

Title: Assessing Advertisement Impact On Consumers' Attitude: Young Consumers' Perspective

^{*1}Muhammad Sabbir Rahman; ²Saim Kayadibi; ³ANM Meshquat Uddin; ⁴Md. Mahmudul Haque; ⁵Abdul Highe Khan

^{*1}Graduate School of Management, Multimedia University, Malaysia, Persiaran Multimedia, 63100 Cyberjaya
Selangor Darul Ehsan, Malaysia

²Faculty of Economics and Management Sciences, International Islamic University Malaysia

³Southeast University, Bangladesh

^{4&5}Graduate Research Student, Faculty of Economics and Management Sciences, International Islamic
University Malaysia

ABSTRACT

To attract a substantial amount of young consumers' towards the fast food restaurant in recent time companies in Bangladesh are facing numerous challenges with spending huge amount of the budget every year on advertising to promote their products to influence consumers' positive attitudes towards their store. Since there is a significant research gap exists in fast food restaurant's consumers' particularly Bangladeshi young consumers' perspective. The goal of this research is to explore the young consumers' attitude towards fast food restaurant's advertisement under three types of advertising practices (Print; Electronic and Online). This research used a self-administered questionnaire on a sample of 350 young consumers aged between 14 and 25 years. Data were analyzed using exploratory factor analysis and multiple regressions. The result of the research shows that young consumers' are significantly influenced by television advertisement. The findings suggested significant implications that will help fast food restaurants' formulate better advertisements. For instance, managers can change their slogans based on the current situations which will assist them to create suitable advertising for their targeted customers.

KEYWORDS: Consumer Attitude, Print Advertising, Television Advertisement, Internet Advertising, Young Consumers, Fast Food Restaurants, Bangladesh, Developing Country, Consumption Behavior.

1. INTRODUCTION

The pattern of fast food consumption by the young generation has altered dramatically over the past several decades. Fast food culture has started in the early nineties in Bangladesh (Islam and Ullah, 2010). The reasons attributed by the increase of awareness, growth of education, development of information technology and expansion of television channels and print media in Bangladesh (Islam and Ullah, 2010; Farhana and Islam, 2011). In early 2000, Pizza Hut and KFC entered into the Bangladeshi market having franchise with Transcom Foods Limited (TFL). TFL has already opened more than three Pizza Huts and three KFC outlets in Bangladesh in a span of seven years. Pizza Hut opened its flagship restaurant in 2003 in Dhaka. Following its grand success in Dhaka and the Chittagong outlet was opened in 2005 (Islam and Ullah, 2010). To attract a substantial amount of young consumers' fast food restaurant companies is facing numerous challenges to introduce a diversified services in a fast-changing environment with spending huge amount of the budget every year on advertising to promote their products and influence consumers' attitude (Liu, 2002; Zychowicz-Jezewska, 2009). Since there is a significant research gap exists in fast food restaurant's consumers' particularly Bangladeshi young consumers' perspective. This research would make a useful contribution to the fast food restaurant companies in Bangladesh which would add a substantial value in the literature on young consumers' behavioral research. In specifically this research also contribute in the scientific arena. For instance the research tested the attitude of young consumers' towards advertisement under three different aspects namely cognitive, conative and affective perspective. This research focuses more on three types of advertising utilized by fast food restaurants such as internet, television and print advertising. The overall purpose of this research is to reveal the contribution of media type that is highly influenced young consumers' attitude in selecting a fast food restaurant in Bangladesh. In following this research will highlights the overall theory to develop the construct followed by methodology and data analysis. In doing so this research ends up with a conclusion and managerial implication.

2. LITERATURE REVIEW

Allport (1935) and Hughes (1971) defines attitudes are learned predispositions to respond an object in a consistently favorable or unfavorable way. The theory of attitude highlights attitude in three areas for instance

***Corresponding Author:** Muhammad Sabbir Rahman, Graduate School of Management, Multimedia University, Malaysia.
E-mail: muhammad.sabbir@mmu.edu.my; sabbiruu@gmail.com Tel/Fax/Mob: 603-8312-5699

cognitive (realms of thought) -affective (emotions and motives), conative (feeling and acting) perspective (Foxall and Goldsmith, 1994; Assael, 1995). As cognitive responses are based on consumers' prior beliefs, thoughts that help the consumers' to evaluate the acceptability of the message of the advertisement (Liu, 2002). Based on the above discussion we can argue that attitudes are indeed learned and built up through experience which are influenced by family, peer group, personality traits, previous experience (Bennett and Kassarian, 1972; Fishbein, 1975; Lutz, 1991; Assael, 1995; Wells et al., 1998, Hortsmann & Mac Donald, 2002). Therefore understanding consumer's attitudes are one of the dominant factors for the companies like fast food restaurants in Bangladesh in prediction of the young consumers' behavior in the selection of the restaurant (Kempf et al., 1997; Shavitt et al., 1998; Yeshin, 1998; Brierley, 2002). Lutz's (1985) identifies into the personal experience of advertising or institutional beliefs.

In Bangladesh majority of the companies are using print media as a tool for their advertisements through magazines, newspapers. Print media is one of the advertising techniques that can be defined as printed communications which includes newspaper, newsletter, booklets, pamphlets, magazines and other printed ads (King and Plunkett, 2000; Kotler & Keller, 2006). The using of print media as an advertising tool can be considered one of the most flourishing ways to advertise goods and services than other form of advertising (Lad, 2010; Kelley & Jugenheimer, 2004; Jan, 2002). Levitt (1983) proposed that message formulation by the company for the advertising of their products must avoid the sensitive issues of cultural and social backgrounds of the targeted consumers (Frith and Mueller, 2003; Cheng, 1997). In particular, Alwitt and Prabhaker (1992) and Mittal (1994) found that consumers' attitudes are still negative on television advertisement while several research shows that print advertisement are perceived as more enjoyable and informative than broadcast advertisement (Haller, 1974; Somasundaran and Light, 1991; Tan and Chia, 2007; Resnik and Stern, 1977; Stern et al., 1981; Haller, 1974; Soley and Reid, 1983; Mittal, 1994; Tan and Chia, 2007).

Brassel (2010) noted that television advertisement can offer for creative advertising to influence a substantial amount of consumers. Nestle (2007) stated that television advertising works well and is especially effective for fast food restaurant companies. However, there are only few fast food restaurants in Bangladesh can afford the cost of television advertising (Gunter, et al. 2005). That is why companies in Bangladesh choose radio advertising is due to the fact that it can be used for more selective time periods (Sutherland & Sylvester, 2000).

Rahmanzadeh (2012), Fiske and Taylor's (1984) and Mittal (1994) explained that television is a more effective medium than print because of its high visibility as well as intrusiveness. For example, print advertising may be associated with the provision of product information while television advertising is perceived to provide more entertainment value (Haller, 1974; Soley and Reid, 1983; Mittal, 1994; Tan and Chia, 2007). Because of the crucial role advertising internet advertising is another important element of strategy utilized by the firms in informing and persuading the targeted consumers consists of numerous commercial content forms delivered by video, print, and audio are ranges from corporate logos, banners, pop-up messages, e-mail messages, and text-based hyperlinks to official Web sites (Goldsmith and Lafferty, 2002; Bidgoli, 2003; Wolin and Korgaonkar, 2003; Ducoffe, 1996; Schlosser et al., 1999; Haque et al, 2006). Azar et. al., (2012) showed that the web advertisements are positively and significantly correlated with the attitudes toward internet advertisement. Wolin and Korgaonkar (2003) mentioned in their research that the significant number of consumers of web users is growing and it will continue growing. Previous research also identifies that genders make use of the web differently in terms of users' attitude of the advertising, usage patterns, privacy concern (Sheehan, 1999; Schlosser et al., 1999; Weiser, 2000; Sheehan, 1999). The nature of web advertising lies in its ability to control information (Bezjian-Avery et al., 1998). On the other hand in research under western consumers' William et al, (2004) stated that women have a more positive attitude than men towards online shopping. Internet advertising as advertising on this medium by the firms can be effective for the firms because of its interactive nature (Hein, 1997; Rich, 1997). The majority of the research findings indicates that the young consumer attitude of these types of advertisement under the developing country's perspective are yet to be done (Colkin, 2001; Green and Elgin, 2001; Kennerdale, 2001; Mostafa, 2001).

Based on the above following hypothesis has generated for further test

H1: Print advertisement by the fast food restaurants does have significant influence on young consumers' attitude.

H2: Internet advertisement by the fast food restaurants does have significant influence on the young consumer's attitude.

H3: Commercial advertisement by the fast food restaurant does have a major impact on young consumers' attitude.

3. MATERIALS AND METHODOLOGY

To collect the data this research used self administered survey by following convenient sampling from various fast food restaurants consumers' in Dhaka city the capital of Bangladesh. This research selected the local and international fast food shops which were operating in Bangladesh especially in Dhaka city. The primary data for this research were collected from the fast food consumers, specifically from the university

students in Dhaka city through a structured questionnaire. The principal component analysis was comprised with 350 young consumers'. In the analysis young consumer attitude to select an advertisement medium (YCA) was designated as the dependent variable, with the dimensions of the print advertisement (PA), internet advertisement (IA) and television advertisement (TA) being treated as independent variables. The items for the independent variable 'internet advertisement' were adopted from Maddox and Gong, (2005). The items for another two independent variables 'print advertisement', 'television advertisement' was adopted from Tan and Chia (2007). Lastly, the items for dependent variable 'attitude toward advertising' were adopted from Tan and Chia (2007). A seven point rating scales from "Strongly Disagree" to "Strongly Agree" were applied as the scale was suitable for self-administered survey method in the measurement for the independent and dependent variables. The first stage of the data analysis was used means and percentages of the respondent's frequency and their demographic profile. The second stage of the data analysis conducted with exploratory factor analysis (EFA) to identify the factor structure for measuring the advertisement attitude by the young consumers' of Fast Food restaurants. The third and final part of the data analysis will be employed by multiple regression analysis to test hypothesis.

4. RESULTS AND ANALYSIS

The distribution of respondents showed that age from 15-25 years old gave most of response than others. In this survey 60% of the respondents were male while 40% were female. Most respondents reported that they were single (95%). Regarding to respondent's education the largest group belongs to private universities (70%) followed by government universities (30%). Furthermore, 60% of respondents agreed that they have received frequent information about the products offered by the fast food restaurant through their preferred media. This research used Interitem Consistency Reliability is a test of consistency of the respondent's answers. The most popular test of interitem consistency reliability is the Cronbach's coefficient alpha, which is used for multi point -scaled items. The Reliability Statistics, we got the Cronbach's Alpha .893 to 24 items.

4.1 Exploratory Factor Analysis

Factor analysis was conducted and identified the structure of a set of variables from 20 items. All variables were metric and constitute a homogeneous set of perceptions appropriate for factor analysis. Also the sample size of 350 provides an adequate basis for the calculation of the correlations between variables. The data were screened for univariate outliers. The factorability of 20 items was examined. To assess the dimensionality of the consumers' attitude on fast food restaurants' advertisement media factor analysis was performed by using the principal component method through the varimax rotation. The factors were labeled as Print advertisement (Factor 1), television advertisement (Factor 2), Internet Advertising (Factor 3) and young consumers' attitude towards advertisement (Factor 4) (See Table 1). Based on Table 1, the results indicated that the Cronbach's alpha for all the four constructs were well above 0.70 as recommended by Cavana et al. (2001). According to Hair et. al, (2003, p.174), "validity is the extent to which a construct measures what it is supposed to measure". Construct validity was adopted in this research as a valid measurement by the factor analysis which was used to measure the validity (Cavana et al., 2001). The details of the factor analysis were presented in Table 1. The Kaiser-Meyer-Olkin (KMO) Measures of sampling Adequacy in our study is 0. 872 which are good result as it exceeds 0.5 Bartlett's Test of Sphericity is 0.000, meaning that factors that form the variable is adequate. In terms of convergent validity, factor loadings for all items within a construct were more than 0.50. Discriminant validity indicated that all items were allocated according to the different constructs. Therefore, the items were not overlapping and they supported the respective constructs.

TABLE 1: FOUR FACTORS IDENTIFIED BY THE PRINCIPAL COMPONENTS FACTOR ANALYSIS

Items	Print Advertisement	Television Advertisement	Internet Advertisement	Young Consumers Attitude
I consider print advertising to be very essential for fast food restaurant.	.862			
Overall, I consider print advertising a good thing (reverse scored)	.794			
Overall, I like print advertising for the awareness	.721			
Advertising tells me which brands of fast food I am looking for	.660			
Love to watch advertisements on television		.823		
I consider television advertising a good thing (reverse scored).		.546		
Quite often fast food advertising has been amusing and entertaining.		.667		
I consider television advertising to be very essential		.763		
Sometimes I take pleasure in thinking about what I saw		.731		
Internet advertisement is more informative			.651	
Internet ads play more geared toward a young market			.531	
More personal			.663	
More "high tech"			.581	
Overall, I consider advertising a good thing				.681
My general opinion of advertising is unfavorable (reverse scored).				.631
Overall, I like advertising				.653
Advertising promotes competition, which benefits the consumer.				.681

Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization. a Rotation converged in 5 iterations.

TABLE 2: FOUR FACTORS EIGENVALUE, PERCENTAGE OF VARIANCE EXPLAINED, CRONBACH'S RELIABILITY COEFFICIENTS

Items	Print Advertisement	Television Advertisement	Internet Advertisement	Young Consumers Attitude
Eigenvalue	1.118	.206	1.3543	5.319
Percentage of Variance Explained	11.943	14.759	13.998	16.604
Cronbach's Reliability Coefficients	0.808	0.858	0.927	0.838

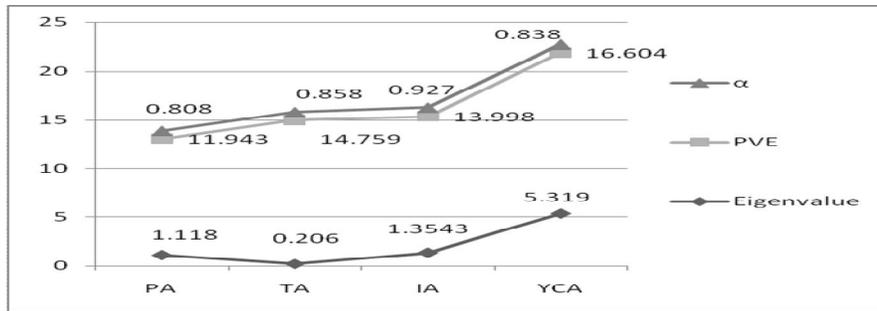


FIGURE 1: FOUR FACTORS EIGENVALUE, PERCENTAGE OF VARIANCE EXPLAINED (PVE), CRONBACH'S RELIABILITY (A) COEFFICIENTS (NOTE: PA- PRINT ADVERTISING; TA- TELEVISION ADVERTISING; IA- INTERNET ADVERTISING; YCA- YOUNG CONSUMERS' ATTITUDES)

Multiple regression analysis was used for the purpose of hypothesis testing. For the purpose, this research applied the model of multiple regressions with three independent variables for instance X1= Print advertising; X2= Internet Advertising; X3= Television Advertising and one dependent variable, Y= Impact of Advertisement in the attitude of young consumers'. The model summary from the regression output noticed the value is .780 which can express as a percentage that means our model explains 78.0% of the variance. However, to assess the statistical significance of the result, it is necessary to look at the ANOVA Table. The model in this research reaches statistical significance (sig. = .000; this really means p<. 0005). Ignoring any negative signs out the front in our data analysis we find that the largest beta coefficient is .687, which is for television advertising. This means that this variable makes the significant or unique contribution to explaining the dependent variable, when the variance explained by all other variables in the model is controlled for. If we replace the b values into the equation we can define the model as an equation. (Y) Young Consumers' attitude towards advertisements = - 1.131 + .326 X1 + .687 X2 + .492 X3.

For the significance tested of each variable, researchers checked the value in the column marked sign. In this research, P value of Print advertisement (H1) is .000 means P<0.05. Thus H1 is accepted which means that print advertising by a fast food company does have significant impact on young consumers' attitude. The P value of television advertising (H3) is .001 means P<0.05. Thus H3 is accepted which means that commercial advertising does have a significant impact on young consumers' attitude. The P value of internet advertising, the third variable (H2), is 0.005 means P is equal to 0.05. This H2 is merely accepted which means that internet advertising does have a significant effect on the young consumers' attitude.

5. Conclusion and Managerial Implications

The relationship between consumer attitudes and behavioral intentions might be more complex than originally believed by the researchers (Biehal et al., 1992; Burton and Lichtenstein, 1988). Over the past few years in Bangladesh many companies are using internet advertisement to reach, appeal and build relationships with their target consumers (Geiger and Martin, 1999). Although multinational companies like Pizza Hut; Naddos; KFC especially have considered internet-enabled communication with their consumers to to affect the young consumer behavior (Lee and Park, 2004). Interestingly the result from this research showed that though each of alternative hypotheses was accepted but among all three variables it is revealed that television advertising still plays a significant impact on young consumers' attitude followed by print advertising, internet advertising. Fast food restaurants should provide more suitable advertising through television channels to attract more consumers for their restaurant. In recent times due to the internet revolution a significant number of companies in Bangladesh are using the internet as a medium to constantly advertise to reach younger

consumers'. On the other hand still many companies are using electronic media by using television advertising to attract and reach to their consumers (Frandsen, 2009). The implications for marketers and advertisers are obvious. With such a fast-growing internet population in Bangladesh it is imminent for fast food restaurant companies to establish a combine advertising strategy which includes television and internet advertising.

6. Limitations and Recommendations for Future Research

The study is based on cross-sectional data that is only capable of revealing the net effect of predictor variable towards a particular criterion variable at a specific point in time which are not able to explain the observed patterns (Cavana et al., 2001; Easterby-Smith et. al., 2003, p.p.45). In other words, this research is not able to describe the observed changes in the pattern of consumers' perception, learning and memory on advertising by different fast food restaurants in Bangladesh. Therefore the researchers suggest for capturing the dynamics of perception, learning and memory of the young consumers in determining their attitude toward advertising media must be adopted in the future. Besides, it is also recommended that future researchers broaden the research setting by incorporating a number of samples across the country may enhance the validity and generalization of the research findings.

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