

University Students' Attitudes towards Advertising: A Study of Dhaka City of Bangladesh

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Abstract

This research examines the attitudes of university students of Dhaka city towards advertising. The data were collected from randomly selected 200 students from both private and public universities in Dhaka city. The respondents were solicited to answer a self-administered questionnaire consisting of 20 statements about advertising. R-mode factor analysis, frequency distribution were used to explore data. The consequences of the study reveal that students have positive judgment about the economic impact of advertising. However, they have negative judgment about the ethical and social consequences of advertising. The students stipulate more regulations to control the advertising. The study recommends that advertisers should design factor-oriented, entertainment, excitement based advertising which may contain some sorts of emotional messages keeping in mind the traditions of Bangladesh. The advertising agencies should create successful advertising messages to reach the customers. Moreover, the study makes available a useful benchmark for future research studies.

Keywords: advertising, university students, attitude, Dhaka city, media, viewers, regulation, creativity

1. Introduction

Advertising is one of the most important elements of marketing strategy. It is considered a powerful tool that affects purchasing decision of consumers to the greatest extent. It has a crucial role in making the product familiar to consumers and promoting brand quality. Organizations have spent huge amount of money each year on advertising to increase consumers' interest toward the advertised products, thereby triggering their purchase intention for achieving an enormous sales of products. Today, advertising of the product has been made through various communication means such as television, radio, newspaper, internet etc. The objective is to persuade the consumers to buy the products.

Business organizations have always tried to find out new means of advertising their products. Recently, in Bangladesh, the companies are concentrating on developing emotion based advertising rather than facts to target the audiences. Mobile companies of Bangladesh have informed their customers' regarding their services by sending short message services (SMS) to them. To what extent people are influenced by advertising contents is a matter of debate? Thus, attitude of the consumers toward advertising is a matter of great interest for advertisers. Specifically, attitudes of university students who represent an important segment of the market are a matter of great interest for marketing researchers. Sometimes, advertising has been designed to target the students, such as mobile advertising, and the results have been proved positive.

The promoting business in Bangladesh is for the most part described by an absence of expert gauges, high turnover in the work environment, the nonappearance of a uniform set of accepted rules and low edges. There is no formal method for following of advertising offices in the nation. Be that as it may, more than 70% of the formal piece of the pie is held by the main nine advertising offices of the nation. These organizations, in slipping request of piece of the overall industry, are Adcomm, Asiatic, Bitopi, Unitrend, Gray, Interspeed, Popular, Madona, and Matra. Other promoting offices guarantee just around 13% of the piece of the pie, while the rest is gathered to in-house ad of business firms and endeavors. Notice media in Bangladesh can be ordered into two classifications in light of the position methodology—Above the Line (ATL) classification and Below the Line (BTL) classification, each guaranteeing around half of the aggregate income. ATL incorporates daily papers, magazines, radio, TV, and satellite and digital TV. Situation systems under BTL incorporates occasion administration, in-house notice (organization performing own ad) at purpose of procurement, open air

commercial (announcements, storing, neon signs, and chime signs), inventive exercises (jatra, road dramatization) and notice on vehicle bodies or fliers (Anwar, 2014).

In the year 2016, print media remained the biggest advertising vehicle with around 45% of spending, TV promoting represented 36% of advertising spending, open air advertising represented 15% of advertising spending, radio promoting represented 4% of advertising spending, film and web each represented 1% of promoting spending (Akter, 2015).

The customer base of promoting offices basically includes private national organizations (PNC), multinational organizations (MNC) and non-government associations (NGO). The MNCs contain more than 60% of the media offer took after by the PNCs involving 25%. Additionally, the legislature has set a moral set of principles that inclinations the organizations to avoid advertising items like liquor, cigarette, underpants for men and ladies, and contraceptives (aside from conception prevention pills) (Anwar, 2014).

2. Problem Statement

A hunt of writing has uncovered that a few works have been done that recognized college understudies' states of mind towards promoting. Be that as it may, there are at any rate a few endeavors by Larkin (1977) who was utilizing five groups coming about because of Q-element examination of understudies, by Ramaprasad & Thurwanger (1998) who were utilizing just five elements to portray demeanor of understudies' toward promoting, by Munusamy & Hoo (2007) who were utilizing seven elements to research the convictions about advertising among understudies. Accordingly, this study intends to research fundamental demeanors of college understudies' of Dhaka city of Bangladesh toward advertising.

3. Objective of the Study

The goal of this examination is to recognize the states of mind of college understudies' of Dhaka city of Bangladesh toward advertising.

4. Literature Review

College understudies speaking to a fragment of the overall population ought to get exceptional consideration. Romani (2006) recommended that however promoting helped understudies to get item data yet these did not as a matter of course build their purchasing certainty and couldn't control them.

Alam, Miah, & Sadeque (2006) proposed that Bangladeshi understudies are some of the time aggravated due to the exhibit of an excessive amount of move and music in the TV promoting. Their concentrate additionally uncovered that an expansive number of understudies felt annoyed where TV advertising utilizes ladies as a ware and when delicate items, for example, contraceptives and female hygienic items are promoted.

Dan & Sidin (2006) made an overview of 124 understudies in a Malaysian college which demonstrated that understudies have inspirational states of mind on the monetary impact, understudy impact and crowd impact of promoting while indicating dispositions in connection to the value impact and depiction parts of advertising. Their discoveries recommended that the understudies' dispositions towards advertising rely on upon conceivable results of promoting to them. The uplifting states of mind of the understudies recommend the essential impact and the powerful message impact of advertising.

Manusamy & Hoo (2007) had utilized relapse investigation and analyzed the conviction components to see their capacity to anticipate state of mind towards promoting. Their outcome recommended that four out of the seven elements have critical connection with demeanor towards promoting. According to their study, "Item Information" has the most grounded positive relationship, trailed by "Buyer Benefit", "Joy/Hedonic" and "Useful for Economy and Economic Role". All negative conviction components demonstrated to have no critical association with state of mind towards advertising. Three variables out of seven altogether anticipate states of mind towards advertising in particular "Item Information", "Delight/Hedonic" and "Useful for Economy and Economic Role". The outcome demonstrated that understudies' state of mind towards promoting is all that much impacted by one of their conviction elements, Product Information. They trusted that promoting is a valuable device for them to get item data.

Shen & Chen (2007) researched the connections among demographic variables and encounters, convictions, and demeanors. They found that more youthful understudies have more positive convictions and states of mind toward promoting and those with larger amounts of training have a tendency to have more uplifting demeanors and convictions.

Facial (2003) demonstrated the notability of different convictions that decide states of mind toward promoting and gave a valuable benchmark to future studies. He additionally said that understudies' states of mind toward

advertising were very negative. Without a doubt, from 60% to 80% of Beard's example of understudies concurred that more than half of all advertising presents deceiving claims, put-down individuals' knowledge, aggravating and exceptionally irritating, and induces individuals to purchase things which they needn't bother with. The discoveries of Yang (2000) proposed that advertising effectsly affects undergrads' demeanor towards promoting. They found that undergrads in Taiwanese universities considered promoting as a misuse of national assets, which urges individuals to squander and influences them to purchase things they ought not to purchase. The understudies additionally concurred that promoting is misdirecting and beguiling. They likewise distinguished that understudies consider promoting as an imperative wellspring of style data and offers them some assistance with keeping up with the items and administrations accessible in the commercial center.

Morton (2001) proposed that advertising states of mind comprise of social and financial measurements. The intended interest group judges ads on the premise of its social and monetary effect.

Munusamy & Wong (2007) found the apparent financial impacts of promoting and customer convictions and states of mind toward advertising in Bulgaria and Romania.

As indicated by them, there was a typical conviction (more than 80 percent) that advertising advances undesirable values and messages.

Ashill & Yavas (2005) recommended that publicists in Turkey and New Zealand ought to make notices that are acceptable. The positive relationship in the middle of credibility and general states of mind towards advertising additionally proposes that promoters ought to be delicate to strategies that produce purchaser mistrust.

5. Research Methodology

5.1 Sampling and Data Collection

For this study, test of 200 understudies from both private and state funded universities in Dhaka city were picked with the point of comprehension their psyche set towards advertising. Out of them, 60% are male understudies and 40% are female understudies. These understudies were from the age of 18 years to 24 years. Understudies speak to a critical section of shoppers who have impressive information about business sector. The higher learning foundations in Dhaka were picked as they speak to the real organizations with high quantities of understudies. The information accumulation instrument is a self-directed poll comprising of 20 explanations about promoting.

5.2 Measurement of Information Accumulation

The poll has been organized to examine the understudies' disposition towards advertising with 20 articulations in which understudies had been asked to what degree they concurred or couldn't help contradicting every thing on a five-point scale with graphic stays running from (1) "firmly dissent" to (5) "emphatically concur". This methodology of measuring state of mind toward promoting had been utilized as a part of past studies (Sandage and Leckenby, 1980; Andrews, 1989; Ramaprasad and Thurwanger, 1998; Manusamy and Hoo, 2007).

5.3 Method of Analysis

Information had been investigated by utilizing R-mode component examination which recognizes hidden measurements or elements that clarify the connections among an arrangement of variables. Additionally, for each of the mentality articulation, recurrence conveyance had been computed. The 5% level of criticalness has been utilized as a part of all the measurable methods.

6. Results of Survey

Table 1. KMO and Bartlett's test

Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy		.517
Bartlett's test of sphericity	Approx. Chi-Square	276.651
	df	190
	Sig.	.000

Table 1 demonstrates the Kaiser-Meyer-Olkin (KMO) measure of examining sufficiency and Bartlett's test of sphericity. The Kaiser-Meyer-Olkin (KMO) measure of inspecting sufficiency demonstrates that variable examination is fitting as the consequence of 0.514 is more noteworthy than 0.5 (qualities somewhere around 0.5 and 1 demonstrates that component investigation is suitable). Bartlett's test of sphericity tests the invalid speculation that the variables are uncorrelated in the populace. Here, Bartlett's test of sphericity creates a

Chi-square of 276.651 with a critical estimation of .000. The noteworthy estimation of .000 is not exactly the limit estimation of 0.05. This recommends invalid theory can be dismisses. Along these lines, variables are associated in the populace. The outcomes got from KMO and Bartlett's test are great sign of the suitability of the use of element examination.

Table 2. Eigenvalue and percentage variance

Factors	Rotation Sums of Squared Loadings		
	Eigenvalue	% of Variance	Cumulative %
Factor 1	1.521	7.603	7.603
Factor 2	1.468	7.341	14.943
Factor 3	1.464	7.321	22.264
Factor 4	1.458	7.288	29.552
Factor 5	1.380	6.900	36.452
Factor 6	1.347	6.736	43.188
Factor 7	1.283	6.415	49.603
Factor 8	1.163	5.815	55.419

Note. Extraction method: principal component analysis.

Table 2 speaks to eigenvalues and rate fluctuation. Twenty things have been incorporated into the element investigation. Eight variables with eigenvalues more prominent than 1 have been risen up out of the Varimax-turned element framework that accounted for 55.419% of the general changes. Things that have high loadings (0.3 or more noteworthy) on single elements are viewed as satisfactory (Hair et al., 1992). As uncovered by the element investigation, 8 fundamental elements of the variables with high loadings have been held for understanding. Just variables with stacking equivalent to or more noteworthy than 0.5 are viewed as significant and extricated for element investigation. Table 3 speaks to varimax-pivoted component grid.

Component 1: Factor 1 is a solid match on the information from the announcements given underneath:

- (1) Sometimes, advertising contains passionate messages as opposed to actualities
- (2) All in all, notices display a genuine photo of the item
- (3) Sometimes, the substances of advertising are considerably more agreeable than other media substance.

This demonstrates articulations specified above are most likely measuring the same essential state of mind or esteem framework; and it furnishes with proof that an element exists. On account of the substance of the announcements above, it can be subjectively inferred that 'Data benefit of promoting substance' is the variable that ties these announcements together in the psyches of the respondents. Element 1 has an eigenvalue of 1.521 and represented 7.603% of the general fluctuations.

Table 3. Varimax-rotated factor matrix

Variable name	Factors							
	1	2	3	4	5	6	7	8
Advertising provides updated information about product and service				.732				
Advertised brands are better in quality than unadvertised brands								-.747
Sometimes, I feel misled by advertising								
Sometimes advertising contains emotional messages rather than facts	.603							
Advertising helps raise standard of living				.502				
Sometimes, advertising persuades people to buy unnecessary things just to show off								
There should be a ban on advertising of harmful or dangerous products such as cigarettes						.725		
Sometimes, advertising is irritating because of its repeated presence in the media								
In general, advertisements present a true picture of the product	.590							
Sometimes, the contents of advertising are even more enjoyable than other media contents	-.579							
Sometimes, the contents of advertising are even more enjoyable than other media contents								
In general, advertising helps our nation's economy						.718		

Advertising leads children to make unreasonable purchase demands on parents	.750		
A judicial regulatory body should be there to enforce ethics in advertising		.689	
Advertising should contain some sort of excitement and entertainment	.546		
Advertising adds cost to the product, thereby increasing the price of product			.861
Sometimes, I feel confused by the content of advertisement			.686
I prefer advertising with music and/or song			
People have more confidence in advertised products than in unadvertised products			
When I have gone to market, I often look for advertised products.			
Advertising regulation should be done by the independent advertising authority rather than by the government			

Table 4. Percentage agreement and disagreement of university students' attitudes towards advertising

	1 Strongly disagree (%)	2 Disagree (%)	3 Neither agree nor disagree (%)	4 Agree (%)	5 Strongly agree (%)
Factor 1: Information value of advertising content					
(1) Sometimes advertising contains emotional messages rather than facts	2	12.5	24	41	20.5
(2) In general, advertisements present a true picture of the product	20.5	35.5	24.5	14	5.5
(3) Sometimes, the contents of advertising are even more enjoyable than other media contents.	6.5	17.5	30	30	16
Factor 2: Persuasive message and enjoyment effect					
(1) Advertising leads children to make unreasonable purchase demands on parents	5	15.5	21	34	24.5
(2) Advertising should contain some sort of excitement and entertainment	3	10.5	26.5	43	17
Factor 3: Regulation of advertising					
(1) A judicial regulatory body should be there to enforce ethics in advertising	2.5	14	33	29.5	21
Factor 4: Product information and living standard					
(1) Advertising provides updated information about product and service	5.5	7	21	37.5	29
(2) Advertising helps raise standard of living	4.5	14	30	36	15.5
Factor 5: Economic value					
(1) In general, advertising helps our nation's economy	5	18.5	30	32.5	14
Factor 6: Embargo on advertising					
(1) There should be a ban on advertising of harmful or dangerous products such as cigarettes	2.5	9.5	20	37	31
Factor 7: Product quality and perception of consumer					
(1) Advertised brands are better in quality than unadvertised brands	5.5	23	33.5	28.5	9.5
(2) Sometimes, I feel confused by the content of advertisement	3	11.5	26	42.5	17
Factor 8: Price effect of advertising					
(1) Advertising adds cost to the product, thereby increasing the price of product	3	10.5	30.5	34.5	21.5

Table 4 speaks to rate assentation and difference of college understudies' states of mind towards promoting. In the event that we take a gander at the 200 institutionalized reactions to each of the announcements said over, the study has uncovered that larger part of the understudies concurs that promoting contains enthusiastic messages as opposed to certainties. In any case, solid conflict with the announcement that promoting presents a genuine photo of the item was additionally particularly notable for the understudies in Larkin's (1977) example. Likewise,

46% of the understudies supports that advertising substance are agreeable.

Component 2: Factor 2 is a solid match on the information from the announcements given beneath:

- (1) Advertising drives youngsters to make absurd buy requests on folks
- (2) Advertising ought to contain some kind of energy and excitement

The element has been named as “Enticing message and happiness impact” that ties these announcements together in the brains of the respondents. Component 2 has an eigenvalue of 1.468 and represented 7.341% of the general fluctuations. Likewise, on the off chance that we take a gander at the 200 institutionalized reactions to each of the announcements specified, the study has uncovered that greater part of the understudies view advertising as horrible impact on youngsters who are making superfluous buy requests on folks as a result of promoting. Notwithstanding, greater part concur that promoting ought to contain some kind of fervor and excitement.

Variable 3: Factor 3 is a solid match on the information from the announcement given beneath:

- (1) A legal administrative body ought to be there to uphold morals in promoting

The variable has been named as ‘Regulation of promoting’ that ties the announcement in the psyches of the respondents. Component 3 has an eigenvalue of 1.464 and represented 7.321% of the general fluctuations. In the event that we take a gander at the 200 institutionalized reactions to the announcement said over, the study has uncovered that just about half of the understudies concur that a legal administrative body ought to be there to uphold morals in advertising.

Variable 4: Factor 4 is a solid match on the information from the announcements given beneath:

- (1) Advertising gives redesigned data about item and administration
- (2) Advertising raises way of life

The component has been named as ‘Item data and expectation for everyday comforts’ that ties these announcements together in the psyches of the respondents. Element 4 has an eigenvalue of 1.458 and represented 7.288% of the general fluctuations. Likewise, on the off chance that we take a gander at the 200 institutionalized reactions to each of the announcements said over, the study has uncovered that understudies consider promoting as a valuable device for them to get item data as it gives upgraded data about item and administration and raises way of life. These propose that understudies have uplifting disposition toward these parts of promoting.

Component 5: Factor 5 is a solid match on the information from the announcement given beneath:

- (1) All in all, promoting helps our country’s economy

The element has been named as ‘Monetary worth’ that ties the announcement in the brains of the respondents. Element 5 has an eigenvalue of 1.38 and represented 6.9% of the general fluctuations. Additionally, in the event that we take a gander at the 200 institutionalized reactions to the announcement said over, the study has uncovered that 46.5% of the understudies concur that promoting helps the country’s economy. This announcement recommends the financial benefit of advertising.

Variable 6: Factor 6 is a solid match on the information from the announcement given underneath:

- (1) There ought to be a restriction on advertising of hurtful or perilous items, for example, Cigarettes

This variable has been named as ‘Ban on advertising’ that ties the announcement in the brains of the respondents. Component 6 has an eigenvalue of 1.347 and represented 6.736% of the general fluctuations. Additionally, on the off chance that we take a gander at the 200 institutionalized reactions to the announcement specified above, it is fascinating to note that the utilization of advertising to advance conceivably destructive items is a great deal more striking issue for the understudies today where the generous concurrence with the announcement that promoting for hurtful items ought to be banned.

Variable 7: Factor 7 is a solid match on the information from the announcements given beneath:

- (1) Advertised brands are preferable in quality over not publicly broadcast brands
- (2) Sometimes, I feel confounded by the substance of notice

The component has been named as “Item quality and impression of shopper” that ties these announcements together in the psyches of the respondents. Element 7 has an eigenvalue of 1.283 and represented 6.415% of the general fluctuations. Additionally, on the off chance that we take a gander at the 200 institutionalized reactions to each of the announcements said above, there is blended conclusion among the understudies with respect to

whether the promoted brands are preferred in quality over not widely known brand's or not. The study uncovered that 37.5% of the understudies concur that there promoted brands are preferred in quality over not widely known brands, though 28.5% differ in this admiration. Notwithstanding, lion's share of the understudies concur that they feel confounded by the substance of promotion as appeared in the daily paper titled "conditions apply".

Variable 8: Factor 8 is a solid match on the information from the announcement given beneath:

(1) Advertising adds expense to the item, in this way expanding the cost of item

The element has been named as 'Value impact of promoting' that ties the announcement in the brains of the respondents. Component 8 has an eigenvalue of 1.163 and represented 5.815% of the general changes. Additionally, in the event that we take a gander at the 200 institutionalized reactions to the announcement said over, the study has uncovered that larger part of the understudies concur that cost of item is high as advertising adds expense to the item. Consequently, take note of that understudies keep on trusting that advertising is an immediate and considerable reason for higher costs, predictable with Haller's (1974) discoveries.

7. Recommendations

The overall findings of both positive and negative attitude towards advertising for the present sample suggest several recommendations regarding the use of advertising to reach university students. Advertisers should design fact-oriented advertising which may contain some sort of emotional messages. The advertising should provide real picture of the products so that students may take right decision at the time of purchase. The advertising should contain some sort of entertainment which excites the students most. The advertising agency should restrain them from preparing the advertising of dangerous and harmful products. Otherwise, it may induce students to take harmful products. In preparing child-centric advertising, the advertising agencies should be cautious. It is better to include traditions of Bangladesh in advertising which may make the students familiar with the country's heritage. Students have the belief that advertised products cost more. In determining price of the product, the company should keep this point in mind. In designing the content of advertising, the advertising manager should try to include all relevant information regarding the product so that students may not be confused at the time of purchase.

8. Limitations of the Study and Guidelines for Future Research

The study has several limitations that should be considered in evaluating the results. This study is limited by the fact that the students have been selected from different universities in Dhaka City. Future research could address this limitation by considering this study with a national sample of university students and producing results that would be generalizable to a national population. Use of students for measuring attitude toward advertising may be questioned in generalizing to non-student segments. Therefore, extension of this research to other segments of the society around the country is required for generalization of the results found here. As sample size could affect study results, future research should ensure that sample size is large and is selected from more universities. The study of new forms of communication technology and their impact on advertising could be researched in the future. Given the wide scope of study available and the rapid changes in e-commerce, further and more frequent research is needed to identify the other factors that could affect students' attitude towards advertising.

9. Conclusion

This research study is an effort to understand the attitudes of students of Dhaka city towards advertising. It can be said that the propositions of the dimensions of students' attitudes towards advertising provide an alternative framework of consumers' attitudes towards advertising in a developing country like Bangladesh. The outcome of the study evidently discloses that the majority of the respondents opined that advertising contains emotional messages rather than facts, should contain some sort of excitement and entertainment. At the same time, students considered advertising as a useful tool as it provides updated information about product and service and enhance their standard of living. Majority of the students have replied that the advertised brands are better in quality than unadvertised brands. However, majority of the students agree that they feel confused by the content of advertisement as shown in the newspaper titled 'conditions apply'. Most of the respondents believe that advertising is imperative for economic growth of the country. The result also portrays that students demand judicial regulatory body to enforce ethics in advertising. Students have also mentioned their belief that advertising is a direct and substantial cause of higher prices of products. The results of the study explain very significant negative feelings of the respondents about social consequences of modern advertising. Advertising may have unhealthy influence on children who are making unnecessary purchase demands on parents because of advertising. It is important for managers to maintain proper focus on the attitude of Bangladeshi students about advertising. While concentrating more effort on building a message that is inclined to favorable beliefs,

managers will also need to watch out for the unfavorable factors that may lead to negative attitudes towards their advertisements. Advertisers should be sensitive to the negative attitudes and develops new ways of advertising to resolve the unfavorable image effects of advertising. It is vital to have a strong understanding to improve communication in advertising activities by getting the right people to use the right message. Thus, knowing more about students' attitudes towards advertising will surely put them ahead of the game.

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