertising (Aad) and informative advertising message is consistent with the Past studies. Kwek, Tan and Lau (2010) that the informative advertising has beta value of 0.417 and the value of Adjusted R square in their study is 0.287 both of these values are close to findings of this study ($R = .590$ and Adjusted $R^2 = .348$). Additionally the findings of this hypothesis are also supported by Chittithaworn, Islam, Keawchana and Yusuf (2011) who in his study in Thailand found that relationship between informative benefits of advertising and attitude towards advertising (Aad) is weighting 51.8% which is quite close to findings of this study (59%).

The other researches such as Hiader (2012), and Bamoriya and Singh (2011) have also suggested that informativeness of advertising has positive influence (46%) on consumer's attitude towards advertising (Aad). Thus findings of this study support the extant literature about consumer's attitude towards advertising (Aad) in Pakistani context.

Hypothesis 3: Hedonic/Pleasure in advertising message will have positive effect on consumer's attitude towards advertising (Aad).

The hypothesis three of this study is supported. Based on its finding (Table 16) indicates significance value 0.000 of independent variable "hedonic/Pleasure" and its shows beta value 0.573. This depicts "hedonic or pleasure" is significantly related to dependent variable "Aad". The adjusted R^2 (0.326) indicates 32.6% influence of hedonic or pleasure over Aad. The results of the hypothesis third between attitude towards advertising (Aad) and pleasure or entertainment in advertising messages are consistent with the Past studies. The Researches such as Usman, Ilyas, Hussain and Qureshi (2010), and Haider (2012) have suggested that entertainment or hedonic of an advertising message has positive and significant influence on consumer's attitude towards advertising (Aad). Additional evidences are found from Ramaprasad and Thurwanger (1998), Munusamy and Wong (2007) Pollay and Mittal (1993), and Petrovici, Marinova, Marinov and Lee (2007). Thus, the finding supports the extant literature.

Hypothesis 4: Good for Economy will have positive effect on consumer's attitude towards advertising (Aad).

The hypothesis four of this study is supported. Based on its finding (Table 16) independent variable "good for economy" has a significance value (0.000) and beta (0.640). Hence Independent variable "good for economy" was significantly related with the dependent variable "Aad". Adjusted R square (0.407) suggests 40.7% variation in dependent variable by independent.

The results of the hypothesis four between attitude towards advertising (Aad) and good for economy (G.F.E.) of advertising messages are consistent with the Past studies. Ting, De Run and Thurasamy (2015) in their study "Young Adults' Attitude towards advertising (Aad): A Multi-Group Analysis by Ethnicity" found a positive and significant relationship between independent variable good for economy and attitude towards advertising (Aad). The results of this study about hypothesis between good for economy and attitude towards advertising (Aad) is based on "the result of the p value of the t-test ($p = 0.000$) which is less than the alpha value of 0.05". Therefore, it is concluded that "good for economy" significantly and positively affect Aad.

The other researches such as Munusamy and Wong (2007), Tan and Chia (2007), Wang, Sun, Lei and Toncar (2009) have also suggested that good for economy of an advertising message has positive influence on consumer's attitude towards advertising (Aad). Thus findings of this study also support the extant literature about consumer's attitude towards advertising (Aad) in Pakistani context.

Hypothesis 5: Social Role/Integration will have positive effect on consumer's attitude towards advertising (Aad).

The hypothesis five of this study is supported. Hypothesis five is between social role/integration and dependent variable "Aad". Table 11 reflects 0.000 as significance level of social role/integration and it shows beta 0.641. This suggests relationship is significant between independent and dependent variable. On other hand adjusted R^2 is 0.409 this depicts 40.9% variation by independent variable in dependent variable.

The results of the hypothesis five between attitude towards advertising (Aad) and social role of advertising messages are consistent with the Past studies. Usman Ilyas, Hussain and Qureshi (2010)) found in their similar type of

study in Pakistan that social role has beta value of 0.513 $p < 0.05$ and the beta value of this study close to findings of this research (.641). Additionally the findings of this hypothesis are also supported by Eze Cyril and Lee (2012) who in their study found that independent variable social role has positive influence over dependent variable attitude towards advertising (Aad). Thus findings of this study support the extant literature about consumer's attitude towards advertising (Aad) in Pakistani context.

Hypothesis 6: Materialism in advertising message will have negative effect on consumer's attitude towards advertising (Aad).

The hypothesis six of this study is supported. According to Table 11 materialism has significance level 0.000 with beta value 0.496. This indicates independent "materialism" has a significant relationship "Aad" attitude towards advertising. The adjusted R^2 value (0.243) explains 24.3% variance of independent variable "materialism" in "Aad" dependent variable. The results of the hypothesis six between attitude towards advertising (Aad) and materialism of advertising are inconsistent with the Past studies. The materialism was positively associated with attitude towards advertising (Aad) attitude. These findings are consistent with findings of Pollay and Mittal (1993). Additionally, the findings of this study are also inconsistent with the findings of Bamoriya and Singh (2011) they also founded the negative relationship between materialism and attitude towards advertising (Aad) in their study. Munusamy and Wong (2007), and Singh and Vij (2007) found that audiences have "a moderately negative attitude towards the promotion of materialism through advertising". Thus findings do not support the extant literature in Pakistani context.

Multiple Regression Results Discussion

Based on findings of stepwise multiple regression, information or informative advertising and materialism was excluded from multiple regression model because these two independent variables did not significantly contributed or affected to consumer's attitude towards advertising (Aad) (although both of thesis variables contributed significantly when checked through simple regression). Based on findings of multiple regression (Table 14) social role ($B = .323$) contributed dominantly to attitude towards advertising (Aad).

Findings of multiple regression of current study are consistent with Zhang and Wang (2005) who suggested that the "informativeness and irritation/materialism have very minimum influence (non-significant) on attitude towards advertising (Aad)". Interestingly, Usman, Ilyas, Hussain and Qureshi (2010) found similar results in analysing consumer's general attitude towards advertising (Aad) in Pakistan. They concluded that product information in advertising shows weak correlation with attitude towards advertising (Aad) in Pakistan, whereas, Social role shows strong correlation with attitude towards advertising (Aad) in Pakistan.

Thus, the finding of multiple regression are consistent and supported by extant literature.

Hypothesis 7: Positive attitude towards advertising (Aad) is positively related to the consumers' purchase intention

The seventh and last hypothesis of study which was between purchase intention and attitude towards advertising is supported. Based on its finding (Table 15) independent variable, attitude towards advertising (Aad) is significant at 0.000 and its beta is 0.581. So this significant relationship between indicates independent variable attitude towards advertising with the dependent variable Purchase Intention. The adjusted R square 0.335 indicates 33.5% variation in purchase intention (dependent variable) by Aad (independent variable)

The result of the hypothesis between attitude towards advertising (Aad) and purchase intention is matching with the previous studies. The past research (Muehling, 1987; Miniard, Bhatla, and Rose 1990) founded $r = .62$ between independent variable attitude towards advertising (Aad) and dependent variable purchase intention. Additionally, result of "*antecedents and consequences of attitude towards ad: A Meta analysis*" (Brown and Stayman, 1992) also found a considerable and significant relationship ($r = .43$) between advertising attitude and purchase intention.

The other researches such as Siddiqui (2014) and Arshad and Aslam (2015) have also concluded that the attitude towards advertising (Aad) has positive and significant influence on consumer's purchase intention of that product. Thus findings of this study support the extant literature about consumer's attitude towards advertising (Aad) in Pakistani.

Conclusion

Understanding consumers' views about advertising in developing market is of utmost importance. Even though the role and beliefs of consumers towards advertising in developed market cannot be regretted (Ting & De Run, 2015). This research aimed to analyze consumer's attitude towards advertising in general. In evaluating the determinants for a successful marketing strategy, it is theoretically important to understand and test the boundary conditions for any variable that is to be included in study. This study used three theories 'advertising in general, theory of reasoned action, and Howard Sheth theory of buying behaviour' as a theoretical foundation in building model of antecedents and consequences of attitude towards advertising in Pakistan.

The model is empirically analyzed for attitude towards advertising and purchase intention. The determinants of Aad include credibility, information, social role, pleasure/hedonic, good for economy, and materialism. This study set three objectives. Firstly, whether or not six antecedents i.e. credibility, information, social role, pleasure/hedonic, good for economy, and materialism affect Aad. In this respect, it was found that all these six independent variables significantly and positively predicted dependent variable. However, our sixth hypothesis of study was not supported because it assumed negative relationship between materialism and Aad but the results revealed positive relationship between both. The result sixth hypothesis is not astonishing because findings of research on link between materials and Aad are divided across the globe (Bamoriya and Singh 2011; Eze Cyril & Lee, 2012).

The second objective of the study was to determine which factor dominantly affects consumer's attitude towards advertising (Aad) ? The findings of study revealed that among six antecedents of Aad of this study 'social role' dominantly contributed towards Aad. This just simply means that most Pakistani consumer's believe that advertising plays too much positive role in spreading good things, and educating society. The findings of hypothesis between materialism and Aad (i.e. no negative attitude towards ad because of materialism) also logically justify the stance that consumer's believe on social role of advertising in general in Pakistan.

The third and last objective of the study was to determine whether attitude towards advertising (Aad) is related to the consumers' purchase intention. Getting the theoretical support of Thoery of Reasoned Action (TRA) and Howard Sheth theory of buying behaviour purchase intention was added in model as a consequence of Aad. This study revealed that the consumer's interest towards advertising encourages both their overall evaluation and buying intention. As well, the information gathered from advertising promotes a positive feeling in the minds of consumers that affects their overall buying or purchase intention.

Limitations of the Study

Give below are the limitations of this research:

- a. The Current research is cross sectional. The demerit of cross sectional study is that it only reveals the net effect of independent variable towards a dependent variable at given time. So findings of such research are not capable to explain why the observed patterns are there (Easterby-Smith, Thrope and Lowe, 2003, p.p 45).
- b. This study is based on analysing attitude of university student segment towards advertising in general. So, its results cannot be generalized to other population segments (i.e. households and workman).
- c. This study included limited (only six) antecedents of attitude towards advertising (Aad) in Pakistan, there also so many others.
- d. This study included only one predictor (attitude towards advertising (Aad)) of consumer's purchase intention. There are so many other predictors which might predict well to purchase intention.
- e. This study does not focus any particular industry, a comparative study could be made to check the difference between attitudes of customers of two different industries towards advertising.

Recommendations

Based on limitations of study, following recommendations are suggested for future research for purpose of enhancing the study on same area or topic

- a. A longitudinal research design should be used in next research so that it can be concluded that why observed patterns are there. Because longitudinal survey design requires collection of data on different time from same respondents, so change in observed pattern in two different times can be explained.

- b. To make the results more generalize other population segment (households, workman) can be included in future research and even a comparative study can be made to see the difference between attitudes of two different segments of population.
- c. Many other antecedents or predictors of consumers attitude towards advertising (Aad) (i.e. consumer manipulation, irritation, falsity, interactivity and claim believability) should be included in model for future research
- d. Similarly, few other (one or two) predictors can be added in model to predict the consumer purchase intention, and also to see what dominantly affect consumer's purchase intention either attitude towards advertising (Aad) or any other thing.
- e. In future time a comparative study between two industries should be made to see the difference in attitude towards advertising (Aad) between customers' of two different industries.

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