Revisiting Attitude towards Advertising, its Antecedent and Outcome: A Two-Stage Approach using PLS-SEM

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ABSTRACT

Attitude towards advertising, its antecedent and outcome are well-documented in advertising literature. Moreover, the theory of reasoned action is often used to support the relationships between belief, attitude and intention towards advertising, especially in the western context. However, little is done to attest the dimensionality of belief factors in explaining attitude and intention towards advertising in the developing markets. Consequently, misspecification of model and omission of measures due to deficiencies in analysis may likely lead to irrelevant conclusion to knowledge and practices. Hence, the present study is aimed to revisit the belief-attitude-intention model in advertising research using two-stage approach in PLS-SEM. Belief factors are constructed as formative measurement to form personal and societal belief factors in higher order component model. Questionnaire-based survey was administered at universities in Malaysia and 347 respondents were subsequently sampled. The findings show that attitude of Malaysian young consumers towards advertising is formed by both positive and negative beliefs. In

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particular, personal belief factors are found to have greater impact on their attitude and intention than societal belief factors.

INTRODUCTION

Being a key concept in marketing and a ubiquitous component in the society today, advertising has been regarded as an economic and social phenomenon (Pollay and Mittal, 1993; Wang and Sun, 2010). Advertising does not only facilitate economic activities, it also has profound effect on the way people live, communicate and behave. Hence, attitude towards advertising (Aad) remains essential in understanding consumer behaviors in advertising studies. Past studies on Aad have not only shown the level of favorability about advertising, they have also revealed its influence on decision making process, thus explaining why consumers respond in certain ways (Ha, John, Janda and Muthaly, 2011; Olson and Zanna, 1993). Besides, the understanding of Aad is also pivotal to securing advertising effectiveness, be it advertising in general or specific advertising (Mehta, 2000). Due to its explanative capacities of subsequent actions, Aad has been continually researched in marketing studies (Korgaonkar, Silverblatt and O'Leary, 2001; Kwek, Tan and Lau, 2010; Pollay and Mittal, 1993).

Past studies have widely used behavioral intention as the outcome, and beliefs as the antecedent of Aad (citation). Such belief-attitude-intention model in advertising research is well supported by the theory of reasoned action (TRA) (Ting, De Run and Ramayah, 2015). Moreover, belief about advertising is often decomposed into factors so as to provide more explanation to attitude and intention towards advertising. In particular, the seven-factor belief model by Pollay and Mittal (1993) is widely adopted to explain Aad. Similar to what they did, past researchers have been constructing belief factors as independent variables pointing directly to Aad as dependent variable in various scenarios (Korgaonkar, et al., 2001; Ramaprasad and Thurwanger, 1998; Ting et al., 2015). Notwithstanding appropriate, little is done to attest the dimensionality of these factors in forming Aad and predicting intention towards advertising in a single model. Additionally, advertising studies with belief factors are predominantly done in the North American-European context (Ashill and Yavas, 2005; Walters, 2001; Wang, Sun, Lei and Toncar, 2009). Such deficiency could lead to model misspecification and premature omission of measures, thus compromising the theoretical implications and practical relevance of the subject in different settings. Due to the limitation of the first generation analysis and the advancement of algorithm in latent variable structural equation modeling (SEM), the present study is aimed to revisit advertising belief-attitude-intention model by using two-stage approach in Partial Least Squares Structural Equation Modeling (PLS-SEM). The purpose is to not only offer methodological input to the study, but also provide practical