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DEPARTMENT OF MARKETING MANAGEMENT

ATTITUDE TOWARDS ADVERTISING: A COMPARISON BETWEEN STUDENTS OF COLLEGE OF BUSINESS ADMINISTRATION IN POLYTECHNIC UNIVERSITY OF THE PHILIPPINES.

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ABSTRACT

The main purpose of this study is to determine attitude from the perspective of the students of the four departments of Business Administration (Marketing Management, Office Administration, Entrepreneurship and Human Resource Management) towards advertising. A quantitative approach by means of adopted 5-point Likert scale questionnaire based survey was conducted at Polytechnic University of the Philippines, under the College of Business Administration, with 337 copies, whereby 102 were students from the department of Marketing Management, 78 Office Administration students, 56 were from the department of Entrepreneurship and 101 students from Human Resource Management, were collected. Descriptive and inferential analyses were subsequently used. The data gathered in this study showed that there is no significant difference in attitudes and beliefs of the students, despite of different specializations towards advertising. This study also articulates the present view of the students in the said university about advertising.

INTRODUCTION

According to Kotler, advertising is any paid form of identified sponsor's non-personal presentation of promotion of goods, ideas, or services (n.d.). It is a way of communication that calls the public attention. In addition, advertising is use to send messages that are paid for by those who send them and these are intended to influence people who receive them (Advertising Association of UK, 2019). It is considered to be an important communication tool in marketing and modern life (de Run, et. al., 2013). The importance of advertising in business and economy is seen as an introduction for a new product or business, it gives breakthroughs, creates awareness about a certain product and differentiate it to another, and promotes and convince consumers about the company as well as draw and keep customers to a business (Olawale, 2017).

Large-scale studies of public view about advertising started in the late 1950s (Zanot, 1984) before the first comprehensive academic work on attitude towards advertising by Bauer and Greyser (1968). Since then more studies were conducted to gain insights into the subject matter (Eze & Lee, 2012; Kwek, et al., 2010; Larkin, 1977; Mittal, 1994; O'Donohoe, 1995; Pollay & Mittal, 1993; Ramaprasad & Thurwanger, 1998; Shavitt, et al., 1998; Yaakop, et al., 2011). Interest in assessing attitude towards advertising is generated and perpetuated by empirical results that underline its effect on advertising effectiveness (Greyser & Reece, 1971; Kotler,

1988; Mehta, 2000; Mehta & Purvis, 1995), attitude towards specific advertisement (Lutz, 1985), purchasing behavior (Bush, et al., 1999; Ha, et al., 2011), and social policies (Pollay & Mittal, 1993; Rotzoll, et al., 1986; Wills & Ryans, 1982).

Advertising is one of the important marketing communication tools that is used to reach, inform, and persuade the prospects to choose the institution or its product or services. According to the study of Kaldar Millard Brown (2018), in the Philippines, 89% of consumers surveyed report that people are seeing more ads in a wider variety of places than they did three years ago. Despite 74% of Filipinos surveyed stating that the ads they see across these channels 'fit together', many were uncomfortable with the increase in advertising, with 72% agreeing that ads are more intrusive now. As technology continues to grow rapidly, seen especially in the use of internet, young consumers are becoming increasingly aware of various advertisements, thus making the whole matter more intricate than ever before (Purosothuman, 2008). This urges the interest of researchers to further delve into the study of advertising progressively in contemporary setting particularly in the perspective of university students. This study aims to determine general attitude towards advertising from the perspective of students of college of Business Administration in Polytechnic University of the Philippines. The researchers focused the study on students within the departments of Business Administration, the Marketing Management, Entrepreneurship, Human Resource Management and Office Administration departments.

Statement of the Problem

This study aims to determine the attitude from the perspective of the students of the four departments of Business Administration (Marketing Management, Office Administration, Entrepreneurship and Human Resource Management) towards advertising.

Specific objectives:

1. Investigate the beliefs of the perspective of the students of the four departments of business administration (Marketing Management, Office Administration, Entrepreneurship and Human Resource Management) towards advertising.
2. Discover what contributes to attitude and subsequently behavioral intention of the students of the four departments of business administration (Marketing Management, Office Administration, Entrepreneurship and Human Resource Management) towards advertising.
3. Articulate the present view of the students of the four departments of business administration (Marketing Management, Office Administration, Entrepreneurship and Human Resource Management) of Polytechnic University of the Philippines.

Hypothesis

1. Beliefs about advertising between the students of the four departments (Marketing Management, Office Administration, Entrepreneurship and Human Resource Management) of business administration will be significantly different.
2. Attitude towards advertising between the students of the four departments (Marketing Management, Office Administration, Entrepreneurship and Human Resource Management) of business administration will be significantly different.

REVIEW OF RELATED LITERATURE

Attitude towards advertising is generally defined as a learned predisposition to respond to advertising in a consistently favorable or unfavorable manner (Lutz, 1985; MacKenzie & Lutz, 1989). Such attitude is predicted by beliefs about advertising, which is described as specific statements about the attributes of objects (Brackett & Carr, 2001; Ducoffe, 1996; Pollay & Mittal, 1993; Wang, et al., 2009). While a number of past studies have looked into beliefs about advertising, the seven-factor belief model by Pollay and Mittal (1993) is regarded as one of the most comprehensive works (Korgaonkar, et al., 2001; Munusamy & Wong, 2007; Ramaprasad & Thurwanger, 1998). The model includes two dimensions, namely personal utility factors and socioeconomic factors, and these measures have been validated empirically (Korgaonkar, et al., 2000; Korgaonkar, et al., 2001). Personal utility factors are made up of product information, social image information and hedonic amusement whereas socioeconomic factors are composed of good for economy, materialism, falsity and value corruption. Out of the seven factors, materialism, falsity and value corruption have inverse relationship with attitude.

Early studies of university students' attitude towards advertising have suggested they were largely unfavorable in general (Haller, 1974; Larkin, 1977; Taylor, 1982). In Malaysia, only a handful of studies have been conducted to examine students' views about advertising and they do not show similar results (De Run & Ting, 2013; Kwek, et al., 2010; Munusamy & Wong, 2007; Ramaprasad, 1994; Rashid & Sidin, 1987). Since university students make up a substantial percentage in Malaysian population, and

they have a sizeable degree of purchasing power and influence now and again, it is of utmost importance to keep close track of their view in present times (Beard, 2003; Morton, 2002; Munusamy & Wong, 2007; Wolburg & Pokrywczanski, 2002). Moreover, as advertising is an important component in marketing, it becomes more meaningful to understand views about advertising from the perspective of marketing and non-marketing students.

Theory of Reasoned Action by Fishbein and Ajzen (1980) is adopted as the basis to investigate students' attitude towards advertising. Based on the theory and past empirical studies, behavior and intention are chiefly influenced by attitude (Farley, et al., 1981; Oliver & Bearden, 1985). Attitude, in turn, is predicted by belief (Brackett & Carr, 2001; Ducoffe, 1996; Wang, et al., 2009). Accordingly the seven-factor belief model by Pollay and Mittal (1993) is adopted and incorporated into the theory to measure students' belief and attitude towards advertising (Korgaonkar, et al., 2001; Munusamy & Wong, 2007; Ramaprasad & Thurwanger, 1998). Behavioral intention is included to enhance the explanation of attitude (Huang, et al., 2004; Kim & Hunter, 1993).

Munusamy and Wong (2007) indicated that consumer manipulation defines when advertising can be seen as intentionally misleading, or more benignly, as not fully informative, insignificant, silly, confusing, and so on. In other words, it causes people to take up destructive habits and tempts ordinary people to purchase products or services that may be considered valueless in the vain attempt to emulate celebrity endorsers or models. Therefore, it could cause a widespread fear that advertisers are messing with consumers' minds—manipulating consumers psychologically into buying things that consumers never needed or planned buying. In a prior study of college students' attitude towards advertising's ethical, economic and social consequences, Beard (2003) found that college students believe strongly that advertising can cause people to buy things that they should otherwise not buy. In addition, another study conducted by Tai (2007) revealed that the messages in advertising were found to be most significant in brand advertising.

The product information variable was the focus of much of the debate by economists, and the advocacy justification of advertising rests on its function as a provider of information (Norris, 1984). Calfee and Ringold (1994) reported that advertising provides product information, leading to consumer education. These findings authorize greater marketplace efficiencies such as, more exact matching between consumers' needs and wants and producers' offerings. Apart from creating meanings that relate to the consumer universe of values, goals and expectations, advertising plays a vital role in providing information about products (Freidmann & Zimmer, 1988; Kwan, & Eze, 2012). Product information affects consumers' attitude towards advertising by providing information about product improvement, newly launched products, and so forth. According to an earlier finding by Pearce, Cunningham and Miller (1971, p.2.28), if a new product is advertised in a meticulous setting, or is related to particular people, the consequential attitudes, which consumers may form about it represent how they "come to know" the product or brand. Taylor, Bonner & Dolezal (2002) stated that appeals intended at providing information can be effective in Bulgaria and Romania, given the positive function of product information on general attitudes toward advertising.

According to Petrovici et al. (2007), successful advertisements always include hedonic benefit as this can encourage positive attitude among target consumers. Consumers in Bulgaria appear to be split on the hedonic/pleasure role of advertising, as Petrovici et al. (2007) demonstrated. Some of them find advertising as entertaining, while others are annoyed by the presence of advertising. In addition, consumers in Bulgaria are particularly concerned with the role of advertising in promoting undesirable values and messages. Advertising can serve as a source of entertainment or pleasure (Alwitt & Prabhaker, 1992; Pollay & Mittal, 1993). In other words, the more pleasurable or entertaining the advertising portrays, the more it is favored by consumers. Munusamy and Wong (2007) considered that the experience of advertising could be a pleasure upon exposure or in recollection. Advertisements can be portrayed as an entertainment, which brings pleasure to the viewers that is beautiful to look at, funny or uplifting in their music. Tsang and Tse (2005) reported that the hedonic/pleasure factor is considerably important in effective Web marketing.

Economic condition reflects the viewpoints that advertising accelerates the acceptance of new products, fosters full employment, lowers the average cost of production, promotes a healthy competition between producers to all consumers' benefit, and raises the average standard of living (Belch & Belch, 2007). Generally, a practical use of national resources increases the average standard of living, as Munusamy and Wong (2007) demonstrated. Ozga (1960) developed the foundation for the informative view. In the informative view of advertising, advertising affects demands by transmitting information. As a result, the advertised product faces a more elastic demand. The elasticity consequence proposes that advertising causes lower prices, an influence, which is reinforced when production scale of economies are present. The informative view embraces further that established firms do not use advertising to deter entry. On the contrary, advertising eases entry, since it is an important approach entrants provide price and quality information to consumers. Pollay and Mittal (1993) reported that consumers who believe that advertising can generate a positive impact on the economy also tend to portray a more positive attitude towards advertising.

METHOD AND MATERIALS

This chapter shows the methods and materials used by the researchers to finish the study, including the sampling method, data collection and measurement used.

Sampling Technique

Purposive sampling approach was used to ensure proportionate marketing and non-marketing students were sampled. Through this research design, the researchers are able to gather accurate data for the study. The use of purposive sampling method of research will determine the major concern of this study and with that, the researchers were able to attain the expected result for this research study.

The researchers gathered data from three hundred forty-two (337) college students of Business Administration in Polytechnic University of the Philippines: One-hundred two (102) from Marketing Management department; Fifty-six (56) from Entrepreneurship department; Seventy-eight (78) from Office Administration department; and One-hundred one (101) from Human Resource Management department. The main focus of this study is to determine general attitude towards advertising from the perspective of marketing and non-marketing students. It is more than just gathering, which means that the researchers assured that the information are honestly and cautiously gathered with credible and reliable sources.

Research Instruments

The researchers adapted a 33-item questionnaire from Richard W. Pollay and Banwari Mittal (1993) to determine the respondents' perception about advertising. The questionnaire is divided into two parts. The first part contained the demographic profile of the respondents: Name (optional), Age, Course, Year, and Religion. While the second part of the questionnaire contained the statements on respondents' perception on advertising.

Data Gathering Procedure

As the first stage of data gathering procedure, the researchers searched an advertising related study that supported the researchers' aim to conduct an advertising-related study in Philippine setting.

Then the researchers found the study of E.C. De Run, H. Ting and J.T Weng entitled "Attitude towards Advertising: A Comparison between Marketing and Non-Marketing Student at a Private University" which is conducted in Malaysia.

The researchers, then, emailed the authors of the found study to get the authors' permission of adapting their instrument for this study. The instrument that was used in gathering the data is a 5-point Likert Scale questionnaire where 5 = Strongly Agree, 4 = Agree, 3 = Neutral, 2 = Disagree 1 = Strongly Disagree. This questionnaire is adopted for all items pertaining to the attitude and beliefs towards advertising. Also, the questions were randomized in order to address issues with common variance (de Run, et. al., 2013). The instrument was then localized in Philippine setting after the approval of the authors.

The next stage is that the researchers collected the data to the three hundred forty-two (342) college students of Business Administration: One-hundred two (102) from Marketing Management department; Fifty-six (56) from Entrepreneurship department; Seventy-eight (78) from Office Administration department; and One-hundred one (101) from Human Resource Management department through survey-questionnaires. The researchers personally distributed the survey-questionnaires after their own approval to ensure that the survey-questionnaires were answered accurately and adequately by the respondents.

Lastly, researchers keyed-in the data gathered from the respondents in Microsoft Excel 2016 and cleaned for subsequent analyses.

Statistical Treatment

The data gathered were analyzed statistically to answer the stated questions in the Statement of the Problem. The frequency counts, percentage, weighted mean, and Standard Deviation were the statistical tools used in the study.

Percentage Formula is used by the researchers to compute the percentage of frequencies of the respondents' responses.

$$P = \frac{n}{N} \times 100\%$$

Where:

P= percentage of the population

n=the number of population in each section

N=the total population

This is the formula to get the **weighted mean**:

$$WM = \frac{fx}{N}$$

Where:

WM = weighted mean

f = frequency of each criteria

x = weighted value

n = total number of respondents

Standard Deviation is used to measure the amount of variation or dispersion of a set of value.

$$s = \sqrt{\frac{\sum_{i=1}^n (x_i - \bar{x})^2}{n-1}}$$

Where:

n = the number of data points

X_i = each values of the data

\bar{X} = mean of X_i

All belief and attitude statements were measured using 5-point Likert scale. Scale 1 indicates Strongly Disagree, 2 is somewhat Disagree, 3 is Feeling Neutral, 4 is Somewhat Agree, and 5 is Strongly Agree.

RESULTS AND DISCUSSION

Table 1. Demographics of the Respondents

COURSE	MM	OFAD	ENTREP	HRM	FREQUENCY	PERCENTAGE
MM	102	0	0	0	102	30%
OFAD	0	78	0	0	78	23%
ENTREP	0	0	56	0	56	17%
HRM	0	0	0	101	101	30%
TOTAL	102	78	56	101	337	100%
YEAR	MM	OFAD	ENTREP	HRM	FREQUENCY	PERCENTAGE
1st Year	26	41	0	38	105	31%
2nd Year	75	35	56	63	229	68%
3rd year	1	0	0	0	1	0%
4th Year	0	2	0	0	2	1%
TOTAL	102	78	56	101	337	100%

The table 1 shows the demographics of the respondents. With the percentage of 30% each, Marketing Management and Human Resource Management have the highest sample size in the population, while Office Administration has 27% sample size and Entrepreneurship has 17%. 2nd year college student also has the highest sample size in the population with the percentage of 68%, to be followed by 1st year students with 31% and 4th year students with 1%.

Table 2. Mean and T-test Values of the Business Administration Students

VARIABLE	ITEM	OVERALL		MARKETING		OFFICE AD		ENTREPRENEUR		HUMAN RESOURCE		CRONBACH'S ALPHA
		MEAN	STD	MEAN	STD	MEAN	STD	MEAN	STD	MEAN	STD	
ATTITUDE	3	6.89	63.49	3.56	1.03	3.41	1.11	3.53	1.10	3.40	0.91	1.50
INFORMATION	5	7.77	71.40	4.07	0.96	3.76	1.25	3.87	1.08	3.88	1.05	1.25
IMAGE	3	6.79	62.25	3.67	0.94	3.35	1.07	3.33	0.94	3.25	0.91	0
HEDONIC	3	7.05	64.78	3.77	0.90	3.47	1.08	3.52	1.07	3.39	0.93	1.50
ECONOMY	3	6.58	60.61	3.36	1.03	3.22	1.11	3.46	1.00	3.25	0.99	0
MATERIALISM	4	6.92	63.46	3.52	1.01	3.34	1.13	3.60	1.02	3.48	1.07	0
FALSITY	3	5.98	54.85	3.08	1.04	3.01	1.06	2.96	1.00	2.94	1.02	1.49
VALUE	2	6.34	58.19	3.20	1.00	3.04	1.05	3.30	0.96	3.22	0.97	0
DISTAL	5	6.23	57.27	3.26	1.02	3.00	1.09	3.2	1.01	3.07	0.99	0
SALIENCE	1	6.24	57.25	3.14	1.09	3.15	1.16	3.29	1.16	3.01	0.97	0

*

With the use of descriptive and t-test analyses, the Mean and t-test values for the ten beliefs and attitude towards advertising by the four departments of Business Administration were obtained, as shown in Table 2. The items' means display pro-dimension agreement (Pollay. R. et. al, 1993) each on a scale of 1-5. The higher the mean indicates that it has greater agreement with the item. The overall results for all students are also given. In addition, Cronbach's alpha values for each variable are presented to indicate their reliability scores. As an alpha of 0.50 or greater is acceptable for attitude and preference assessments (Huang, *et al.*, 2012; Tuckman, 1999), all the variables, except for 'economy' (advertising is good for economy) and 'falsity', are therefore retained.

The table 2 shows the variables and weighed means that are gathered from the responses of the respondents from all departments of business administration. With the overall mean of 6.89, the findings show that the students from all departments have a positive attitude towards advertising. All students agree that advertising is a good thing, with only small differences in their means – Marketing Management, 3.56, Office Administration, 3.41, Entrepreneurship, 3.53 and Human Resource Management, 3.40.

With the data shows that product information of advertisement is one of the most dominant beliefs shared by students in four departments of business administration with the overall mean of 7.77. With the highest mean of 4.07, Marketing Management students highly value the information that they get in advertising compared to Office Administration, 3.76, Entrepreneurship, 3.87 and Human Resource Management, 3.88. On the other hand, the overall mean of 6.79 shows that there's also a positive perception about the image that advertising give. The Marketing Management students think that advertising influence the image that they perceive about a certain product and their lifestyle.

In addition, many of the students in Marketing Management, Office Administration, Entrepreneurship and Human Resource Management agreed that there is hedonic or pleasure in advertising. A total mean of 7.05 states that advertising is amusing and entertaining and often enjoyable than other media contents. The students also agreed that advertising helps the economy of our country. Data shows that a mean of 6.58 of the total students says that advertising helps our economy. Most of the students agreed that advertising is making us a materialistic society, making us buy unaffordable products, making us live in a world of fantasy and make us buy thing we do not need. With a total mean of 6.92, the data shows that advertising is a way of making our society more materialistic. Students from the college of business administration in Polytechnic University of the Philippines states that advertising is not misleading, does not insult the intelligence of the consumer and presents a true picture of the product advertised. A mean of 5.98 in the total population making advertising truthful.

On the other hand, with the overall mean of 6.34, respondents have a neutral view about the value corruption of advertising. The answers from Marketing Management students has a mean of 3.20, Office Administration with 3.04, Entrepreneurship, 3.30 and Human Resource Management, 3.22. In terms of distal, with the overall mean of 6.23, and individual mean of 3.26 (Marketing Management), 3.00 (Office Administration), 3.20 (Entrepreneurship) and 3.07 (Human Resource Management), these shows that the respondents has also a neutral view about the variable. Lastly, the table shows, with an overall mean of 6.24, that the respondents have a positive view about the salience of advertising. They all agreed that advertising is noticeable and important. The Entrepreneurship department has the highest mean of 3.29, to be followed by Office Administration with 3.15, next is Marketing Management with 3.14 and lastly, Human Resource Management with 3.01.

The Cronbach's Alpha indicates the reliability of the data gathered. If the data has a Cronbach's Alpha of 0.5 and above, it indicates that it is relevant. So, in the case of this study, the table 2 shows that the data gathered from the variables attitude, with 1.50, information, 1.25, hedonic, 1.50, and falsity, 1.49, are reliable unlike the remaining variables with 0 Cronbach's Alpha.

CONCLUSION AND RECOMMENDATION

The data findings show that the product information and hedonic or pleasure that advertising has are the most dominant beliefs and attitude shared by the students. However, they have different perspective in some variables. This can be a reflection of how educated are they regarding advertising. Being included in one college will not mean that they share the same attitudes and beliefs since each department also has their own specializations. But then, it was seen in the data gathered that there's no significant difference between the attitude and beliefs of the four departments of Business Administration despite each of the departments have different major subjects or specializations. However, it was also seen that the Marketing Management almost have the highest means in variables regarding attitude and beliefs. Since they are the one who takes advertising as their minor subject, it is a factor for them to have the most positive attitude towards advertising.

The research only focused on the perspectives, attitudes, beliefs and views of the Business Administration students in Polytechnic University of the Philippines. It is suggested that future researchers can also explore in other colleges and universities in the country, to widen the scope of the research. Future researchers can also compare the attitudes of the students from public and private universities. Like the reference research of this paper, researchers also suggest that future studies can include personal values, culture, lifestyles and characteristics of the respondents that will enhance the explanation regarding the attitude and beliefs of the students towards advertising

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