

CHAPTER 6

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CHAPTER 6

Conclusion

This chapter concludes on the results obtained from Structural Equation Modeling, includes theoretical and managerial implications, limitations of the study and suggestions for future research.

6.1 Summary of Research

The study began with review of literature in the area of attitude of children towards Television advertising, pester power and buying behaviour of parents. The research on children's attitude towards Television advertising, factors which create attitude of children towards Television advertising, emergence of pester power in kids through this attitude, and influence of this pester power on the buying behaviour of parents were studied from existing literature.

Extensive research on scales evaluating children's attitude towards Television advertising has been done in both Indian as well as international context. Since Kids now-a-days are consumers in their own way and have their own purchasing power, therefore represent an important demographic segment to marketers. They influence their parents' buying behaviour and decision making, they represent the future adult consumers. Research has shown that children hold a certain power as consumers, and their influence on family purchases goes beyond the selection of toys and cereals. At the same time, the urban parents lives today have become more complicated, rushed and time starved the marketers are producing advertisements for their products which can help to make the lives of the customers better and safer. These advertisements simplify the decision making and reduce risks for the consumer. The new and advanced products which have simplified methods of

usage improve and maintain our living standard. It thus becomes easier for us as consumers to compare and evaluate these products and then decide for ourselves whether to accept or reject them. Marketers have been producing TV commercials in a way that are designed to attract the attention of children. These advertisements are usually liked by children by virtue of certain elements like entertainment, information, likability, goodness, humour and all other cleverly put advertising messages in it. These advertisements are intended to persuade children to buy certain products. Moreover, these kids further persuade their parents with their repeated requests to buy the advertised product.

The main objective of this research was to understand the attitude of children towards Television advertising from parental perspective and how this attitude influences the parental buying behaviour. Based on the literature review and pilot study a conceptual model to assess children's attitude towards Television advertising from parental perspective was designed which was statistically established.

A questionnaire was designed on the basis of the conceptual model, validated and administered among parents whose children were in the age group of 8-14 years. The survey collected 400 valid responses from the parents.

Data collected were subjected to descriptive analysis and confirmatory factor analysis using structural equation modeling which included reliability and validity test of the instrument.

6.1.1 Summary of instrument validity and reliability

In all 4 factors: 'Entertainment', 'Information', 'Credibility' and 'Likability' were measured by 12 items. Questionnaire survey of parents resulted in 400 valid responses.

The scale was validated using the items that measure each construct that were mainly adapted from previous research works. Five experienced users of marketing and five experienced researchers reviewed the items and operational definitions of the constructs and reliability checked with the help of Cronbach's Alpha. All factors exhibited high value

ranging from 0.70 to 0.82. Alpha value of the composite scale was found to be 0.77. Since the composite score is near to 0.8 and abide by the requisite condition, it can be affirmed that the scale is reliable and can be used for our purpose. High values of alpha for each construct and the composite scale indicated a high internal consistency of multiple items. Confirmatory factor analyses (CFA) were also carried out separately across 4 factors. Convergent validity, Discriminant validity, criterion validity and nomological validity of the datasets were examined which yielded satisfactory results supporting the hypotheses proposed. Reliability of the instrument was also checked using composite reliability measure and was found to be encouraging for the data set. The results demonstrated that the instrument can successfully predict children's attitude.

6.2 Revisiting research questions

Four research questions were framed in the study :

RQ1. What are the factors that influence the attitude of children towards TV advertisements?

A key concern in this research has been to understand, how children feel about Television advertising directed at them. It becomes very important to understand the attitude of children towards the TV advertisements. "One of most popular approaches characterizes attitudes as belonging to one of three classes – cognitive, affective, and behavioral (or conative)" (e.g., Breckler, 1984; Eagly & Chaiken, 1998; Rosenberg & Hovland, 1960). Rosenberg and Hovland (1960) "provided a visual representation of the three- component concept of attitude". Thus it is imperative to view the factors that influence the attitude of children towards TV advertisements. Reviewing existing attitudinal scales and literature on attitude of children towards advertising, relevant factors were identified from parental perspective. The factors like Entertainment, Information, Credibility and Likability were identified which influence the attitude of children towards TV advertisements.

RQ2. To what extent are these factors interrelated?

Since attitude is cognitive, affective, and behavioral and thus difficult to measure. Thus it was important for this study to find distinct factors contributing to the children's attitude and check the interdependence of each of those factors.

RQ3. Does the attitude of children towards TV advertisements contribute to the pester power of children?

Pestering involves repeated requests and exchanges not always in argumentative form. Pestering, however, is only one strategy among many and children use more advanced techniques in taking part in family decision making and in influencing family purchases. The children's attitude towards advertising leads to pestering the parents which reveals that children's attitude has a causal relation with pester power. Therefore, in this study relation between children's attitude and pester power attained by children was explored.

RQ4. Does the pester power of children significantly contribute to the overall buying behaviour of parents?

Children have been reported to wield a lot of influence in purchase decisions for parents. "The children have major influence on products such as snacks" (Ahuja and Stinson, 1993); toys (Burns and Harrison, 1985; Jensen, 1995; Williams and Veeck, 1998); children's wear (Converse and Crawford, 1949; Foxman and Tansuhaj, 1988; Holdert and Antonides, 1997; Van Syckle, 1951); and cereals (Belch et al., 1985; Berey and Pollay, 1968). This influence can be at different stages of the decision making process of families ranging from the stage of creating awareness to the stage of actual buying behaviour. Therefore, in this study relation between pester power and buying behavior of parents was explored.

6.3 Revisiting research objectives

Based on the research questions identified the following research objectives were set:

Objective 1 : To study and identify the performance indicators which influence the attitude of children towards TV advertisements.

Performance indicators were identified from existing studies in children's attitude. Proposed dimensions predominantly embodied parental perception of children's attitude so that a proper assessment of children's attitude can be done. A basic framework was designed proposing four important dimensions. Factor analysis was conducted in the pilot study to ascertain the factors. The items were scrutinized and dropped to avoid repetition in meaning. Finally 12 items were selected which loaded on four distinct factors. A questionnaire was designed on the basis of the conceptual model, validated and administered among parents whose children were in the age group of 8-14 years. The survey collected 400 valid responses from these parents.

Data collected through survey method were used for confirmatory factor analysis using SEM. In all 4 factors or dimensions: 'Entertainment', 'Information', 'Credibility' and 'Liking' were included in the measurement model.

Objective 2 : Classify the indicators and build a model based on them.

Indicators were classified into *Information and credibility of TV advertisements and Children's Entertainment and Likability creating attitude towards TV advertisements*. It was found that all the factors correlated and showed covariance with the focal construct. Factor loadings and multiple correlation details were obtained to analyze the extent of interrelation between the factors. A causal relation was defined to explore relation between Catt (children's attitude) and Pest (pester power) and a causal relation between Pest (pester power) and BBP (Buying behavior of parents). The complete model was then subjected to validity tests.

Objective 3 : Analyzing and synthesizing the parental perception of children's attitude towards TV advertisements and how that impacts parental buying behaviour.

Data collected showed normal distribution for each factor confirming that the questions pertaining to the factor and corresponding items were relevant and agreed upon by the users. The proposed scale was validated using confirmatory factor analysis (CFA). Data collected was subjected to structural equation modeling (SEM) across 4 factors. Convergent validity, Discriminant validity, criterion validity and nomological validity of the datasets were examined which yielded satisfactory results supporting the hypotheses proposed. Reliability of the instrument was also checked using composite reliability measure and was found to be encouraging for both the data sets. The results demonstrated that the instrument can successfully predict children's attitude towards television advertisements.

Synthesis of the results obtained indicated that children's attitude towards advertising depends largely on the level of credibility advertisements show and the kind of information they provide. The data set exhibited positive factor loadings on children's attitude which was statistically significant, except for entertainment which was negative. There were again positive factor loadings on pester power and buying behavior of children which was again statistically significant.

6.4 Learning from the research work

The study elicits four attitude dimensions perceived by parents of children between 8-14 years of age: Entertainment', 'Information', 'Credibility' and 'Likability'. The finding is consistent with our proposed attitude dimensions. The factors address few essential aspects of children's attitude towards TV advertisements: how children are relying on the

information content and credibility of the ads and find advertisements believable; children's find the advertisements entertaining which enhances the likability towards advertisements.

6.4.1 *Children's relying on Information and credibility of TV advertisements*

The first aspect of children's attitude towards Television advertisements is quality of information and how credible the advertisements are. *H1 and H3* hypothesize information (Inf) and Credibility (Cred) has a positive effect on children's attitude towards Television advertisements resulting in *pester power*. High coefficient values ($\sim > 0.7$) of Inf analyses conform to the propositions. The result demonstrates that parents feel that children now a days prefer to have detailed and updated information about advertisements targeted to them. This information leads to the kids education regarding latest products. This Product information to kids can affect children's attitude towards advertising by providing information about product improvement, newly launched products, and so forth. This Information in advertisements is fundamental in marketing because of its role in affecting the behavior of children. Older Children rely more on information about the products and services to arrive at purchase decisions. Inevitably, marketers have to utilize marketing tools (e.g., television advertisements) to disseminate information about their products to influence their respective consumers' decision processes, who are children. The results further state children are more confident about the TV advertised product while older children tend to believe more of the advertised product. This shows that older children in our survey are less sceptic about the credibility and truthfulness of the advertisements which allows them to develop a positive attitude towards advertisements. It therefore appears that the children's perception of credibility and believability about the advertised messages is also a function of their age. So, Inf and Cred are important deciding factors for developing an attitude towards TV advertisements.

6.4.2 *Children's relying on Entertainment and Likability creating attitude towards TV advertisements*

We find support for the second aspect of children's attitude towards TV advertising through entertainment and likability. The propositions *H2* and *H4* postulate that Entertainment (Ent) and Likability (Lik) have an influence on children's attitude towards TV advertising. Children have been found getting attracted to advertisements with up tempo music, swift action and attractive child models. Entertainment has also been found to be a function of the use of humour, catchphrases and jingles. Children usually enjoy jingles and imitating catchphrases for brands. Children, therefore have been seen to draw upon advertising for enjoyment and entertainment.. Some other authors also have recognised that children are attracted to entertaining advertisements incorporating humour, cartoon characters, famous people, child models, animals and swift action. In our study, older children have liked more of TV advertisements which they found more believable and not just funny. Although they liked the entertainment aspects of ads but there were skeptical about the intent of the advertisements. Thereby, the parents of the urban children in our survey felt that even if entertainment was important for kids, but they are now a days so informed through other media as well, that they want the advertisements to be more credible than just entertaining. Another factor to consider regarding children's like or dislike for advertising is the nature of the product/service being advertised, Children usually tend to like advertisements related FMCG products (Soaps, Hair Oil, Cooking Oil, Shampoo, Creams, Biscuits, Toothpastes and Chocolates), Toys, as these advertisements are presented in an entertaining and funny manner. Besides, now a days, children are being shown in these advertisements. The rationale is that these not only capture most of advertising but also use children in the promotion campaign. Children have professed in several researches to like the advertisements because they were interesting and funny. This was deemed to be a factor of the entertaining and/or humorous storylines, use of cartoon figures and their favourite television personalities. Another reason for such positive feelings was the children's liking for the product in question. So, Ent and Lik are important deciding factors for children to develop attitude towards TV advertisements.

It was observed that parents thought today children should perceive advertisements as credible, if the child is to identify with the situation in the advertisement or the secondary

group, or if the dissociate group has been depicted or a lifestyle has been emphasized upon. Even brand icons should convey a credible image. This is in line with the findings of Ferle and Choi (2005), though that study was carried out among university students in Korea. So, there is a marked diversion on the relationship between credibility aspect of the advertisement and the various behavioural parameters. Entertainment has a major impact on all aspects of buying behaviour, except, when the child is determined to change his preference for the new product, pointing to the significant role of peripheral elements like jingles, animation, etc. in the advertisements. An interesting finding is the significance of credibility over entertainment in forming the attitude of children towards advertisements in the age group of 10-14, where as for the younger age group, it is the entertaining aspect, which takes over. “This supports the findings of Moore and Lutz (2000), where; they had suggested also a higher age group (10 to 12)”.

6.5. Implications of Study

This research explains related concepts and develops a framework based on strong literature review. An empirical study was conducted with parents of children whose age group was in the range of 8-14 years with the purpose that the study would be able to capture parents’ perception of children’s attitude towards Television advertisements and how that impacts the buying behaviour of the parents. We then performed rigorous statistical analyses to check the reliability and validity of the proposed model. We could establish a model which can be used to assess children’s attitude towards Television advertisements at large and thus accomplished the objective of the study.

Advertising to children is a big business. Children are wearing the same brands of jeans, eat the same kinds of burgers and pizzas, have the same breakfast cereals, watch the same films on TV and in theatres, listen to the same music, and play the same video games. This referent is according to a report written by Birgitte Ruffle to the Danish Minister of Culture about advertising to children in 1999. In television commercials techniques are frequently employed to enhance the appearance of a product. Adults know that the sparkle on the

newly cleaned or in the TV commercial is unlikely to be matched in reality. But before the age of 4 or 5 years children are more heavily affected by product factors and do not understand that appearances can differ from reality.

“As previously stated, in the United States in the year 2000, children 12 and under spent \$27.9 billion of their own income, and influenced around \$249 billion of their parents' income, while children in Europe spent around £23 billion in 2000”, according to (Lawlor & Prothero, 2003). “On the other hand, children in China are spending too, with most of their money coming from allowances and gifts”, according to McNeal and Chyon-Hwa (1997). McNeal's (1999a) “research suggests that children influence around 40 % of the family purchases in China”. It was observed from the findings that parental perspective is crucial in deciding critical factors of children's attitude towards Television advertising. This research establishes a working model for assessing children's attitude towards Television advertising as perceived by the parents. Some strong management and research implications are observed in this study which can be incorporated in future research.

6.5.1 Management Implications

This study has some important managerial implications.

- (i) As discussed, while children are becoming a very important and powerful segment for the marketers, it is important for the marketers to communicate to them. At the same time, this segment also wants the marketers to provide them the latest information of their products. As discussed earlier, Entertainment and likability factor has the highest loadings in exploratory factor analysis, which proves that children think of advertisement as a source of entertainment and enjoyment. This means that more enjoyable the advertisement is, the more children are stuck into it. The advertising managers can use music and humor to make the advertisements more enjoyable. The marketers should use more of humorous special effects such as dancing and talking objects in their advertisements. The advertisers should use more

of jingles which children can hum, and enhance the likability of an advertisement. Advertisers should enhance the likability of kids towards advertisements by providing right information and make the ads entertaining. This can lead to children's brand recall at a given point of time. Such jingles can even be made for ads which are not only targeted to children but also to adults since these children have the power to persuade them.

- (ii) Another fact while doing the regression in SEM, it was found that children tend to believe the TV advertisements a lot which is indicated by the Credibility factor. Here as a Marketer, one needs to realise that these children are in their formative years of their life and any advertisement which delivers the message inappropriately can make this segment adopt the product which can harm their future. Policy makers can also use the information in developing policies aimed at protecting children from the negative affects of undesirable ads. One of the factors which affects the attitude of tweenagers towards TV advertisements is the credibility factor. The urban children today are well informed about the brands and want advertisements to be more of trustworthy nature than just providing entertainment.

- (iii) The credibility aspect of the advertisement has an impact, which is significant, across higher age groups of children, on their attitude formation towards advertisements. It is generally high, due to developed level of cognition among children. As far as the children in the age group ten and above are concerned, the credibility element in the advertisement impresses them if the advertisement depicts a likely situation, dissociate group, linking with their aspiration or primary reference group or indicating their changing preference for new products/brands as they grow up. It is a pointer to the fact, that the child's understanding of the world has increased considerably and other intervening factors like the influence of peer pressure and his understanding of social status makes the child view advertisements with suspicion. The entertaining ability of the advertisement, which impresses usually children but

there is significance of credibility more than the entertainment to create an attitude of children across all age groups, more so at the higher age groups.

- (iv) Hence, it can be concluded that parental buying behaviour is significantly influenced by their kids attitude towards the advertisement per se, and also by the fact how much this attitude is getting converted into pester power. Advertisers will have to develop different game plans for different age groups in order to ensure a positive attitude towards the advertisement itself. The various elements of advertisements have to be meticulously chosen in order to have the appropriate combination of Credibility, Information, Likability and entertainment. The credibility aspect of the advertisements has to be really focused upon to make the advertisements look believable and realistic. For the younger age group, the advertiser should consider the fact that, the parents, who are also viewing the commercials, may be giving their realistic viewpoint on the aired commercials, and given the child's greater dependence on his parents for understanding the world, the advertisements have to be more credible. Whereas, for the older age groups, the marketer should communicate those story boards or visuals which are in tandem with similar information the child is getting from other sources especially peers, rather than basing them on sheer fantasy. Even though our research shows that children are wanting more credible advertisements but in general, entertaining capability of the advertisement is welcome by all age groups, so advertisements should definitely be a source of entertainment by incorporating elements like jingles, animation and humour. Communication is more receptive, if it is presented in an entertaining manner. Even if the endorsements are done in advertisements by brand icons, but when it comes to younger children it may have a low impact due to parental intervention. For children in the age group from 10-14, both credibility and the information capability of the advertisement will make a significant impact on the brand endorsement by the brand icon, hence brand icons play a major role for the older children hinting at their evolved cognitive faculty.

- (v) As the study was undertaken taking few product categories into consideration. These product categories include products like (Soaps, Hair Oil, Cooking Oil, Shampoo, Creams, Biscuits, Toothpastes and Chocolates). These categories were identified as children in this age group demonstrate visible discretionary choice in their purchase behavior for the same. It shall provide important insights for companies to rethink about their advertisements, as Children are playing a very important role in the buying behaviour of parents. Finally, it has identified how these children pester their parents by demonstrating their choice and how this pestering impacts the buying behaviour of parents.

- (vi) The results has direct implications for brand managers, advertising managers, market researchers, any policy makers who are wanting to market a product to this segment. This study will help them to know what are the factors these tweenagers take into consideration while forming an attitude towards TV advertisements. This study can be used by marketers in market segmentation for identifying the underlying factors on which to segment the tweenagers. They can form different marketing strategies for different groups of tweenagers by putting a relative emphasis on Entertainment, Likability, Credibility, and Information.

6.5.2 Research Implications

This study has some important research implications.

- (vii) There was a higher female tween response as the data is more skewed towards female gender. The findings suggest that children's choice contribute to the decision making of mothers. These mothers seem to respect or consider their children's preference for one reason or another. May be those mothers most "permissive" concerning the childs influence on purchases would also be permissive concerning the role of television. Based on these observations a future research may be carried upon how important are children's choices to mothers decision making process.

- (viii) There can be certain other considerations like other potential factors like parental guidance and peer pressure on the children, which are also responsible for framing kids' attitude towards advertisements as well as influencing the parental buying behaviour. A future research can be carried out on the same.

- (ix) In this research we have identified only children's attitude as an antecedent towards creating children's positive attitude towards Television advertisements. However, there are many other drivers of pester power namely, Rise in the number of single parent households, Grand parents' increasing role in bringing up children, Delayed parenthood, More working women, Greater exposure to kids etc. A future research can be carried out exploring the influence of these all factors as well on the child's pester power.

- (x) A further research can be carried out which focuses equally on the male and female ratio as this was one of the drawbacks of the convenience sampling.

6.5.3 Practical Implications

Our study has interesting practical implications for marketers, parents, and adolescents. It will help marketers understand what makes parents more likely to yield to requests is beneficial to marketers who target parents both directly and indirectly (through their children). Consequently, the fact that parents are more likely to respond to rational rather than emotional tactics suggests that marketers' efforts towards parents need to use similar appeals. In other words, based on these findings, it makes more sense for a marketer to persuade a parent to buy something for his or her child by avoiding emotional reasons, such as guilt trips (e.g. you are not a good parent if you do not buy this for your child) but instead focusing on logical and practical arguments on why the product is useful. Understanding that one's parents more likely to yield to requests is also beneficial to adolescents as they try to influence their parents to accept their product/brand preferences. Fortunately for most parents, the probability that their children will read this paper is slim indeed. It is worth

noting that research in this area is practical also for the many parents of adolescents as they deal with how to appropriately handle constant purchase/consumption requests.

6.6 Limitations

The area of research is complex, so a single study cannot cover all relevant facts. While making sincere efforts to conduct an authentic study certain limitations were encountered in the process. The limitations have been explained as the following:

- (i) The study focuses on the parents who have children who are tween-agers and are selected segment of the society from Delhi and NCR which represents a small percentage of the population in India, thus results may not be representative of the All Indian tween-aged population. It is therefore, recommended that the study covers all the four regions (East, West, North, and South) of India.
- (ii) In addition, as noted earlier, the use of a convenience sample may have distorted the result to some extent. It would be worthwhile to undertake future research in this area using a large, broader-based sample covering directly the entire tween-aged population of India rather than their parents to understand their children's insights regarding their attitude towards TV advertisements directly from them.
- (iii) Though this research has tried to probe the attitude of children to television advertisements across different age groups (eight to 14) from the parental perspective, in order to establish the thesis that children's attitude impacts parental buying behavior yet, more in depth research is required to probe this phenomena further. These findings, though, support the earlier claim of Gunter and Furnham (1998) and Ghani and Zain (2004), regarding the existence of very complex relationship between attitude towards advertisement and buying behaviour.
- (iv) The issue of different age groups and the impact of each behavioural variable on others can be some of the underlying factors. Hence studying each individual age and considering one variable at a time as well as the impact of each behavioural

variable on others could be undertaken in future studies. There can be other factors like peer influence or parental influence itself which can create an attitude in children for TV advertisements.

- (v) Although as per our research model, the attitude of children towards TV advertisements creates pester power but looking at the urban family environment, pester power can be even created by a child's role today in the family decision making. When we look at the buying behavior of parents getting influenced by the pester power of the child as per our research model, considering the literature some other factors like socio economic factors of parents, parents own attitude towards TV advertising, parents personality and parent's own peer influence can even impact their buying behavior. A detailed study can be carried out considering all the factors.
- (vi) Due to paucity of time and funds, the study was limited to only Delhi and NCR region of India.
- (vii) There was limitation on time frame. Since with time the experience, understanding and attitude of children towards TV advertisements may change as they grow up, thus the limitation on time might not have allowed us to capture the exact behavioral aspect.

6.7 Future Scope of Research

Future scope of research may be directed as follows:

- (i) The model developed in this study can be further validated for larger sample size across India.

- (ii) This study provides the opportunity for further research in the area of children's attitude towards Television advertising and compare their attitude towards other mediums of advertising.
- (iii) The study can be extended from India to other nations and do a comparative analysis of the children and parents across different cultures.
- (iv) The model evolved in this study explains 70% variance of overall buying behaviour of parents. This can be further checked by adding other variables as mentioned above and then see if the influence remains the same or changes etc. Attitudinal dimensions might vary with technical advancement and socio-economic conditions of families, but the primary objective for such studies is to understand if the attitude of children impacts the buying behaviour of parents. So more variables can be included under children's attitude formation, pester power and buying behaviour of parents.
- (v) A study should be conducted that could uncover the areas parents would like to see the government exert control on advertising. Several countries already have strong regulations, but if parents feel that the government should have more regulations in place, then it is important for the government, the television industry, and advertisers to recognize those concerns.
- (vi) It is recommended that this study be extended using samples from Asia, the Middle East, Africa, other than just India. The conjecture is that other countries might produce different results. On the other hand, this research might conclude that there was not much difference between parents even in more disparate cultures. It is also recommended that a study be conducted with each of the following individual culture groups African American, Asian, Hispanic, and Native American. This would uncover any discrepancy among the ethnic groups.

6.8 Concluding Remarks

Marketing to children and adolescents is a way of life today across all countries. Children have both their own disposable income and influence over what their parents buy, and marketers attempt to determine how those dollars are spent. Television now reaps most of the advertising dollars, but newer technologies are providing new ways for marketers to reach children. Marketing practices such as repetition, great entertainment, branded environments, and free prizes are effective in attracting children's attention, making products stay in their memory, and influencing their purchasing choices. Some facts advertisers should focus upon:

Advertisers should not consider children between 8-14 years as one homogenous group while formulating their advertising strategy targeted for this age group. Rather, each age group will have to be dealt with separately.

Credibility aspects, motivational or influencing value proposition and the entertaining aspects of the advertisements need to be meticulously chosen for each age group in order to create an integrated marketing communication campaign.

Besides management implications the study also has important research implication. Most of the studies in India are conceptual and do not suggest any concrete measurement procedure to assess children's attitude towards TV advertisements. Our study is empirical and establishes a parsimonious model which can contribute significantly in further theoretical advances on attitude.