5.1 Introduction

Attitude can be defined as a mental or neural state of readiness, organized through experience, exerting a directive or dynamic influence on the individual’s responds to all objects and situations to which it is related (Allport, 1935). Attitudes are complex combinations of personality, beliefs, values, behaviors and motivations. They can be observed by observing the behavior of an individual as it affects the behavior of an individual by putting him ready to respond favourably or unfavourably to things in his environment. Attitude towards advertising is an important concept as it is one of the determinants of attitude towards specific advertisements (Tan and Chia, 2007; Lutz, 1985) which is further believed to influence the way a consumer responds towards any particular advertising. A consumer who gets pleasure from a particular advertisement is likely to hold a positive attitude toward the brand advertised (Sicillia, Ruiz & Reynolds, 2006). According to Goldsmith and Lafferty (2002), the major aim of advertising is to create positive attitude towards the ads and the brand until consumer purchases that product and through this positive attitude create emotional response in the mind of consumers. Thus, an advertiser focuses on influencing the attitude of the prospective buyers due to the fact that a consumer’s attitude toward advertising influences the advertising effectiveness, brand attitudes, and purchase intentions (Mackenzie & Lutz, 1989).

Therefore, this chapter attempted to examine the attitude of college youth towards advertising on the basis of four variables/constructs which were developed from the extant literature. Product information, credibility, hedonic/pleasure and good for economy were developed as independent variables which were assume to have positive influence on the dependent variable attitude towards advertising. Correlation and Regression analysis were employed for analyzing the data.
5.2 Conceptual Framework

Based on the review of relevant literature, the conceptual framework was designed and developed with four independent variables and one dependent variable - attitude towards advertising which were presented in Figure 5.1. The independent variables include product information, credibility, hedonic/pleasure and good for economy which are designed to create either positive or negative influence to the dependent variable - attitude towards advertising.

![Figure 5.1: Conceptual Framework](image)

Table 5.1 provides the summary of the constructs for attitude towards advertising and the sources from which they are extracted. The items for the independent variable ‘product information’, ‘hedonic/pleasure’, ‘good for economy’ were adopted from Tan and Chia (2007) and Ling, Piew and Chai (2010) whereas the items for ‘credibility’ were adopted particularly from Ling, Piew and Chai (2010). The items for the dependent variable ‘attitude towards advertising’ were also adopted from Tan and Chia (2007), Ling Piew and Chai (2010) as well as Eze and Lee (2011).
Table 5.1: Summary of the constructs and their sources

<table>
<thead>
<tr>
<th>Variables</th>
<th>Measuring Items</th>
<th>Sources</th>
</tr>
</thead>
<tbody>
<tr>
<td>Product Information</td>
<td>PI1: Advertising on two-wheelers provided valuable information about the product. PI2: Advertising tells me which brands of two-wheelers have the features I am looking for. PI3: Advertising helps me keep up to date about the products available in the two-wheelers market place</td>
<td>Tan and Chia (2007); Ling, Piew and Chai (2010)</td>
</tr>
<tr>
<td>Credibility</td>
<td>C1: I find advertising on two-wheelers is credible. C2: I find advertising on two-wheelers is trustworthy. C3: I think advertising on two-wheelers is believable.</td>
<td>Ling, Piew and Chai (2010)</td>
</tr>
<tr>
<td>Hedonic</td>
<td>H1: Quite often, advertising on two-wheelers are amusing and entertaining. H2: I think advertising on two-wheelers are enjoyable. H3: Advertising on two-wheelers are pleasing.</td>
<td>Ling, Piew and Chai (2010); Tan and Chia (2007); Eze and Lee (2011)</td>
</tr>
<tr>
<td>Good for Economy</td>
<td>GE1: In general, advertising helps our nation’s economy. GE2: Advertising helps raise our standard of living. GE3: In general, advertising promotes competition which benefits the consumer.</td>
<td>Tan and Chia (2007); Ling Piew and Chai (2010)</td>
</tr>
</tbody>
</table>

5.2.1 Product information

One of the most vital functions of advertising is to provide information (Rubin, 2002) which is consistent with the opinion of Calfee and Ringold (1994) that advertising provides product information which leads to consumer education. Rotzoll, Haefner & Sandage (1986) also
mention that advertising plays an important and legitimate role in delivering information. Information is considered as a valuable incentive in marketing because recipients react very positively to advertisements that transfer incentives (Varney, 2003; Ling, Piew and Chai, 2010). The factor of information relates to the content of the advertisement since the primary objectives is to create awareness as well as to show the uniqueness of the advertised product (Soberman, 2004). Thus, the advertisement should supply complete product information and must ensure that the information about the product is immediately accessible (Ducoffe, 1996). Product Information affects consumers’ attitude towards advertising by providing information about product improvement, newly launched products, and so forth (Eze and Lee, 2012). The advertiser must ensure that the advertisement should be a good source of relevant product information (Brackett & Carr, 2001) since previous studies conducted by researchers such as Ramaprasad and Thurwanger (1998); Ducoffe (1996); and Haghiran and Maldberger (2005) conclude that there are strong and positive relationships between product information and consumer attitude towards advertising.

5.2.2 Credibility

Mackenzie and Lutz (1989) define credibility in the context of advertising industry as consumers’ general perception towards the truthfulness, reliability, trustworthiness and believability of advertisement. Similarly, Adler and Rodman (2000) generally define credibility as the believability of the addressor and its perception in the listener’s mind while the advertisers credibility can be defined as the extent to which a consumer perceived a company to be a believable source of information, based on sufficient relevant expertise (Varey, 2002). Lafferty and Goldsmith (1999) reported that advertising credibility is the key factor that affects the formation of attitude and behavior and it can be affected by various factors, particularly the company’s credibility and the person who deliver the message (Goldsmith, Lafferty and Newell, 2000). Thus, the imperative way to achieved credibility can
be listing out key attributes and communicate trustworthiness to the consumers. Referrals, suggestion and positive association could be used by the advertiser to gain trust among the consumers. The used of industry professional such as doctor or hairdressers are considered to increase the level of trustworthiness and credibility of the product even more (Solomon et al., 2010). Apart from that, the employment of celebrities as spokesperson also improves the level of credibility (Fill, 2005; Solomon et al., 2010). Studies such as Haghirian and Maldberger (2005); and Brackett and Carr (2001) revealed that the credibility of an advertising message has positive influence of consumer attitude towards advertising.

5.2.3 Hedonic/Pleasure

Advertising can be considered as a source of entertainment or pleasure (Alwitt and Prabhakar 1992; Pollay and Mittal, 1993). Sound and movement are included in the broadcast ads to create emotional impact (Speck and Elliot, 1997) and a study conducted by Jones (1999) has revealed that the most successful advertising campaigns are believed to contain a specific feature in which the advertiser are able to hold viewers’ attention by making the ads engaging, entertaining, light-hearted and amusing to look at. Consumers’ responses to the advertisement are stipulated by their hedonic value and thus, the hedonic value of the advertisement can command and condition their reaction towards the advertisement (Bauer and Greyser, 1968). Consumers like and prefer to see advertisements that have more entertainment and pleasurable elements (Alwitt and Prabhakar 1992; Pollay and Mittal, 1993). In other words, the more pleasurable or entertaining the advertising is, the more it is favoured by the consumers. Consumers’ feeling of enjoyment connected with the ads plays a significant role in shaping their overall attitudes towards the advertising (Shavitt et al., 1998). Thus, considering the findings of Alwitt and Prabhakar (1992); and Pollay and Mittal (1993), the hedonic/pleasure will create positive attitude towards the advertising.
5.2.4 Good for economy

The concept of ‘good for economy’ has been suggested by Belch and Belch (2008) with the point of view that advertising speeds up the acceptance of new products, fosters full employment, reduces the average cost of production, encourage healthy competition between the producers and raises the standard of living on average. Moreover, advertising has been viewed by its supporters as the life blood of business. It provides information about the product and services to the consumers and even support them to have a better standard of living (Belch and Belch, 2008). Petrovici et al. (2007) suggests that the ability of the advertisers to supply truthful and dependable information about their products to the audience is claimed to be the economic benefit of advertising. Similarly, Galbraith (1947) states that “advertising and its related arts thus help developed the kind of man (people) the goals of the industrial system require one that reliably spend his income and works reliably because he is always in need of more”. Thus, Galbraith argument is supported by Bauer and Greyser (1968) who had identified that advertising increases the standard of living and led to good products.

5.2.5 Attitude towards advertising

Fishbein (1967) has defines attitude as “a learned predisposition of human beings”. Similarly, Lutz (1985); Eze and Lee (2011) define attitude towards advertising as a learned predisposition to react in a consistently favourable or unfavourable manner to advertising whereas Kotler (2000) affirmed that attitude is an individual personal evaluation, emotional feeling attached and action plan towards some objects or ideas. Aaker et al. (1995) states the attitudes as “mental states used by individual to structure the way they perceive their environment and guide the way they respond to it”. However, attitude towards advertising can be considered to be the most influencing theory in marketing and advertising research that has been often used to understand the consumer buying behavior. According to
Goldsmith and Lafferty (2002), the attitude formed towards the advertising manipulates the consumers’ attitude towards the brand and finally leads to purchase intention. Based on traditional theory of consumer attitude, the consumer buying behavior is formed by the attitude which was earlier developed in the consumers’ mind (Smith and Swinyard, 1983). Ling, Piew and Chai (2010) in their study revealed that determinants of attitude such as Credibility, informative, hedonic/pleasure and good for economy has a strong positive influenced on attitude towards advertising therefore, in this study Product information, credibility, hedonic/pleasure and good for economy are included.

5.3 Testing of Hypotheses

On the basis of the above literature, the following hypotheses are developed to be tested:

**Hypothesis 1**

H₀: Product information given by advertising does not have effects on college youths’ attitude towards advertising.

Hₐ: Product Information given by advertising has positive effects on college youths’ attitude towards advertising.

**Hypothesis 2**

H₀: Credibility of advertising does not have effects on college youths’ attitude towards advertising.

Hₐ: Credibility of advertising has positive effects on college youths’ attitude towards advertising.
Hypothesis 3

$H_0$: Hedonic/pleasure given by advertising does not have effects on college youths’ attitude towards advertising.

$H_a$: Hedonic/pleasure given by advertising has positive effects on college youths’ attitude towards advertising.

Hypothesis 4

$H_0$: Good for economy of advertising does not have effects on college youths’ attitude towards advertising.

$H_a$: Good for economy of advertising has positive effects on college youths’ attitude towards advertising.

5.3.1 Mean, standard deviation and reliability value for variables

Table 5.2 depicts the items for all the variables and their reliability which is measured by using Cronbach’s Alpha. The purpose of the reliability measure is to test the internal consistency of the items within the variable. All the variables except for Hedonic/pleasure yield a reliability of more than 0.7 supportive to the opinion of Nunnally (1978) that the values for Cronbach’s Alpha of 0.7 or higher is satisfactory. The values for Hedonic/pleasure is lower as compared to other variables i.e. 0.61 but it is still considered acceptable marking that Cronbach (1951) stated that a value higher than 0.5 was acceptable level for good internal consistency.
Table 5.2: Mean, standard deviation and reliability value for variables

<table>
<thead>
<tr>
<th>Variables</th>
<th>Statements</th>
<th>Mean</th>
<th>Std. Deviation</th>
<th>Cronbach's Alpha</th>
</tr>
</thead>
<tbody>
<tr>
<td>Product Information</td>
<td>Advertising on two-wheelers provided valuable information about the product.</td>
<td>3.52</td>
<td>1.196</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Advertising tells me which brands of two-wheelers have the features I am looking for.</td>
<td>3.40</td>
<td>1.116</td>
<td>0.75</td>
</tr>
<tr>
<td></td>
<td>Advertising helps me keep up to date about the products available in the two-wheelers market place.</td>
<td>3.61</td>
<td>1.198</td>
<td></td>
</tr>
<tr>
<td>Credibility</td>
<td>I find advertising on two-wheelers is credible.</td>
<td>3.41</td>
<td>1.120</td>
<td></td>
</tr>
<tr>
<td></td>
<td>I find advertising on two-wheelers is trustworthy.</td>
<td>3.50</td>
<td>1.207</td>
<td>0.84</td>
</tr>
<tr>
<td></td>
<td>I think advertising on two-wheelers is believable.</td>
<td>3.52</td>
<td>.818</td>
<td></td>
</tr>
<tr>
<td>Hedonic/Pleasure</td>
<td>I find advertising on two-wheelers are amusing and entertaining.</td>
<td>3.77</td>
<td>1.039</td>
<td></td>
</tr>
<tr>
<td></td>
<td>I think advertising on two-wheelers are enjoyable.</td>
<td>3.30</td>
<td>.903</td>
<td>0.61</td>
</tr>
<tr>
<td></td>
<td>Advertising on two-wheelers are pleasing.</td>
<td>3.86</td>
<td>.726</td>
<td></td>
</tr>
<tr>
<td>Good for Economy</td>
<td>In general, advertising helps our nation's economy.</td>
<td>3.40</td>
<td>1.116</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Advertising helps raise our standard of living.</td>
<td>3.52</td>
<td>1.218</td>
<td>0.72</td>
</tr>
<tr>
<td></td>
<td>In general, advertising promotes competition which benefits the consumer.</td>
<td>3.50</td>
<td>1.207</td>
<td></td>
</tr>
<tr>
<td>Attitude towards advertising</td>
<td>I would describe my overall attitude towards advertising favourable.</td>
<td>3.50</td>
<td>1.207</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Advertising plays an important role in my buying behavior.</td>
<td>3.70</td>
<td>1.102</td>
<td>0.76</td>
</tr>
<tr>
<td></td>
<td>Overall, I like advertising.</td>
<td>3.30</td>
<td>1.102</td>
<td></td>
</tr>
</tbody>
</table>

Source: Field survey

To evaluate ‘product information’ responses given by the respondents on the product advertised, mean score of the college youth shows the highest level of agreement to the statement ‘advertising helps me keep up to date about the products available in the two-
wheelers market place’ (3.61); followed by the statement that ‘advertising on two-wheelers provided valuable information about the product’ (3.52), ‘advertising tells me which brands of two-wheelers have the features I am looking for’ (3.40) indicating that the two-wheelers advertisement is a good source of product information for the college youth.

To evaluate ‘credibility’ responses given by the respondents on the product advertised, mean score of the college youth shows the highest level of agreement to the statement ‘I think advertising on two-wheelers is believable’ (3.52); followed by the statement that ‘I find advertising on two-wheelers is trustworthy’ (3.50), ‘I find advertising on two-wheelers is credible’ (3.30) indicating that the two-wheelers advertisement is believable, trustworthy and credible enough for the college youth.

To evaluate ‘hedonic/pleasure’ responses given by the respondents on the product advertised, mean score of the college youth shows the highest level of agreement to the statement ‘advertising on two-wheelers are pleasing’ (3.86); followed by the statement that ‘I find advertising on two-wheelers are amusing and entertaining’ (3.77), ‘I think advertising on two-wheelers are enjoyable’ (.40) indicating that the two-wheelers advertisement entertains and gives pleasure to the college youth.

To evaluate ‘good for economy’ responses given by the respondents on the product advertised, mean score of the college youth shows the highest level of agreement to the statement ‘advertising helps raise our standard of living’ (3.52); followed by the statement that ‘in general, advertising promotes competition which benefits the consumer’ (3.50), ‘in general, advertising helps our nation's economy’ (3.40) indicating that the two-wheelers advertisement is considered to be good for economy by the college youth.

To evaluate ‘attitude towards advertising’ responses given by the respondents on the product advertised, mean score of the college youth shows the highest level of agreement to the
statement ‘advertising plays an important role in my buying behavior’ (3.70); followed by the statement that ‘I would describe my overall attitude towards advertising favourable’ (3.50), ‘Overall, I like advertising’ (3.30) indicating that the college youth were having favourable attitudes towards two-wheelers advertisement.

5.3.2 Correlation analysis

According to Croxton and Cowden, “When the relationship is of quantitative in nature, the appropriate statistical tool for discovering and measuring the relationship and expressing in a brief formula is known as correlation.” Pearson Correlation analysis is employed to measure the extent of relationship between two or more variables.

<table>
<thead>
<tr>
<th></th>
<th>PI</th>
<th>C</th>
<th>H</th>
<th>GFE</th>
<th>ATA</th>
</tr>
</thead>
<tbody>
<tr>
<td>PI</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>C</td>
<td>.462**</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>H</td>
<td>.029</td>
<td>.246**</td>
<td>1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>GFE</td>
<td>.295**</td>
<td>-.009</td>
<td>.253**</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>ATA</td>
<td>.702**</td>
<td>.452**</td>
<td>.099</td>
<td>.138*</td>
<td>1</td>
</tr>
</tbody>
</table>

**. Correlation is significant at the 0.01 level (2-tailed).
*. Correlation is significant at the 0.05 level (2-tailed).

**Source:** Field survey

Where, PI: Product information

C-: Credibility,

H: Hedonic,

GFE: Good for economy and

ATA: Attitude towards advertising.

Table 5.3 reveals the correlation matrix of the variables. The result of the two-tail test at 0.01 and 0.05 significant levels show a significant correlation among the independent variables
and the dependent variable, except for hedonic/pleasure. The result revealed that product information (PI) is positively related to all the other independent variables (except for hedonic) and the dependent variable. Product information (PI), credibility (C) and good for economy (GFE) are found to be positively related to attitude towards advertising (ATA) while no relation is found between hedonic/pleasure (H) and attitude towards advertising (ATA).

5.3.3 Multiple regression analysis

Regression determines the cause and effect relationship between two variables indicating that the change in the value of an independent variable also causes a change in the value of the dependent variable. It is presented in the form of an algebraic equation whereby the value of one variable (dependent) is predicted or estimated based on the value of the other variable (independent). The effect of attitude determinants (product information, credibility, hedonic/pleasure and good for economy) on attitude towards advertising was analyzed through multiple regressions. The analysis was run on a set of data by taking product information, credibility, hedonic/pleasure and good for economy as independent variables and attitude towards advertising as dependent variable.

Table 5.4 shows that the magnitude of R square came to be .519 indicating that 51.9% of the variation in attitude towards advertising could be explained by the attitude determinants (product information, credibility, hedonic/pleasure, good for economy). The Durbin Watson D statistic (2.337) indicates that the residual do not suffers from serial autocorrelation. The regression coefficient for the predictor variables product information, credibility, hedonic/pleasure and good for economy came to be .645, .131, .091 and -.071 respectively. The coefficient value shows the change in the dependent variable with a unit change in a variable value i.e. there is an increase of .645 units in college youth’s attitude towards
advertising for every unit increase in product information given by advertising and .131 units increase in college youth’s attitude towards advertising for every unit increase in credibility of advertising.

Table 5.4: Effects of attitude determinants on college youths’ attitude towards advertising

<table>
<thead>
<tr>
<th>Variable</th>
<th>Attitude towards advertising</th>
<th>β</th>
<th>t-value</th>
<th>p-value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Constant</td>
<td>2.104</td>
<td>2.478</td>
<td>.014*</td>
<td></td>
</tr>
<tr>
<td>Product Information</td>
<td>.645</td>
<td>12.133</td>
<td>.000*</td>
<td></td>
</tr>
<tr>
<td>Credibility</td>
<td>.131</td>
<td>2.398</td>
<td>.017*</td>
<td></td>
</tr>
<tr>
<td>Hedonic/pleasure</td>
<td>.091</td>
<td>1.354</td>
<td>.177</td>
<td></td>
</tr>
<tr>
<td>Good for economy</td>
<td>-.071</td>
<td>-1.441</td>
<td>.151</td>
<td></td>
</tr>
<tr>
<td>R-square</td>
<td>.519</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Adjusted R-square</td>
<td>.511</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>F-ratio</td>
<td>65.520</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Durbin Watson D Statistic</td>
<td>2.337</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*Significant at 5% level

Source: Field survey

The positively significant regression coefficient of .645 with a p-value of .000 in case of product information revealed that product information given by advertising has positive effects on college youths’ attitude towards advertising. Thus in hypothesis 1, the null hypothesis is rejected and alternate hypothesis is accepted.

The positively significant regression coefficient of .131 with a p-value of .017 in case of credibility revealed that credibility of advertising has positive effects on college youths’ attitude towards advertising. Thus in hypothesis 2, the null hypothesis is rejected and alternate hypothesis is accepted.

The insignificant regression coefficient of .091 with a p-value of .177 in case of hedonic/pleasure revealed that hedonic/pleasure given by advertising does not have effects on college youths’ attitude towards advertising. Thus in hypothesis 3, the null hypothesis is accepted.
The insignificant regression coefficient of -.071 with a p-value of .151 in case of good for economy revealed that good for economy of advertising does not have effects on college youths’ attitude towards advertising. Thus in hypothesis 4, the null hypothesis is accepted.

Thus, the multiple regression equation for the study is presented below:

Attitude towards Advertising = 2.104 + 0.645 (Product Information) + 0.131 (Credibility) + 0.091 (Hedonic) + (-0.071 Good for Economy).

5.4 Attitude towards advertising and buying behavior

Attitude-towards-advertising is an interesting theory of advertising which was often used to understand the buying behavior. The attitude remains unchanged until the consumer made a purchase decision towards a product or services. According to Goldsmith and Lafferty (2002), effective advertisement influences the attitude towards brand and finally leads to buying behavior. Thus, the following hypothesis is developed to be tested.

Hypothesis 5

H₀: Attitude towards advertising has positive effects on college youths’ buying behavior.

H₁: Attitude towards advertising has positive effects on college youths’ buying behavior.

Table 5.5: Effects of attitude towards advertising on college youth’s buying behavior

<table>
<thead>
<tr>
<th>Variable</th>
<th>Buying behavior</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>β</td>
<td>t-value</td>
<td>p-value</td>
</tr>
<tr>
<td>Constant</td>
<td>9.544</td>
<td>14.089</td>
<td>.000*</td>
</tr>
<tr>
<td>Attitude towards advertising</td>
<td>.602</td>
<td>10.934</td>
<td>.000*</td>
</tr>
<tr>
<td>R-square</td>
<td>.325</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Adjusted R-square</td>
<td>.323</td>
<td></td>
<td></td>
</tr>
<tr>
<td>F-ratio</td>
<td>119.550</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Durbin Watson D Statistic</td>
<td>2.412</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*Significant at 5% level

Source: Field survey
Table 5.5 shows that the magnitude of R square came to be .325 indicating that 32.5% of the variation in buying behavior could be explained by the attitude towards advertising. The Durbin Watson D statistic (2.412) indicates that the residual do not suffer from serial autocorrelation. The regression coefficient for the predictor variables attitude towards advertising came to be .602. The coefficient value shows the change in the dependent variable with a unit change in a variable value i.e. there is an increase of .602 in college youths’ buying behavior for every unit increase in attitude towards advertising. The positively significant regression coefficient of .602 with a p-value of .000 revealed that attitude towards advertising has positive effects on college youths’ buying behavior in respect of two-wheeler advertised. Thus, in hypothesis 5, the null hypothesis is rejected and the alternate hypothesis is accepted.

5.5 Conclusion

A study on attitude towards advertising has been carried out by a number of researchers as presented in the above conceptual framework. Most of the findings have revealed that the determinants of attitude such as product information, credibility, hedonic/pleasure and good for economy are positively related to attitude towards advertising. Based on the findings of this study, there is a positive effect of product information on attitude towards advertising with a p value of 0.000. The finding is consistent with the finding of Eze and Lee (2012) who concluded from their study on consumers’ attitude towards advertising in Malaysia. Similarly, there is a positive relationship between credibility and attitude towards advertising with a p value of 0.017 which revealed that the more trustworthiness, believable and credible the advertising is, the more positive attitude will be created in the minds of the viewers. The finding is also consistent with the findings of Haghirian and Maldberger (2005) who revealed that credibility of an advertising message has positive influence on consumer attitude towards advertising.
Even though researchers such as Ling, Piew and Chai (2010); Ramaprasad and Thurwanger (1998); Pollay and Mittal (1993) conclude that hedonic/pleasure has a positive influence on attitude towards advertising, the finding of this study is inconsistent with them with a p value of 0.177 and hypothesis 3 is not supported. Similarly, the result of good for economy with a p value of 0.152 is inconsistent with the findings of Munusamy and Wang (2007; Tan and Chia (2007); Ling, Piew and Chai (2010) who support that good for economy have positive influence on attitude towards advertising.

The findings of this study are believed to provide supplementary information for future researchers as well as for the public and the advertisers. It will provide additional information to the existing literature which is believed to be helpful for the future researchers. The findings of the study would also help the public in perceiving the positive and negative contents of the advertising which would change their attitude towards advertising. Moreover, the advertiser would gain knowledge for creating a favourable consumer’s attitude.
References


