
“ATTITUDE TOWARDS PRINT MEDIA ADVERTISING”

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Abstract: The purpose of this study is to look at the relationship between people's beliefs about print advertising, their attitudes about print advertising, and their intentions to act on those beliefs. Attitude is also looked at in this study. It looks at how attitude affects the relationship between belief factors and consumers' intentions to act. The Four belief factors are Credibility, Informative, Attitude, Hedonic/ Pleasure and Informational Responses. The study finds that Credibility, Informative, Attitude, Hedonic/ Pleasure and Informational Responses have positive influences on consumers' attitude and behavioral intention. Consumers' behavioural intentions are positively influenced by their attitude, according to the findings.. The target population for this study was people who have experience in searching for exposure to print advertising before. The respondents were classified according to their age, gender, occupation. The questionnaires were distributed to the respondents through online survey and questionnaire tool, Google Form. Implication are also discussed.

Keywords: attitude, behaviour, print media advertising, credibility

Introduction: Consumer product recalls are relatively frequent occurrences, with potentially profound consequences. It is no exaggeration to say that a successful consumer goods recall is a life or death situation.

Given the complexity of contemporary manufacturing processes, the diversity of materials, and the inherent hazards of manufacture, storage, and distribution, product recalls may be unavoidable. While recalls may be inevitable, data suggests that the harm caused by them can be mitigated by efficient product recall communication. Commercial communication might be the key to effective recall.

Direct mail, display ads, and point-of-sale communications are three of the most common print advertising methods that will be recognised, discussed, and shown. We'll first recognise the quantitative and qualitative relevance of product recalls, as well as the relative value of advertising as a product recall communication technique, before moving on to these print communication formats. Finally, some generalisations concerning print advertising for product recall are made at the end of this study.

Advertising is a kind of commercial communication about a company and its products that is sent to a target audience via mass media, such as newspapers, magazines, and direct mail (direct posting). Outdoor advertisements or public transit are the inspiration for these

sculptures. Mandailing is a province in the Philippines. Advertising is defined as any type of message regarding a product or service in Natal, according to the community. that is communicated through the media to a portion or the entire community Meanwhile, The phrase "advertising" refers to the entire process of preparing, distributing, and promoting a product or service. The dissemination of advertisements is planned, implemented, and tracked (Jefkins, 2000).

Entrepreneurs can use print advertising to promote their products or services. Advertising generates a significant amount of revenue for the corporation, which it uses to invest in employee benefits and media growth. It's fascinating to learn what it was like when the Covid 19 accident struck. Furthermore, despite an increase in the quantity of print publications, readership has declined dramatically. According to statistics from the Central Statistics Agency, 23.0% of people aged 10 and up read newspapers. This indicates that print media coverage is dwindling in the eyes of readers and the market, and that the press sector will inevitably go out of business as a result.

As a result, businesses, authorities, and institutional organisations frequently use print media to sell their products. Other media in general, because their job is to transmit messages. This assumption is based on the fact that the media is one of the businesses most impacted by the pandemic, while also anticipating that print media would not collapse in the middle of the road. As a result, gauging reader attitudes about advertising is critical to the long-term viability of print media. Therefore, the study's objective is to gauge people's mentality in light of this context approach adverts in newspapers and magazines, and observe whether there is a difference perceptions of newspaper and magazine ads.

Review of Literatures:

In English, advertising is a translation of the term "advertentie," which refers to the renting of "space" in the mass media to promote a product or service to the general public. Advertising is a type of communication used to attract attention to a product or service that is intended to be purchased, such as announcements, alerts, and so on (Pratikto, 1983).

Others argue that advertising is a form of communication, in addition to the description given above. Advertising is a communication process, according to Guinn, Allen, and Semenik (in Jaiz, 2014) in their book advertising & integrated Brand Promotion. Advertising, in particular, may be seen of as an example of mass communication in action. Even the medium via which ads are distributed is mass media.

Wiryanto (2000) wrote a book called Communication Theory, which includes an example. The elements of mass communication are explained. These aspects are similar in most cases. Who says what in what, according to Harold D. Lasswell's communication components Whom do you want to channel to, and what result do you want to achieve? However, there are a few things in these aspects that you should be aware of. differentiating mass communication from other forms of communication.

In terms of psychology, advertising impacts a person's motivation in making decisions and behaving by providing a value system in social life. In contrast, in terms of advertising communication, the efficacy of advertising media as a communication instrument. Advertising is a type of communication that involves disseminating information and thoughts

about a product to a large number of people at the same time in the hopes of receiving a favourable response. Advertising aims to educate, persuade, and influence people. To put it another way, advertising is the most successful way for an advertiser to communicate information, products, services, and ideas to an audience. Suharyanto and Hidayat (2018; Suharyanto and Hidayat, 2018; Suharyanto and Hidayat, 2018).

The medium or channels utilised in mass communication are those that are capable of disseminating messages widely, fast, and simultaneously. Newspapers, magazines, radio, television, and the internet are examples of such media (Wiryanto, 2000). Each There are specific aspects of mass media that might be addressed later in the composition process. advertising with messages For instance, when a commercial is going to be delivered. The auditory part of the message is more emphasised on radio. It is, however, distinct from Advertising on television requires consideration of both aural and visual elements.

The term "mass media" refers to a tool that is used to communicate a message from a source to an audience using mechanical means of communication such as newspapers, radio, and television. The mass media in this context is print media, such as newspapers. According to Bitter (in Muhtadi, 1999: 73), mass media is a kind of information transmission that includes newspapers, magazines, books, films, radio, and television, as well as a mix of media formats. Meanwhile, according to Cangara (2002: 134), mass media is a medium for delivering a message from the source to the audience (receiver) by mechanical means such as newspapers, radio, cinema, and television. (2018, Saragih).

In this bargaining process, the media has played a more negative role. In public situations like these, the media plays a crucial role. The media is expected to keep the people informed about topics and concerns that impact the country. The media is also supposed to be neutral and accurate while reporting on the information they provide to the public. Transparency and accountability of the stakeholders participating in the process can be achieved by impartial and competent reporting. 2020 (Woldemaryam).

Nelson investigates the significance of advertising as a source of pricing and quality information for consumers. He proposes that customers obtain knowledge about things in two ways: through search, which provides information about pricing and maybe quality, and through experience, which provides definitive information on product quality through the purchase and usage of the items (Nelson, 1970).

In general, attitudes are "mental states that individuals utilise to frame their perceptions of their environment and direct their responses to it" (Aaker et al., 2001). There is a strong link between respondents' positive attitudes toward advertising and their ratings of individual commercials as bothersome, liked, pleasurable, and so on (Bauer and Greyser, 1968). "A learned propensity of human beings," Fishbein (1967) defines attitude as. An individual's reaction to an object (or a concept) or a variety of things would be based on this propensity (or opinions). "A person's persistent favourable or negative judgments, emotional sentiments, and action patterns toward a thing or concept," according to Kotler (2000). There is a large body of literature dealing with consumer attitudes toward advertising in general, and print advertisements in particular (Mitchell and Olson, 1981; and MacKenzie and Lutz, 1981; and MacKenzie and Lutz, 1981; and Mitchell and Olson, 1981; Mitchell and Olson, 1981; and

Mitchell and Olson, 1981; and Mitchell and Olson, 1981; and Mitchell and Olson, 1981; and Mitchell and Olson, 1981; and Mitchell and Olson, 1981; and Mitchell.

Research Methodology:

It is a quantitative research conducted to determine the Effect between Credibility, Informative, Attitude, Hedonic/ Pleasure, Informational Responses. Quantitative research methodology is used as it is best to explore the relationship between variables. According to (Ling, Piew, 2010). Mehta (2000) the advantages of using quantitative methodology are: it is less expensive, assured confidentiality; data analysis is simple and less time consuming.

Data Collection Technique:

The study's target group was Indians who have previously searched for or been exposed to print advertisements. The respondents were divided into groups based on their ages, genders, and income levels. Questionnaires were sent to respondents using an online survey in this study. Google Form is a tool for creating surveys and questionnaires. During the second round, the questionnaires were given to the respondents. In the second week of October 2021, the data from the first week of September was collated. The questionnaire circulated is self-administered. Permission to circulate the questionnaire is taken from prof. Mr. Arijith Santikary (Siva Sivani Institute of Management) There is no restriction on demographic factor. The questionnaire has about Six sections, first section consists of demographic factors, second section consists of Credibility, third section consists of Information, fourth section consists of questions related to Attitude, fifth section consists of questions related to Hedonic/ Pleasure, Sixth section consists of question related to Informational Responses.

The sample taken into consideration is about more than one hundred and Two, the sample consists Gender, age, education qualification, Occupation are taken into consideration, respondents are chosen based on simple random sampling technique.

Data Analysis

Descriptive statistics is used to analyze the data. The numerical data collected and recorded is filtered, leveled and analyzed using Statistical Package for the Social Sciences (SPSS) software for reliable outcomes.

Hypotheses Development:

Credibility

Consumers' perceptions of advertising's sincerity and believability in general are referred to as advertising credibility (Pavlou and Stewart, 2000). The credibility of an advertisement is determined by a variety of elements, including the credibility of the firm, advertising channels (magazines and newspapers), and so on (Goldsmith et al., 2000). According to the literature, the believability of a print advertising message has a beneficial impact on customer attitudes about advertisements.

H1: The confidence in credibility has a beneficial effect on attitudes toward print advertisements.

Informative:

Customers' impressions of a firm and its goods are directly affected by the quality of information provided on its website (Kaasinen 2003; Siau and Shen 2003). As a result,

information given to consumers via mobile devices must have qualitative characteristics such as relevance, timeliness, and utility for the consumer, who is interested in receiving messages that are relevant to them (Siau and Shen 2003; Milne and Gordon 1993). Because consumers respond favourably to advertising transferring incentives, information is considered a particularly important incentive in mobile marketing (Varshney 2003). When advertising is delivered through traditional media, the informativeness of the material is significantly linked to the attitude toward the advertisement (Ducoffe 1995). As a result, we infer that the informativeness of an advertising message has a beneficial impact on customer perceptions of it.

H2: The believe in information factor has a favourable impact on attitudes toward print advertising.

Attitude:

Consumers exhibit good behavioural intentions toward advertising when they believe commercials to be trustworthy and engaging, according to Leigh and Gabel (1992). The best indication of a consumer's behavioural intention is their attitude toward ads (Wang et al., 2009). Previous research has also discovered a link between consumers' attitudes regarding advertising and their behavioural intentions (Tsang et al., 2004). Consumers that have a favourable attitude about commercials are more likely to be involved in the advertisements and spend more time responding to the information contained in the advertisements, according to previous study (Mehta, 2000). Consumers who are persuaded by commercials are more likely to buy the items and services advertised (Mehta, 2000).

H3: Consumers' perceptions of print advertising are connected to their stated behavioural intentions in a favourable way in the direction of print ads.

Hedonic/ Pleasure:

Affective emotions are produced when customers are exposed to commercials, and this affects the consumers' attitude toward advertisements (D'Souza & Taghian, 2005). Advertisements express emotions and sensations will have an impact on customers' perceptions of ads and their assessments of the businesses' products and services. a service (Edell & Burke, 1987). To attract customers, advertisements should have amusing and interesting components. (Abd Aziz et al., 2008), and it would lead to a positive attitude toward commercials among consumers (Shavitt, Lowrey, 2008). (Haefner et al., 1998). Furthermore, commercials with hedonic/pleasure features can be effective. entice more customers and are well-liked by them (Abdul Azeem & Zia ul Haq, 2012). Consumers are also motivated by the pleasure factor (O'Shaughnessy & Jackson O' Shaughnessy, 2002). Consumers will be in a better mood if there is a hedonic or pleasure factor (Hoffman & Novak, 1996). Griffin (2006) also predicted that customers will be ecstatic.

H4: The hedonic/pleasure belief factor has positive influence on attitude toward print advertising.

Informational Responses:

The quality of content on a company's website has a direct impact on consumers' impressions about the firm and its goods (Kaasinen, 2003; and Kaasinen, 2003; and Kaasinen, 2003; and

Kaasinen, 2003; and Kaasinen, 2003; and Kaasinen, 2003; and Kaasinen, 2003). Siau and Shen (2003; Siau and Shen, 2003; Siau and Shen, 2003 As a result, the information supplied to consumers via advertisement is tailored to their specific needs. Also, the buyer must see the benefits and characteristics of the product before they will be interested in purchasing it. receiving signals that are important to them (Milne and Gordon, 1993; and Siau and Shen, 2003). 2003). The attitude toward the advertising is significantly linked to its information. When it comes to conventional media, advertising is a great way to get your message out there (Ducoffe, 1995).

H5: The Informational Responses factors has postive influence on attitude towards print advertising.

RESULTS

Prior to evaluating the hypothesised model of the present research, the measuring model for each of the analysed constructs was assessed based on the findings of the reliability, convergent validity, and discriminant validity tests. According to Hair, Anderson, Tatham, and Black (1998), composite reliability (CR) indicates how closely a group of latent construct indicators measure the same concept, while average variance extracted (AVE) represents the amount of shared variation across latent construct indicators. The composite reliability test assesses the measurement model's internal consistency (Karjaluoto et al., 2008). As indicated in Table 1, all loadings were more than 0.5, the AVE of all tested constructs surpassed 0.5 (Bagozzi et al., 1981), and the composite reliability (CR) was all greater than 0.7, as recommended by Hair, Black, Babin, and Anderson (2010). (2010).

Based on Table 1, the results show that the loadings for all the measurement items of the constructs ranged between 0.701 and 0.919, which exceeded the cut-off value of 0.50. Furthermore, the average variance extracted (AVE) for each of the constructs was in the range of 0.45 and 0.54, which exceeded the recommended value of 0.50 (Hair et al., 2010; Fornell & Larcker, 1981). The composite reliability for all the items ranged between 0.857 and 0.923, which exceeded the recommended value of 0.70 (Hair et al., 2010). In order to assess the model's discriminant validity, tests were conducted to see whether the square root of AVE for each construct is larger than the correlation with the other construct, as Fornell and Larcker propose (1981).

Table 1. Measurement model for print advertising:

Construct	Item	Loadin g	Cronbach's Alpha	CR	AVE
Credibility	Cr1	0.76	0.701	0.919	0.536
	Cr2	0.75			
	Cr3	0.88			
	Cr4	0.82			
Informative	If1	0.816	0.759	0.923	0.458
	If2	0.72			
	If3	0.605			
	If4	0.529			

Attitude	A1	0.675	0.759	0.886	0.47
	A2	0.711			
	A3	0.674			
	A4	0.552			
	A5	0.721			
Hedonic/Pleasure	H1	0.583	0.740	0.857	0.453
	H2	0.828			
	H3	0.578			
	H4	0.818			
Informational Responses	R1	0.763	0.745	0.917	0.520
	R2	0.626			
	R3	0.767			
	R4	0.708			

Note. AVE: Average Variance Extracted; CR: Composite Reliability

Reliability and Validity:

Table 2 represents the square root of average variance extracted and the correlations between the constructs for print advertising. The square root of AVE was greater than the correlation with any other constructs. With regard to cross loadings, Hair, Ringle and Sarstedt (2013) suggested that the loadings should be higher than the cross loadings by at least 0.1 to indicate adequate discriminant validity.

Table:2. Discriminant validity for print advertising:

Construct	Credibility	Informative	Attitude	Pleasure	InformationalResponses
Credibility	0.732				
Informative	0.227	0.677			
Attitude	0.271	0.471	0.686		
Pleasure	0.214	0.286	0.474	0.673	
InformationalResponses	0.307	0.245	0.305	0.375	0.721

Table 3. Structural model and hypothesis testing for print advertising:

Hypothesis	Relationship	Std.Beta	Std.Error	T value	Decision
H1(a)	Credibility->Attitude	-0.181	0.081	2.435**	Supported
H2(a)	Informative-> Attitude	0.123	0.068	1.278**	Supported
H3(a)	Hedonic/Pleasure->Attitude	0.147	0.079	2.016**	Supported
H4(a)	Informational Responses -> Attitude	0.126	0.058	1.316**	Supported

Test of Structural Relationships:

To estimate the structural model and testing the hypothesized relationships, a sub-sample of 102 was run in the bootstrap procedure in order to generate the path coefficients and t-value

results. The results for the structural model relationships and the significance of hypotheses testing were shown in Table 3. In Table 3, the results showed that Credibility ($\beta = -0.181$, t -value = 2.435, $p < 0.01$), Informative ($\beta = 0.123$, t -value = 1.278, $p < 0.05$), hedonic/pleasure ($\beta = 0.147$, t -value = 2.016, $p < 0.01$) and informational responses ($\beta = 0.126$, t -value = 1.316, $p < 0.01$) have positive influences on attitude. Thus H1, H2, H3, H4, were supported and has positive effect.

Discussion:

Further to the analysis made on the relationship between belief factors and consumers' attitude toward print advertising in the previous chapter, five dimensions i.e Credibility, Information, hedonic/pleasure, and Informational Responses have positive influences on consumers' attitude toward print advertising.

Credibility: The findings in this study suggest that hypothesis for H1 was accepted, Which means that there is a strong connection between credibility and how people feel about print advertising. Credibility has a positive effect on the way people think about print ads. The findings of this study are in line with previous research that found that credibility is linked to people's attitudes (Abdul Azeem & Zia ul Haq, 2012). If people have a good impression of the organisations, they will be more likely to like advertising because they will think the organisations' products and services are good (Sallam, 2011). Based on the discussion above, credibility is a very important factor for customers and adds value to their lives. The findings of this study show that the credibility belief factor is very important when it comes to how people think about print advertising. In other words, the more trustworthy the ads seem to the people who see them, the more likely they are to have a positive view of print advertising.

Informative: The findings in this study suggest that hypothesis for H2 was accepted, information believe has a beneficial effect on attitudes toward print advertising, as shown by this study. In addition, it shows that customers see information as a significant factor that influences their purchasing decisions. how you feel about print ads To put it another way, customers have a favourable view of print advertising. They'll be more likely to respond to ads if the information they're looking for is included, such as pricing and features. The study's results are in line with those of earlier research showing that information affects customers' the way people feel about commercials (Ducoffe, 1996; Schlosser et al, 1999). In addition, Bauer and colleagues' research shows that Advertisements are well-liked and well-supported by customers, according to both Greyser (1968) and Dutta-Bergman (2006) commercials due of their educational value.

Hedonic/Pleasure: The findings in this study suggest that hypothesis H3 was accepted, Which means there is a strong connection between hedonic/pleasure and how people feel about print advertising. Hedonic/pleasure has a positive effect on how people feel about print advertising. The results of this study are in line with previous research that found that people who enjoy something are more likely to buy it (Saadeghvaziri & Seyedjavadin, 2011). Katterbach (2002) also said that ads that are short and funny can get people's attention quickly. Ads that have an entertainment element can get people's attention and satisfy their emotional and fun needs because of all the ads out there today. So, in order to make people feel good about advertisements, marketers can put entertainment elements into the ads to make people more

likely to respond to them. Based on the discussion above, hedonic/pleasure is very important to people and gives them value. Thus, the findings of this study show that the hedonic/pleasure belief factor is very important in determining how people feel about print advertising. In other words, the more people think the hedonic factor in the ads is important, the more likely it is that people will like print advertising.

Informational Responses: The findings in this study suggest that hypothesis for H4 was accepted, This research shows that people's opinions about print advertising improve when they have a positive belief in the power of knowledge. In addition, it demonstrates that buyers place a high value on information while making purchase choices. your thoughts on print advertisements Customers have a positive perception of print advertising, in other words. Advertising that includes details like cost and features is more likely to elicit a response from consumers. Earlier research has shown that consumers' perceptions of ads are influenced by the information they have access to (Ducoffe, 1996; Schlosser et al, 1999). Both Greyser (1968) and Dutta–Bergman (2006) found that advertisements are well-liked and well-supported by consumers because of their instructional values.

Research Implications: This study presents empirical data that supports the correlations between the belief elements,i.e Credibility,Informative,Hedonic/Pleasure, Informational Responses. The findings of this study should help both academics and people who work in the field of print advertising understand how people's attitudes help them believe things and make decisions about print advertising. Academics and practitioners could also benefit from this study because it could help them understand how people's preferences have changed over time, and it could give marketers advice on how to make ads that get people's attention. This study also found that the Theory of Reasoned Action (TRA) could change people's attitudes about print advertising and make them want to do something about it. Finally, this research has made a big difference in the world of knowledge by filling in the gaps in the literature on consumers' behavioural intentions. The results of this study show that the product Credibility,Informative, Hedonic/Pleasure, Informational Responses plays an important role in shaping and forming customers' feelings and intentions about print advertising. This study, on the other hand, found that personalization does not have an effect on people's attitudes and behaviour when they see print ads.

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