



The Role of Mass Media Advertising in Shaping Attitudes: A Pakistani Context

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ABSTRACT

The research study attempts to focus on the general attitudes that consumers tend to form towards advertising based on its three primary determinants of product information, social integration and hedonism. The literature starts by defining what attitudes actually are and their role in inclining people towards the desired products and services. It then highlights the ABC model of attitudes by focusing on the interrelationships among feeling, knowing and doing. Moving on with the research study, attitude towards advertisements accompanied by optimum advertising has also been described. The optimal distribution of resources between the various elements of the marketing mix tools remains a significant issue relevant to both the practitioners and academics. In factual terms, the issues crowding advertising and sales promotion spending continue to attract considerable managerial attention. Giving an ending note to the literature review, the significance of mass media advertising comprising of its primary determinants have been comprehensively described. In this research study, Statistical Package for the Social Science 20.0 was applied. Being an effective tool for performing quantitative research, it is quite easy to use and serves as a good starting point to adapt to advanced statistical packages. The results clearly pin point, that the independent variables of product information, social affiliation and hedonism have a positive impact on the general attitude development of the consumer towards advertising. The strongest positive correlation was against hedonism indicating that the emotional and excitement appeals play a major role in influencing consumers to be exposed to mass media promotional tools. Regression analysis was also applied to evaluate the relationship between one dependent variable and one or more independent variables, which indicated that the predictors explained the dependent variable of attitude towards advertising by 73%. Overall the results of the study truly supported our three hypotheses which show that as time passes by, the role of mass media advertising will play a major role in influencing potential consumer's attitudes towards the advertised product and services.

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Introduction

Advertising is a deeply persistent part of our lives breathed in consumerist markets. In simple words, it is any paid for communication explicitly intended to influence on or more people. In the world of today, advertising has an insightful impact on how people analyze their life, the world and even themselves especially in regard to the cultural values and their ways of choosing specific behaviors. It acts as a major social medium that brings a key change in morals, beliefs and buying patterns of people which directly influences their life styles(Polly).

Attitude development could be described as a lasting general evaluation of people, objects and advertisements. Anything towards which one has an attitude is referred to as an Attitude Object(Solomon). Attitude towards advertising is regarded as a fundamental concept and approach towards a single advertisement is inclined by the assertiveness towards general advertising. Advertising can turn out to be simple and even complex involving sophisticated research and multimedia campaigns that span the globe. Through this, the change in life style and buying pattern of a person is dependent on the economic renovation and market opportunities which result in definite attitude towards advertising under evaluation of consumer markets.

Pakistan is considered as a developing market and due to globalization and foreign investments in the country despite of an alarming law and order situation; advertising has gone through radical changes which has also placed an impact on beliefs of the consumer. Advertising is considered as both an institution and an instrument in our country. The institution component plays an economic role in our society while the instrument component measures the qualities and failures of advertisements(Sandage). Television is the most reachable media in Pakistan and serves as a powerful tool in penetrating into different segments of the society(Parveen). Critically speaking, advertisement has also been seen as a medium of presenting wrong information about products, violation of social norms and harming consumer intelligence.

This study has been structured to determine the role of general attitudes that people develop towards advertising in our country. Several factors such as the level of product information available, the degree of social integration and the role hedonism in influencing our common attitudes towards advertising have been thoroughly examined. With respect to Pakistan, the effectiveness of advertisements is gradually increasing as consumer awareness has reached high peaks through *Mass Media* in the form of a number of television channels and the internet social media. Most of the consumers in Pakistan especially the teenagers in the urban areas are politically and

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socially aware of the daily happenings. Still no significant research has been conducted on measuring Advertising Efficiency. This research will analyze and test a positive correlation between general attitudes towards advertising with respect to the aspects of product information, social integration and hedonism under Pakistani context. For testing the hypothesis, SPSS 20.0 quantitative analysis will be applied on a Likert scale based questionnaire.

Research Question

- 1 What is the role of *Product Information* on attitude development of the consumers towards Mass Media Advertising in Pakistan?
- 2 What is the role of *Social Integration* on attitude development of the consumers towards Mass Media Advertising in Pakistan?
- 3 What is the role of *Hedonism* on attitude development of the consumers towards Mass Media Advertising in Pakistan?

Problem Statement

The study intends to investigate the role of general attitudes towards advertising in Pakistan. Attitude development here pertains to the evaluative criteria that consumers select by the degree of product information available, social affiliations and hedonism. Exposure to advertisements is specifically analyzed in the form of *Mass Media* advertising including television, radio and newspaper etc. The variables selected will be thoroughly evaluated with respect to the Pakistani environment and conditions.

Literature Review

Attitude

An attitude could be described as an everlasting general evaluation of people, advertisements, objects and various other issues. Anything towards which one develops an attitude is termed as an *Attitude Object (Ao)* (Solomon). We refer to attitudes as lasting because it has a tendency to endure over a period of time. We term it as general because it applies to more than a transitory event such as hearing a sudden loud voice and overtime one develops a negative attitude towards all loud noises. Consumers develop strong attitudes towards a wide range of various attitude objects from very product specific behaviors (e.g. using Colgate instead of Forhans toothpaste) to more common consumption related activities (e.g. how regularly one brushes his teeth). Without any doubt, Attitudes tend to determine what type of food one likes to eat, what type of music one likes to listen and whether one chooses to become a consumer researcher for a living.

The ABC Model of Attitudes

An attitude defines itself through three basic components: *Affect, Behavior and Cognition*. The affect part relates to how a consumer feels about an attitude object. It basically defines the emotional attachment that the consumer sets with a product or service. The behavior part shows the intentions a person adopts to take action towards the attitude object but keeping in mind that an intention does not always result in the actual behavior. Lastly, the cognition aspect defines the beliefs and values he sets about the attitude object. Together these three components of an attitude formulate the ABC model of attitudes. This model actually focuses on the interrelationships among feeling, knowing and doing. One cannot simply determine consumer's attitudes towards a product simply by highlighting his beliefs about it. For example, a researcher can examine that particular shoppers possess ample knowledge about the latest camcorder comprising its power zooms lens and auto focus features etc. By simply knowing these dynamics never indicates that they feel these attributes as good, bad or simply inappropriate. It even does not indicate that the potential consumer is willing to

purchase that camcorder. Thus all the three elements of an attitude are significant but their relative importance rests on the consumer's motivation level with respect to the attitude object, whether they turn out to be light or heavy users (Gary M.Erickson).

Many of the attitude researchers formulated the concept of the *Hierarchy of Effects* to explain the relative importance of the three components. Each hierarchy specifies the direction of a pre decided sequence of steps that occur in the formation of an attitude. There are three different types of Hierarchies that include: *The Standard Learning Hierarchy, the Low Involvement Hierarchy and the Experiential Hierarchy*. The standard learning hierarchy assumes that the consumer approaches towards a product decision in the form of a problem solving process. On the other hand, the low involvement hierarchy assumes that the consumer does not possess highly strong likings for a specific brand over another and develops an evaluation once he has purchased the product. Last but not the least; the experiential hierarchy says that the consumer is a by-product of his or her emotional reactions. The affection part comes first, then the action inducing behavior presides in and finally the cognitive aspects take over (Mittal).

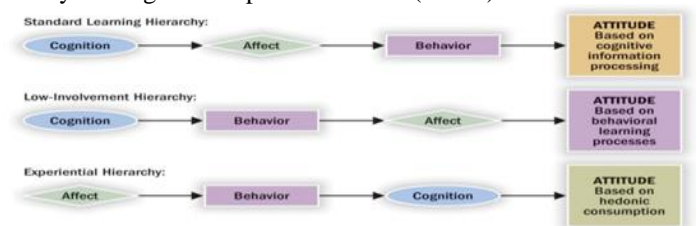


Figure 1: Hierarchies of Effects Model Adapted from the Book: Solomon, Michael R. Buying, Having and Being; 8th Mass Media Advertising

Advertising is characterized by a vital focus on the visual cues which comprises of the expressions, posture and gestures. Advertising reflects to a great extent; the social values, beliefs, prevailing norms and stereotypes of a society. In most of the cases, images presented in advertising act as a strong agent in reshaping the society's norms and beliefs, appreciation of "good life" and depiction of sexuality (Polly). Mass communication is categorized by the transfer of complex messages to a diverse and large audience using a refined technology of communication. Mass media actually refers to the institutions that elicit such messages including the newspaper, magazines, television, radio, film and multi-media websites. It also refers to the specified institutions of mass media comprising of the television stations, radio networks, movie companies, internet and the music producers (Biagi).

The vital source of mass communication is a group or a person connected to an organizational setting. Some of the well-known examples include the news reporters, magazine editors and the television producers. Moreover, the source could be a general entity and the resulting message being the work of several people. This includes producers, writers, directors, actors and video editors who work together to formulate a television program. Reporters, editors, publishers, typesetters, graphic designers, and photographers together frame a magazine article (D.Buckingham).

Attitude towards the Advertisement

The evaluation of a product's advertising effects the feelings one develops about the product. The product at most of the times is judged by how an ad portrays it and the consumers never hesitate to form attitudes towards products that they have never actually seen or used. One of the most significant types of attitude objects is the marketing message itself. The attitude

towards the advertisement (*Aad*) is defined as a tendency to respond in a highly favorable or unfavorable manner to a specific advertising stimulus during an exposure occasion. The basic fundamentals of *Aad* comprise of a person's attitude towards the advertiser, how he analyzes the ad execution he sees or hears, the mood the ad generates and the degree to which it affects the level of physiological arousal (John P. Murry). An ad viewer's feelings about the context in which the advertisement appears can also impact his brand attitudes. As an example, if one is exposed to an advertisement during his favorite TV programs, it's fairly possible that this pairing will enhance his attitude towards the advertised brand. The major effects that *Aad* displays emphasize the potential importance of an ad's entertainment value in the overall purchase process. If the consumers somehow are not able to view an ad again, both beliefs and the attitude confidence about that ad will diminish rapidly. Thus there is a need to Pulse or repeat advertisements frequently (A. Cole).

The above literature provides a general overview on attitudes towards advertising and its effectiveness in different forms over a period of time. Talking specifically about our country Pakistan, very diminutive research has been conducted on the perceptions Pakistanis hold when they are exposed to advertising especially in the Mass Media form. The former research that has been conducted mostly focuses on female attitudes towards television advertising (By Jamshed Khatak and Aslam Khan) and children attitudes towards television advertisements (By Muhammad Shahbaz and Shabana Kirmani). The research paper will now focus on defining Advertising and various forms of Mass Media communication tools used in our country.

Primary Determinants of Advertising

Product Information

A survey through the literature revealed that Norris in 1984 evaluated the importance of advertising as an information provider. This leads to a strengthened market position and a healthy brand image in the market place due to an improved correlation of the needs and wants of the consumer against the product offering (Norris). The degree of product information provided through advertisements plays a vital role in changing the attitudes of the potential consumers towards advertising. This in turn also effects the purchasing behavior by matching consumer needs after attaining information about the product or services advertised on television or on the social media through the internet. Talking in technical terms, the role of product information could be categorized as a fundamental personal belief factor which directs the beliefs of the target customers about the informative element of advertising. People in general tend to have varied expectation criteria about advertisements generated through mass media (Elliot). As an example, some viewers prefer to attain information from the social media or radio rather than print advertising or television.

Social Integration

Advertising provides a platform for the development of the consumer's self-image (Richins). With that, it also provides product meaning, with many of the potential consumers paying high prices for branded products that carry influential logos and prominent corporate designs (Polly). Advertising as a tool could turn out to be very significant in terms of developing consumer's self-identity and style. This results in the positive image development of the associated advertising. The *Social Comparison Theory* has also enabled marketers to analyze the various types of phenomenon including the comparison of physical attractiveness against the advertised models,

assessment of the associated material possessions and the consumer sensitivity to the social comparison statistics (Richins). Most of the marketing studies have identified the prior reason for comparison to be self-evaluation (Festinger). Moreover, three motives have been identified in the social psychology including: self-evaluation, self-enhancement and self-improvement.

Hedonism

Advertisements can also become a source of entertainment and pleasure (Alwitt). The more mass media advertisements display desire and entertainment, the greater the attraction for the consumer. Without any doubt, the hedonic function plays a pivotal role in influencing favorable and positive attitudes towards advertising (Polly). In general, the consumer's attitudes have been considered quite important to track as they have an impact on their exposure, attention and reaction to specific ads including a combination of cognitive and affective processes. With the traditional advertising in place, consumers play an inactive role in terms of exposure. Most of the advertisements disturb or intercept the consumer's attention to a television or a radio program. Hence, most of the advertisements are pushed to the end consumer with a focus on providing maximum amusement and pleasure (Lutz).

A thorough literature research has revealed that no significant study has been conducted on evaluating the general attitudes towards advertising in Pakistan. The importance of mass media advertising in Pakistan has gained a lot of momentum with the emergence of the social media and latest technological gadgets. The country presents one of the most vibrant media in the world and the attitudes of the consumers towards it play a very pivotal role. The type of media technology used in influencing consumers towards company products requires extensive primary and secondary research. The people of Pakistan are quite emotional and most of the advertisements that reflect patriotic and family values attract them.

This study will focus on the primary framework of Polly and Mittal (1993) highlighting the three variables of Product Information, Social Integration and Hedonism. These variables will be tested to analyze the general attitudes of the Pakistani consumers when they are exposed to various forms of mass media advertisements. This will identify the core elements that tend to attract the consumers towards advertisements and will focus on using those media tools that are widely accepted by the society. The literature review presented in this study has also focused on the consumer behavior of the potential consumers which also play a vital role in identifying the significance of product information, social integration and hedonism reflected through advertisements in our society. This research paper will explicitly identify the core factors that tend to affect the consumer's evaluation criteria and will serve as a guide for various marketing agencies once the methodology and research findings are given shape.

Theoretical Framework

Independent Variable

The first independent variable is *Product Information* which positively affects our attitudes towards advertising. Advertising serves as an essential source of knowledge related to product prices and its cumulative revenues (Petrovici). It also influences consumers in knowing which brands have unique and positive features as compared to others in the market (brand equity) and it also contributes to their knowledge about quality products. Finally it also helps in keeping the consumer up to date about products and services currently available in the market place (brand awareness).

The second independent variable is *Social Integration* which also affects our attitudes towards advertising in a positive manner. Advertising plays a pivotal role in the education development of the children of Pakistan. Through advertising one gets to know that what is fashionable or trendy and what persons with similar tastes are buying, using or disposing. A potential consumer also loves to talk to his family and friends about the associated products (market maven) and advertising builds his knowledge about the latest inclinations in various fields.

The third independent variable is *Hedonism* which also has a positive effect on our attitudes towards advertising. We basically act on our emotional reactions and first we develop affection towards products, then we purchase the product and finally we develop knowledge about its price and quality (experiential hierarchy). Advertising seems to be amusing and entertaining for such people and they take pleasure in what they saw, heard and read in advertisements. Advertising promotions also becomes a source of pleasant memories of the past when life used to be simple and sweet (nostalgia).

Dependent Variable

Attitudes Towards Advertising is the dependent variable as it is reliant on the level of product evidence, social assimilations and pleasure-seeking. A consumer develops positive evaluations if the product information transmitted by commercials truly justifies the quality, price and appealing packaging. We tend to get attracted to advertisements that reflect our social affiliations and we purchase products consumed by our friends and family to develop a healthy social image. Most of the clients often purchase products out of enthusiasm and excitement created by amusing advertising appeals and due to innovative shopping environments (atmospherics). One basically builds his attitudes based on the degree of exaggeration in advertising, advertising resulting in lower prices, increase in the costs of products and services, desire of being independent and influencing people's lifestyles in our society.

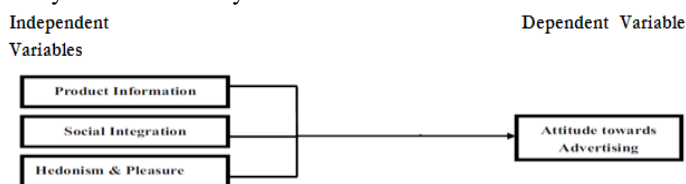


Figure 2: Theoretical Framework developed by the Researcher

Hypothesis Development

As previously mentioned, a research framework has been developed which reflects the relationship between product information, social integration and hedonism. A three set of hypothesis has been extensively developed from the framework guided by Polly and Mittal in 1993. It basically incorporates the perceptions people tend to develop of advertising as a source of product information, social integration and hedonism or pleasure. These dimensions can pursue a positive effect on the general attitudes towards advertising which stimulates the purchasing decisions of the potential consumers. The three set of hypothesis are as follows:

Ho1: Product information has a positive effect on the common attitude development towards Mass Media advertising.

Ho2: Social integration has a positive effect on the common attitude development towards Mass Media advertising.

Ho3: Hedonism has a positive effect on the common attitude development towards Mass Media advertising.

Methodology

The research study was aimed to analyze the consumer behavior towards Mass Media Advertising and for this a questionnaire survey was conducted to evaluate the core elements that result in changes to consumer attitudes. Questionnaires formulated for the survey were distributed in universities and various households. To attain accurate information, the population comprised of people from all age groups and from different walks of life. Convenience random sampling was considered to obtain responses from easily approachable people. On average, a total of 150 questionnaires were directed to various regions of Rawalpindi and Islamabad and a total of 100 questionnaires were returned back in completed form. Thus a sample size of 100 was used to validate our research findings.

A Likert Scale was used in this study to formulate statistical measurements of people's attitudes when exposed to different forms of mass media advertising. In general, a Likert scale is a psychometric scale commonly applied in forming questionnaires and is one of the most popular scales in the survey research. In this research study, the Likert scale used is the **Five Point** scale, which measures the degree of agreeableness and vice versa. In the first part of the questionnaire, the demographic profile of the respondents was asked in the form of Age and Gender. The second part comprises of 18 questions that are bound to measure the independent variable that have an impact on the dependent variable. The questions ranging from 1 to 5 measure the effectiveness of product information on attitude development displayed through advertising. The questions from 6 to 10 measure the impact of social affiliations that impact the consumer's evaluative criteria when exposed to mass media advertising. Further, the questions ranging from 11 to 15 measure the impact of hedonism on attitude development when exposed to different forms of mass media advertising. Lastly, the questions from 16 to 18 measure the dependent variable of attitude towards advertising itself.

Statistical method will be applied to analyze the raw data attained through a questionnaire survey. It is actually a method for demonstrating statistical data used for calculations. Currently, various soft wares are available in the market for analyzing the study of social sciences. In this research study, Statistical Package for the Social Science 20.0 was used. SPSS is a very effective tool for performing quantitative research as it is quite easy to use and serves as a good starting point to adapt to advanced statistical packages. The primary data collected through the questionnaire survey was analyzed through statistical techniques where the data was evaluated through Reliability and Regression Analysis. The Correlation tool was also used to analyze the relationship between the independent variables and dependent variable. The spearmen rank correlation test was applied with the values actually recorded for each specific variable to attain accurate results. The graphical analysis on the other hand has been characterized through the "Summary of Responses" represented by Google Docs.

Results & Discussion

Reliability

Scale: ALL VARIABLES

Case Processing Summary			
		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics	
Cronbach's Alpha	N of Items
.743	3

Table 1: Reliability

The above table provides an over view of the reliability analysis conducted through the questionnaire responses. Reliability reflects the degree to which different items are consistent with one another and the extent to which the measure is free from any potential error. In general reliability explains the ratio between the true score variance with respect to the observed variance. Cronbach's Alpha is one of the indicators of reliability and the value greater than 0.5 indicates a good result while a value greater than 0.7 indicates a very good result. The result of the research study indicates a cronbach value of 0.743 which is an indication of highly effective response from the hundred questionnaires.

Correlation

Correlations					
		Product Information	Social Integration	Hedonism	Attitude towards advertising
Product Information	Pearson Correlation	1	.398**	.565**	.493**
	Sig. (2-tailed)		.000	.000	.000
	N	100	100	100	100
Social Integration	Pearson Correlation	.398**	1	.551**	.452**
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100
Hedonism	Pearson Correlation	.565**	.551**	1	.720**
	Sig. (2-tailed)	.000	.000		.000
	N	100	100	100	100
Attitude towards advertising	Pearson Correlation	.493**	.452**	.720**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

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

Table 2: Correlation

The above table reflects the degree of correlation between the dependent and the independent variables with respect to the two tailed test. In general terms, correlation describes the measure of relationship between the two variables with a range of +1 to -1. -1 stands for perfect negative correlation, +1 stands for perfect positive correlation while 0 stands for no relationship between the variables. The table above shows the strength of the linear relationship between the variables. With respect to attitude towards advertising as a dependent variable, all the independent variables are positively correlated which strongly supports our three hypotheses. Talking about product information, it is positively correlated with the independent variable of attitude towards advertising with a magnitude of 0.493 which supports our first hypothesis of product information having a positive effect on our common attitude towards advertising. Talking about social integration, it is correlated with the independent variable with a value of 0.452 which again supports our second hypothesis of social affiliation having a positive influence on our general attitude towards advertising. Lastly, hedonism is highly correlated with the independent variable of attitude towards advertising with a magnitude of 0.720. It is quite close to value of 1 which again supports our third hypothesis of hedonism having a significant positive impact on general attitude development towards advertising in Pakistan. This clearly reflects that the pleasure seeking principle exposed through mass media advertising strongly influences the final purchase decision of the potential consumer.

Regression

Descriptive Statistics

	Mean	Std. Deviation	N
Attitude towards advertising	3.6833	.90065	100
Product Information	3.8420	.65646	100
Social Integration	3.9540	.58937	100
Hedonism	3.5660	.89671	100

Table 3: Regression

Model Summary ^b									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				Durbin-Watson
					R Square Change	F Change	df1	df2	
1	.730 ^a	.533	.518	.62526	.533	36.470	3	96	.000

a. Predictors: (Constant), Hedonism, Social Integration, Product Information

b. Dependent Variable: Attitude towards advertising

Table 4: Model Summary

Regression analysis is applied to evaluate the relationship between one dependent variable and one or more independent variables. It actually measures the change in the dependent variable which in this case is the attitude towards advertising caused by a change in the independent variable comprising of product information, social affiliation and hedonism. The above table of the model summary is actually computed through the calculation of the mean, standard deviation and the correlation summary table.

The value of R shows that how well the predictors compute the final outcome. The value of R is 0.730 which is quite close to 1 showing that the independent variables of product information, social affiliation and hedonism have explained the dependent variable of attitude towards advertising by 73%. This depicts that the respondents gave their feedback quite effectively and their views generated valid outcomes by supporting the entire three mentioned hypothesis. The coefficient of determination which is referred to as the R-square calculates the degree of variability in a data set projected through the statistical model. The R-square shows the degree of variation in the dependent variable caused by the independent variable. Talking in concrete terms, 53% of the variation in attitude towards advertising is explained by product information, social affiliation and hedonism which depict a very healthy sign. This shows that the independent variables are highly positively dependent upon attitude towards advertising. The adjusted R-square is a correction to R square which shows that how effectively our sample defines the whole population. If its value is less than 0.1 it indicates "*poor fit*" while a value greater than 0.5 indicates "*strongly fit*". Again the value is greater than 0.5 which means that 51.8% of our sample justifies the whole population reflecting that the feedback of the respondents is actually a true representation of the whole population.

The F statistic in the above table shows the overall significance of our model. In the research study undertaken, the value of the F statistic is 36 while the p value is less than 5% which reflects that the results are highly significant. This means that the independent variables have truly represented the dependent variable. Any change in attitude towards advertising is positively affected by the change in product information, social affiliation and through pleasure seeking principle. Talking about Durbin Watson statistic, it depicts the degree of auto correlation between values separated from each other through a given time lag present in their residuals with respect to the regression analysis. The value of D lies between the range of 0 and 4. If the statistic of Durbin Watson is less than 2, it reflects

positive serial correlation. With respect to our research study, the value is 1.591 which clearly shows that the relationship of the dependent variable against the independent variables is highly positively related. This is one of the finest evidence of product information, social affiliation and hedonism having a positive impact on our attitude towards advertising.

ANOVA^a

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	42.774	3	14.258	36.470	.000 ^b
Residual	37.532	96	.391		
Total	80.306	99			

a. Dependent Variable: Attitude towards advertising

b. Predictors: (Constant), Hedonism, Social Integration, Product Information

Table 5: ANOVA

The ANOVA table gives an overview of the Total Sum of Squares (SST) including the Regression Sum of Squares (SSR) and Error Sum of Squares (SSE). SST measures the variation of dependent variable around its mean, SSR is the explained variation attributable to the association between the dependent and the independent variable and the SSE measures the variation attributable to aspects other than the relationship between the dependent and the independent variable. The value of SSR depicts that 42.8% of the final results are actually dependent upon the positive relationship between the dependent and the independent variable. The value of SSE depicts that only 37.5% of the variation in results is due to other factors besides the relationship between the dependent and the independent variable. This is a very positive sign showing that majority of the results are actually dependent upon the factors directly effecting the dependent variable against the independent variables.

Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	95.0% Confidence Interval for B	
	B	Std. Error				Lower Bound	Upper Bound
(Constant)	.455	.487		.936	.352	-.510	1.421
Product Information	.163	.117	.119	1.392	.167	-.069	.395
Social Integration	.099	.129	.065	.766	.446	-.157	.354
Hedonism	.620	.094	.618	6.596	.000	.434	.807

a. Dependent Variable: Attitude towards advertising

Table 6: Coefficients

The beta coefficient depicts the value that the dependent variable will change if the independent variable changes by one unit. The above table clearly shows that all the beta values are positive reflecting that there is a positive relationship between attitude towards advertising against product information, social affiliation and hedonism. Based on the values above, if product information changes by one unit than the change in attitude towards advertising is by 0.16 units. Similarly, if social integration changes positively by one unit, than the change in attitude towards advertising is by 0.09 units. Again, the strongest positive change is between hedonism and attitude towards advertising. If hedonism changes by one unit, than the change in attitude towards advertising is by 0.62 units reflecting that the advertisements showing excitement and pleasure have the strongest positive impact on the final purchase decision of the potential consumer.

Limitations & Suggestions

Some limitations of the study have also been acknowledged. The hypothesis testing was only restricted to the analysis of the three variables, namely product information, social integration and hedonism. This could have restricted the depth of the study but it kept the research simple and to the point. The primary data in the form of a questionnaire survey was only collected from the areas of Rawalpindi and Islamabad. This might limit the generalization of the study and this could have been conducted across Pakistan to attain improved and concrete results. The research study mainly focused on the youth and the middle age segment without a serious consideration to the old age segment of the society. Besides this, the sample size was restricted to an approximation of hundred people in order to validate our results. Lastly, the literature of the research thesis was mainly collected from historical studies and very little recent data was available on evaluating the attitude development of the consumers being exposed to advertising within Pakistan.

From my point of view, this research will play a significant role in highlighting the importance of mass media advertising in Pakistan. It will also help in defining the attitude formation of the people towards different forms of advertising keeping in mind the role of product information, social integration and hedonism. Such a research is quite new in the field of social sciences and as new ways of interacting with potential consumers are being developed, the importance of the way consumers evaluate advertisements also holds immense importance. I would also like to suggest that the consumers of today are well aware of the ways information about products is being disseminated and are educated enough to analyze the various options available and choose the most optimum one. Any form of misleading information advertised on television or through the social media is easily detected and later defamed. So the advertisements developed should fit in with the evoke set of the target consumers and should be an integral part of their perceptual map in order to gain recognition or acceptance.

Conclusion

This study was conducted to analyze the effects of common attitudes towards advertising in Pakistan. The thesis analyzed the effects of product information, social integration and hedonism on the general attitudes of the people when exposed to mass media advertising. The results have confirmed that all the variables have a positive relation with the dependent variable of attitude towards advertising. The strongest correlation was with hedonism while the weakest was with social integration. This indicates that the emotional appeals accompanied by nostalgia highly attract the potential consumer towards advertisements while the role of materialism and branded products being exposed through adverts is slightly low. The role of product information is also pivotal in notifying the target consumers about various product and services available in the market place, the level of competition prevalent and a reflection one's personality. Thus all the three independent variables provide a clear picture of how the attitudes towards advertising are formulated and how it induces them to purchase the advertised products.

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Appendix

Questionnaire

The information gathered through the survey will be utilized for the designated thesis research. No personal information is required and thus confidentiality shall be maintained.

Age: _____

Gender: _____

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
1. Advertising keeps me well informed about various products and services available in the market place?	1	2	3	4	5
2. I look at advertising as a valuable source of information about product sales?	1	2	3	4	5

3. Through advertising, I am exposed to brands having features that I am looking for?	1	2	3	4	5
4. Advertising motivates me in knowing the products that reflect the sort of person I am?	1	2	3	4	5
5. Ads provide product information in an entertaining manner which fosters market competition?	1	2	3	4	5
6. People are inspired to wear branded goods when exposed to advertising?	1	2	3	4	5
7. Advertising inclines consumers to live in a world of fantasy?	1	2	3	4	5
8. Through advertising, I learn about fashions that attract others?	1	2	3	4	5
9. It induces people to buy unaffordable products just to show off?	1	2	3	4	5
10. I believe that advertising leads to a creation of a more materialistic society?	1	2	3	4	5
11. The emotional appeal in an advert inclines me more towards the desired product?	1	2	3	4	5
12. Advertising has the tendency to pull me into fond memories of the past?	1	2	3	4	5
13. The Funny characters often displayed in advertising really entertain me?	1	2	3	4	5
14. In general, I enjoy watching more advertisements as compared to other media contents?	1	2	3	4	5
15. The surprise element displayed in the adverts stimulates my purchasing decision?	1	2	3	4	5
16. Advertising influences people's lifestyles in our society?	1	2	3	4	5
17. The desire of being independent is actually portrayed through advertising?	1	2	3	4	5
18. Advertising encourages me in pursuing the choices that determine my life goal?	1	2	3	4	5