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**Advertising and Consumers' Attitude towards Consumer Products: An Analysis**

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**Abstract**

Advertising today is one of the most important and widely used elements to attract existing and potential consumers, especially for consumer products, all over the world. To know the impact of various advertising elements on the attitude of consumers in purchasing consumer products, respondents are selected conveniently from four districts in Khulna division, Bangladesh and are provided the structured questionnaire. The collected data are analysed by using different statistical tools depending on different demographic factors to know the impact of advertising of consumer products on the attitude of consumers. This research reveals that gender, age groups and incomes are affected differently through varying advertising elements used by the organizations. The attitude of young age consumers are positively influenced by internet and direct marketing elements; old age groups are mostly influenced by television advertising and mid-age groups are influenced by both the types but decisions are made by initially gathering required information before making buying decision. Lower income people are mostly influenced by advertising whereas higher income people judge the quality attributes and price level of consumer products. This research suggests that organizations should design separate and unique advertising elements to attract and influence different consumers depending on their product specifications and target markets of consumer products in Khulna division, Bangladesh.

**Keywords:** Advertising; Consumer Products; Consumers' Attitude; Age Group; Income Level; Gender of Consumers

**1.1 Introduction**

Bangladesh is emerging as one of the world's next great market with growing opportunities for companies with a keen understanding of the nation's growing consumer class which is yet to be tapped into. With the increasing demand of consumer goods and services, marketers play unique and different strategies to attract existing and potential customers into their products and services. Advertising is one of the important elements the marketers use today

to meet the objectives of the organization. Marketers use various marketing promotional mix strategies and advertising practitioners to attract consumers to their product by way of persuasion (Chittithaworn et al. 2011). Recent advertisements are based on the use of elements that is intended to appeal to the consumer. Since 1981, an important theoretical construct have offered two influential articles publications on the attitudes of consumers toward advertisement (Mitchell et. al., 1981). Various researches have been conducted based on these influential articles to demonstrate purchase intentions and brand attitudes towards advertisements (e.g., Belch, MacKenzie, Lutz, 1986 and Gardner, 1985). Every individual's life is greatly influenced by advertising and various advertising media in which television and internet advertising plays an important role. Information can be communicated by any organization or resource person in any or combined forms of motion, sounds, words, colour, personality and stage setting to express and demonstrate ideas to large and widely distributed audiences. Television and internet advertisements usually play a role in either introducing a product or reinforcing the familiarity to the product and also convincing consumers to purchase the product. Advertisements are among the most visible of the marketing strategy and have been the subject of a great deal of attention in the last ten to fifteen years. Advertisements cannot only change emotions but give subconscious messages as well. Advertising today seems to be everywhere and are ever present, exerting a far reaching influence in the daily lives of people and also developing self-concepts in order to induce purchase decisions.

### **1.2 Statement of the Problem**

Advertising in all its forms, plays an important role in informing people of the choices of products and services available to them. New media, predominantly the internet, has apparently become an indispensable source of information today. Advertisers all over the world eye covetously at the expanding opportunities provided by the webs, seeking more effective communication channels with their target markets. But though the focus moves slightly over the internet, the advertisers invest more in television advertisements as they all still believe that television advertisement becomes the powerful and effective media of advertising their products as it covers a wide range of customers without restrictions on age, sex, location etc. Earlier researches have also proved that television advertisement is the important tool of diffusing the communication. It plays an important role in the development of young populations' consumer behaviour (Peter & Olson 1994). A television and internet advertisement mainly focuses on

either creating brand awareness or giving a sense of urgency to own a product or to build recognition for the product or to remind customers to return to the brand. Television and internet advertising has become a marketing force, which helps mass selling and distribution. In fact, both advertising has become a business in itself. In spite of that, television advertisements have been also held for criticism such that, those advertisements are false, deceptive and misleading. It has also been criticized that it hides those information which are to be revealed and omits the limitations. On the other hand, internet advertisements have some advantages regarding misleading and trust related views or information. So this leads to the question of what the attitudes of consumers are on watching television and internet advertisement and hence leads to a study of it.

### **1.3 Significance of the Study**

This study will help both international and domestic marketers to introduce their products according to the local culture of the country and the according attitude/behaviour of the people by keeping in mind of how people perceive television and internet advertisement and react to them accordingly. Marketers should exploit the behaviour of the consumers towards both types of advertisements, which in return will influence their buying patterns.

### **1.4 Rationale of the Study**

Advertisers use several media to attract and influence the consumers with keeping some objectives in mind. Though there are many factors identified by many researchers while making advertisements in television and internet types, some factors are used by the researchers in this study to measure the attitude of consumers towards consumer goods. Consumers are characterized by different needs, wants, demands, geographical places, demographic factors. Hence, they expect different products and services from the marketers to fulfil those expectations. As there have been only a few studies conducted to measure the impact of television and internet advertisement on the attitude of consumers particularly in consumer goods in Bangladesh, researchers investigated the views of consumers on the television and internet advertisements of consumer goods in Khulna division, Bangladesh. This present study will be dealing with the television and internet advertisement and its impact on the attitude of consumers. This study will also find the correlation among some variables or elements of general advertisement on the attitude of consumers in Khulna division.

### 1.5 Objectives of the Study

The general objective of this study is to examine the effect of advertisements on the attitude of the consumers considering consumer goods. However to achieve the general objectives, the specific objectives are:

To measure the relationship between product or service information in relation with the television and internet advertisement which influence the attitude of consumers while selecting consumer goods;

To determine the impact of entertainment and social integration on the attitude of consumers considering television and internet advertisement;

To find out the impact of social integration on the variables of television and internet advertising considering the attitude of consumers; and

Finally, to find out the relationship among the selected variables of advertisement in both television and internet methods.

## 2. Literature Review

A study conducted by David (2006) using a Chinese sample to examine the effect of informativeness, irritation, credibility and entertainment and personalization on the attitudes of consumers toward wireless advertising. He found out that irritation is not factor that affects consumer attitudes toward wireless advertising. Jong and Lee (2007) got a slightly different conclusion from previous studies and proposed seven factors that may affect consumer attitudes towards mobile advertising, including mobility/convenience, fashion, information, entertainment/relaxation, functional service, multimedia service, and sociality. However, only convenience and multimedia service showed a significant effect in the empirical study.

Elliot and Speck (1998) investigated six major media (TV, broadcasting, magazines, newspapers, Yellow Pages, and direct mail) and have found that television and magazines exhibit the highest level of ad-related communication problems (hindered search and disruption). Perceived clutter, hindered search, and disruption were related to less favourable attitudes and greater ad avoidance. These effects varied in different media.

Azeem and Haq (2012) said that entertainment is a necessary part of an internet advertisement that may capture the consumers' attention effectively and also increase the consumer's loyalty. According to a study, gender and age affect the consumer's attitudes and

income and education may also affect the consumer's beliefs and attitudes.

Abhilasha Mehta (2000), in his research topic "Advertising Attitudes and Advertising Effectiveness" had analysed that buying interest of the consumers are based on how attractive the advertisements are to the consumers, the value of the advertisement for the brands advertised and how informative or truthful an advertisement is.

Mohammed A Razzaque (2009), in his research on "Attitude towards TV Advertisements: The Case of The Bangladeshi Tween-Agers" found that an age group ranging between 8 to 12 were taken for analysis and evaluated based on the five factors such as overall liking, believability, objectivity of the product description, desire to purchase and promoting and observed that children seem to have an overall liking towards the ads, though they were not very strong, they were ambivalent towards the truthfulness of TV advertisement messages and they also believe the product descriptions in TV ads, finally leading to the creation of purchase desire on products advertised and encouraging them to purchase the products.

Recently, surveys in reaction to the word "advertising" were used to measure attitudes toward advertising by categorizing them into areas such as function, affective response, practice, industry, and user-related, and general (Sinisalo et al. 2005; Tähtineu and Salo 2004). By far, scaled statements about advertising have been most often used by researchers. A set of related attitudinal statements related to advertising in terms of its entertainment, informational value, irritation, and credibility were selected for use in the present study.

Brackett and Carr (2001) validated that the informativeness, entertainment, irritation and credibility that the consumers perceived are important predictors of its value and are crucial to the effectiveness of web advertising. Based on their web advertising research, in order to study how the above factors affect consumer attitude toward mobile advertising, Tsang et al. (2004) modified the model and practiced a research. They verified the effect of perceived informativeness, entertainment, irritation and credibility on the mobile advertising attitude. The empirical results of their study showed that entertainment and credibility, rather than informativeness and irritation, affect consumer attitudes toward mobile advertising.

Lycourgos Hadjiphanis (2011), in his analysis on "The Effects of Advertising on Cypriot Consumer Behaviour" stated that there is a strong evidence that the consumers do not ignore advertisements and the television seems to be the most commonly seen medium of advertising. Even though most of the people ignore watching advertisements but when asked

specifically regarding television advertisement their answers were that they don't ignore this medium of advertisements. On the whole, the findings were that even though advertisements were not important to many of the respondents, the result says that advertising does persuade them and influence their decision to buy the products.

Peter Ansu-Menssh, Samuel Yeboah Asuamah and Joseph Amankwah (2013), in their analysis on "Consumers' Attitude Towards Advertisement Elements: A Survey of Marketing Students in Sunyani Polytechnic" analysed that, the highest preferences has been given to the theme songs and jingles while watching TV ads, followed by the choice of a suitable celebrity. They also analysed that the demographical variables like gender, family income have significant effect on the attitude of the respondents.

Muhammad Sabbir Rahman, Saim Kayadibi, ANM Meshquat Uddin, Md.Mahmudul Haque and Abdul Highe Khan (2013), in their study on "Assessing Advertisement Impact on Consumers' Attitude: Young Consumers' Perspective" found that over the past few years in Bangladesh many companies are using internet advertisement to reach, appeal and build relationships with their target consumers. It is found from the result of research, that television advertising still plays a significant impact on the young consumers' attitudes. It is also found that the fast food restaurants should provide more suitable advertising through television channels to attract more consumers. It is concluded that with such a fast growing internet population in Bangladesh, the fast food restaurant companies have to establish a combination of advertising strategies which includes both television and internet advertising.

Soo and Chia (2007) have demonstrated that there can be differences between attitudes toward TV ads and magazine ads. Following this reasoning, we concluded that the attitude towards advertising in general can vary depending on the type of ad.

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).

Rahmanzadeh (2012), Fiske and Taylors (1984), and Mittal's (1994) studies 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

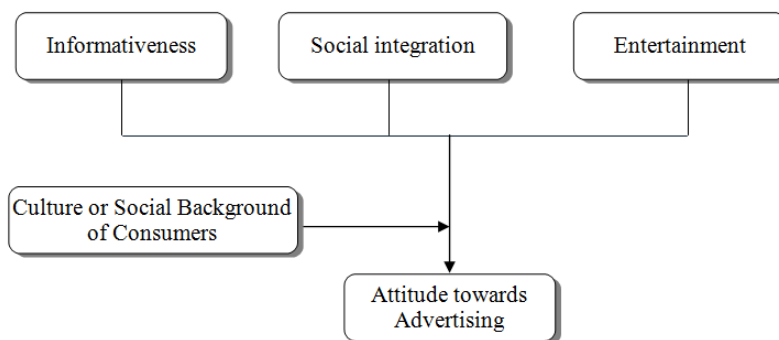
(Haller, 1974; Soley and Reid, 1983; Mittal, 1994; Tan and Chia, 2007).

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 and privacy concern (Sheehan, 1999; Schlosser et al., 1999; Weiser, 2000).

### 3. Theoretical Framework of the Study

According to Brackett and Carr (2001), informativeness, entertainment, irritation and credibility consumer perceived are important predictors of its value and are crucial to the effectiveness of advertising. David (2006) studied using a Chinese sample to examine the effect of entertainment, irritation, informativeness, credibility, and personalization on consumer attitudes toward advertising and also found out that irritation is not a factor that affects consumer attitudes toward advertising. Jong and Lee (2007) got a slightly different conclusion from the previous studies.

*Figure 1: Theoretical Framework of the Study*



They proposed seven factors that may affect consumer attitudes toward advertising, including mobility/convenience, fashion, information, entertainment/relaxation, functional service, multimedia service, and sociality. However, only convenience and multimedia service showed a significant effect in the empirical study. Followed by the mentioned research, the attitude towards advertising in this research has been tested through the following theoretical framework. Followed by the mentioned research, the attitude towards advertising in this research has been tested through the theoretical framework in figure 1.

### **3.1 Informativeness**

Informativeness means describing the quality attributes of products and services in advertising. To measure informativeness, the researchers have used 5 (five) items that yield valuable source of information in advertising about sales in general and brand learning. The five variables are knowledge about quality product, brand learning, availability of products, information about sales point and service.

### **3.2 Social Integration**

Social integration refers to the principles by which individuals or actors are related to one another in a society. Social processes are the products of social interaction which can be classified into two types: associative and dissociative social process. Associative social process involves cooperation, accommodation, assimilation, acculturation and amalgamation. Dissociative social process involves competition and conflict. To measure social integration, 5 (five) variables are used which are advertising role in children education, representation of friends and family in advertisement, status of consumers in advertisement, fashion and social values or norms.

### **3.3 Entertainment**

Entertainment is a form of activity that holds the attention and interest of an audience, or gives pleasure and delight. It can be an idea or a task, but is more likely to be one of the activities or events that have developed over thousands of years specifically for the purpose of keeping an audience's attention. Although people's attention is held by different things, because individuals have different preferences in entertainment, most forms are recognizable and familiar. Therefore, to measure entertainment there are also 5 (five) variables are used which are storytelling, music, drama, dance and different types of performances which exist in all cultures.

### **3.4 Social Background or Culture**

Broadly, it is the social heritage of a group (organized community or society). It is a pattern of responses discovered, developed, or invented during the group's history of handling problems which arises from interactions among its members, and between them and their environment. These responses are considered the correct way to perceive, feel, think, and act, and are passed on to the new members through immersion and teaching. Culture determines what is acceptable or unacceptable, important or unimportant, right or wrong, workable or

unworkable. So, culture is the characteristics and knowledge of a particular group of people, defined by everything from language, religion, cuisine, social habits, music and arts. Constructs of culture have been measured by 6 (six) items which are advertisements which reflect our cultural values; relation between quality and price of the product, class of people, male and female artists, discrimination between male and female and religious presentation.

#### **4. Research Methodology**

##### **4.1 Research Concept**

Research encompasses four districts with different economic and cultural backgrounds. Groups of respondents were from Khulna division, Bangladesh. This choice is justified considering the differences in advertisement among districts. It is worthy to validate this first result to simplify questionnaires in further researches.

##### **4.2 Sample**

The sample of respondents contains people in general living in the selected division. General people were chosen for the survey because they have different and constructive use of consumer products resulting from advertising today and in the future. In this research, the major toiletries and cosmetics firms are selected such as *Unilever (BD). Ltd., Square (Toiletries Division), Keya Cosmetics Ltd., Aromatic Cosmetics Ltd., Lily Cosmetics Ltd., Kohinoor Chemical Co. and Marks & Allys Ltd.* The research contained together 304 respondents attending different districts in Khulna division from Kushtia (N= 80), Jhenaidah (N= 71) and Jessore (N= 75) and Khulna (N= 78). The sample was selected solely for the purposes of the survey. Answers of respondents were categorized according to identification questions that formed the first part of the questionnaire. In the survey, the measurement was based on closed questions with one or several possible answer(s) that had been selected based on the study of literature, documents and other related surveys.

##### **4.3 Experiment**

The questionnaire had two parts. First part (A) was focused on consumers' view regarding some selected variables of television and internet advertising and second part (B) was measuring overall advertisement.

#### 4.4 Procedure

Data was collected through primary sources. Structured questionnaire was used for data collection which was taken from Likert Scale where 1 expresses strongly agree and 5 expresses strongly disagree. Data was cross sectional which has been collected once through preliminary data gathering. Questionnaires were filled by students, adults, house wives and people from various disciplines. Convenient sampling which is also called non-probability sampling has been used due to restricted time frame.

*Table 1: Demographic characteristics of the sample*

Variables		Frequency	Percentage
Districts	Kushtia	80	26.32
	Jhenaidah	71	23.36
	Jessore	75	24.67
	Khulna	78	25.65
Gender	Male	166	54.61
	Female	138	45.39
Age	Less than 18 Years	38	12.50
	18 years to 24 years	65	21.38
	25 Years to 32 years	77	25.33
	33 Years to 40 years	85	27.96
	More than 40 years	39	12.83
Educational Qualification	Under SSC	22	7.24
	SSC to HSC	36	11.84
	HSC to Graduate	116	38.16
	Postgraduate	102	33.55
	Above Postgraduate	28	9.21
Monthly Income	Less than Tk. 10,000	55	18.09
	Tk. 10,000 to Tk. 20,000	78	25.66
	Tk. 20,000 to Tk. 30,000	86	28.29
	Tk. 30,000 to Tk. 40,000	64	21.05
	Tk. 40,000 and Above	21	6.91

By taking convenient sampling, it was easy to choose from accessible subjects. SPSS 14 has been used for data analysis. The study falls under measure of association to check co-

linearity of variables. Correlation analysis has been used to check the significance level of different variables on the attitude of consumers on advertising of consumer products.

Table 2 shows that young age (<18=66% and 18-24= 72%) consumers are favoring internet for collecting information; mid age people (33-40) are preferring television (56%) whereas older age people (more than 40) are choosing television (74%) for their ultimate collect of information for making purchase decision about consumer products. Female emphasize television more (84%) and male preferring internet (59%). Higher income people are choosing internet (67%) for information of consumer products and services, on the other hand lower income people (<10 thousand= 64%) prefer television. 10 to 20 thousands income people are choosing internet (76%) and 30 to 40 thousand income people are choosing both television (69%) and internet (67%) respectively.

Table 3 reveals that young age (<18 and 18-24) consumers are facilitated almost equally through television (63% and 68%) and internet (77% and 72%) respectively about the brand they need for consumer goods; mid age people (33-40) are preferring television (75%) and internet (59%) whereas older age people are choosing television (54%) and internet (28%). Male and female both emphasize television by 72% and 54%. Higher income people are choosing internet (86%). Lower income people also prefer television by 38%. 10 to 20 thousands income people choose television by 64% and 30 to 40 thousand income people by 77%.

Table 4 confirmed that young age (<18=76% and 18-24= 75%) consumers are entertained more from internet advertising; mid age people (33-40) are preferring internet by 68% whereas older age people are amuse television by 69%. Female emphasize on television more by 74% and male prefer internet by 63%. Higher income people are entertained by both the media by 62%, on the other hand lower income people (<10 thousand= 64%) are preferring television. 10 to 20 thousands income people choose television (71%) and 30 to 40 thousand income people are amused by internet (67%).

## 5. Results

Table 2: Consumers' view regarding product information from advertisement of consumer products

		Television Advertisement						Internet Advertisement					
		Advertisement is a valuable source of information about the product											
		Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total
Age (Years)	Less than 18	6	8	17	5	2	38	16	9	11	2	0	38
	18-24	16	19	15	11	4	65	27	20	13	4	1	65
	25-32	13	17	28	9	10	77	15	11	33	10	8	77
	33-40	23	25	16	16	5	85	12	27	29	10	7	85
	More than 40	14	15	4	4	2	39	4	9	14	4	8	39
Total		72	84	80	45	23	304	74	76	100	30	24	304
Gender	Male	13	40	31	60	22	166	35	63	47	9	12	166
	Female	11	105	14	5	3	138	10	31	55	18	24	138
Total		24	145	45	65	25	304	45	94	102	27	36	304
Income (in thousands of Taka)	Less than 10	12	23	12	6	2	55	1	6	25	14	9	55
	10 to 20	17	38	10	9	4	78	13	30	19	9	7	78
	20 to 30	26	35	7	15	3	86	22	37	10	5	12	86
	30 to 40	15	29	18	2	0	64	18	25	8	7	6	64
	40 and Above	6	12	2	1	0	21	7	10	2	1	1	21
Total		76	137	49	33	9	304	61	108	64	36	35	304

Table 3: Consumers' view regarding choose of brand from advertisement of consumer products

		Television Advertisement						Internet Advertisement					
		Advertisement says about the brand that you need											
		Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total
Age (Years)	Less than 18	13	11	6	4	4	38	15	11	4	4	4	38
	18-24	14	36	8	5	2	65	19	28	5	7	6	65
	25-32	27	30	12	5	3	77	21	23	16	11	6	77
	33-40	38	26	8	9	4	85	14	36	8	16	11	85
	More than 40	10	11	3	8	7	39	5	6	9	9	10	39
Total		102	114	37	31	20	304	74	104	42	47	37	304
Gender	Male	52	67	16	18	13	166	56	43	22	26	19	166
	Female	36	49	32	11	10	138	34	41	27	22	14	138
Total		88	116	48	29	23	304	90	84	49	48	33	304
Income (in thousands of Taka)	Less than 10	8	13	22	7	5	55	8	12	10	10	15	55
	10 to 20	16	34	16	10	2	78	20	29	15	6	8	78
	20 to 30	23	38	11	8	6	86	21	35	15	11	4	86
	30 to 40	26	22	6	7	3	64	32	17	5	6	4	64
	40 and Above	7	8	3	1	2	21	11	7	1	1	1	21
Total		80	115	58	33	18	304	92	100	46	34	32	304

Table 4: Consumers' view regarding entertainment from advertisement of consumer products

		Television Advertisement						Internet Advertisement					
		Advertisement are amusing and entertaining											
		Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total
Age (Years)	Less than 18	4	11	8	12	3	38	6	23	4	3	2	38
	18-24	7	14	10	24	10	65	17	32	6	7	3	65
	25-32	13	20	16	15	13	77	14	38	11	8	6	77
	33-40	22	31	9	12	11	85	16	31	15	12	11	85
	More than 40	8	19	6	4	2	39	4	7	12	6	10	39
Total		54	95	49	67	39	304	57	131	48	36	32	304
Gender	Male	26	45	18	49	28	166	33	72	21	16	24	166
	Female	39	63	17	12	7	138	19	48	26	32	13	138
Total		65	108	35	61	35	304	52	120	47	48	37	304
Income (in thousands of Taka)	Less than 10	22	13	8	6	6	55	14	15	9	11	6	55
	10 to 20	18	37	10	10	3	78	24	13	6	25	10	78
	20 to 30	20	32	7	14	13	86	19	23	13	16	15	86
	30 to 40	15	24	12	8	5	64	11	32	5	12	4	64
	40 and Above	4	9	2	4	2	21	6	7	3	3	2	21
Total		79	115	39	42	29	304	74	90	36	67	37	304

Table 5: Consumers' view regarding promoting competition from advertisement of consumer products

		Television Advertisement						Internet Advertisement					
		Advertising promotes competition, which benefits the consumer											
		Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total
Age (Years)	Less than 18	8	17	4	6	3	38	4	3	1	18	12	38
	18-24	13	28	9	8	7	65	12	15	9	22	7	65
	25-32	12	33	14	10	8	77	16	19	10	21	11	77
	33-40	16	42	11	10	6	85	15	28	23	14	5	85
	More than 40	13	8	4	10	4	39	6	8	7	10	8	39
Total		62	128	42	44	28	304	53	73	50	85	43	304
Gender	Male	24	88	15	16	23	166	15	54	8	67	22	166
	Female	45	71	13	6	3	138	26	32	38	30	12	138
Total		69	159	28	22	26	304	41	86	46	97	34	304
Income (in thousands of Taka)	Less than 10	16	25	6	7	1	55	5	2	6	31	11	55
	10 to 20	24	32	9	10	3	78	11	10	12	22	23	78
	20 to 30	21	41	12	8	4	86	13	17	18	22	16	86
	30 to 40	12	36	7	6	3	64	12	15	7	23	7	64
	40 and Above	5	10	0	5	1	21	1	6	4	7	3	21
Total		78	144	34	36	12	304	42	50	47	105	60	304

Table 6: Consumers' view regarding purchase decision from advertisement of consumer products

		Television Advertisement						Internet Advertisement					
		Advertisements are helpful to make purchase decisions											
		Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total
Age (Years)	Less than 18	2	12	4	17	3	38	9	18	2	6	3	38
	18-24	15	24	8	13	5	65	20	28	7	8	2	65
	25-32	19	33	10	13	2	77	28	29	13	3	4	77
	33-40	22	40	11	8	4	85	14	33	3	23	12	85
	More than 40	6	20	4	7	2	39	2	8	2	15	12	39
Total		64	129	37	58	16	304	73	116	27	55	33	304
Gender	Male	36	69	25	18	18	166	37	60	28	11	30	166
	Female	22	87	13	10	6	138	26	39	34	23	16	138
Total		58	156	38	28	24	304	63	99	62	34	46	304
Income (in thousands of Taka)	Less than 10	10	24	7	8	6	55	5	9	5	14	22	55
	10 to 20	13	35	16	9	5	78	10	13	22	31	2	78
	20 to 30	17	41	14	12	2	86	12	26	14	19	15	86
	30 to 40	9	18	8	12	17	64	11	23	16	8	6	64
	40 and Above	7	10	1	2	1	21	3	6	7	3	2	21
Total		56	128	46	43	31	304	41	77	64	75	47	304

Table 7: Consumers' attitude regarding cultural consideration from advertisement of consumer products

		Television Advertisement						Internet Advertisement					
		Advertisements are useful when consider culture											
		Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total
Age (Years)	Less than 18	12	14	4	6	2	38	7	12	12	5	2	38
	18-24	17	26	10	7	5	65	15	28	16	3	3	65
	25-32	22	35	7	9	4	77	18	36	13	6	4	77
	33-40	16	30	11	17	11	85	12	44	17	8	4	85
	More than 40	9	14	6	7	3	39	9	11	5	9	5	39
Total		76	119	38	46	25	304	61	131	63	31	18	304
Gender	Male	46	67	22	16	15	166	32	48	25	19	42	166
	Female	23	55	30	18	12	138	17	26	23	40	32	138
Total		69	122	52	34	27	304	49	74	48	59	74	304
Income (in thousands of Taka)	Less than 10	11	17	10	13	4	55	5	16	25	6	3	55
	10 to 20	14	28	16	12	8	78	7	24	31	10	6	78
	20 to 30	20	35	21	7	3	86	13	34	21	11	7	86
	30 to 40	13	19	26	5	1	64	10	25	18	7	4	64
	40 and Above	6	8	2	2	3	21	4	5	8	2	2	21
Total		64	107	75	39	19	304	39	104	103	36	22	304

Table 8: Correlation of Variables

		Informativeness	Attitude	Social Integration	Entertainment	Social Background or Culture
Informativeness	Pearson Correlation	1	.129*	.139*	.108	.148*
	Sig. (2-tailed)		.027	.018	.067	.031
	N	304	304	304	304	304
Attitude	Pearson Correlation	.147*	1	.296**	.301**	-.048
	Sig. (2-tailed)	.041		.001	.000	.172
	N	304	304	304	304	304
Social Integration	Pearson Correlation	.153*	.412**	1	.394**	-.33
	Sig. (2-tailed)	.035	.000		.001	.851
	N	304	304	304	304	304
Entertainment	Pearson Correlation	.187	.378**	.407**	1	-.207
	Sig. (2-tailed)	.063	.000	.000		.792
	N	304	304	304	304	304
Social Background or Culture	Pearson Correlation	.162*	-.084	-.048	-.021	1
	Sig. (2-tailed)	.041	.357	.834	.745	
	N	304	304	304	304	304

\*. Correlation is significant at the 0.05 level (2-tailed), \*\*. Correlation is significant at the 0.01 level (2-tailed)

Table 6 demonstrates that young age (<18=71% and 18-24= 74%) consumers are favoring internet for making their purchase decision through internet advertising; age groups between 25-32 are helped by television advertisement by 68 % and 74% by internet; age group between 33-40 prefer television by 73% and internet by 55% whereas older age people choose television by 67%. Females are helped and influenced more by television (79%) and male by both television and internet (63% and 58%). Lower income people are partial to television advertising and think they are more helpful than internet but as the income increases the preference are shifting to internet advertising.

Table 5 explain that consumers of all ages believe television promotes more competition than internet (<18= 66%, 18-24= 63%, 25-32= 58%, 33-40= 68% and more than 40= 54%). Male and female both prefer television by 67% and 84% respectively. Higher income people (30 to 40 and more than 40 thousands) choose internet by 75% and 71% respectively while lower income people prefer television (less than 10 thousands = 75% and 10 to 20 thousands= 72%).

Table 7 shows that young age (<18) think television advertisement should be more culture oriented than internet. Age groups between 18-24 and 33-40 weight same for both types of media whereas older age people choose television (59%). 57% of female and 69% of male populations prefer television. In spite of age group 30 to 40, all respondents think television advertising should be more culture centric.

Correlation of variables has been measured in table 5.2. The result of the table shows that informativeness has no strong correlation with the attitude of consumers in advertisement with the significance level of 0.05. At the significance level of 0.01, attitude towards consumer product advertisement has strong correlation with social integration. But on the other hand, a weak correlation prevails between informativeness and social integration at the significance level of 0.05. At the significance level of 0.01, attitude towards consumer products advertisement has a strong correlation with entertainment. The result shows that there is no correlation between informativeness and entertainment in advertising of consumer products. At the significance level of 0.01, there is a strong correlation between entertainment and social integration on the attitude towards advertisement. The analysis also shows that demographic variables and informativeness have a weak correlation at a significant level of 0.02. Conversely, there is a negative correlation between social integration and entertainment in consideration of

social background or culture of consumers. Except the variables ‘entertainment’ and ‘informativeness’, each and every constructs are strongly correlated. Finally, social integration and entertainment do not show any correlation with each other in consideration with social background or culture of the consumers in Khulna division of consumer products in Bangladesh.

## **6. Findings and Recommendations of the Study**

The findings of the study reveal that advertisement has positive impact in the minds of consumers which in turn creates positive attitude towards the product or service as well as to the organization. Consumers are informed about the attributes of the products or services, compared to homogeneous products so that they can choose the right brand and services. A positive attitude towards advertisement can be adopted if the mind of consumers can be given pleasant memories and influenced through the advertisements. Consumers are attracted through exciting advertisements which results positive attitude towards buying decision making of consumer goods. Results of the study explain that the impact of product information is weak among the consumers, which implies that consumers believe advertisements are not providing complete or required information to make purchase decisions. Organizations should keep in mind while making advertisements that sufficient information is to be provided to impart enough knowledge about the product in the advertisement. The role of culture is also very significant in making any advertisements. Culture has a very significant moderator role in advertising over the attitude of consumers between the impact of entertainment and social integration. Findings show that the elements of internet and direct marketing positively influences the attitudes of young age consumers, both types of advertising are preferred by mid-age groups although they collect complete information about the product before making a purchase decision whereas television advertising mostly influences old age groups. Less income people are mostly influenced by advertisement compared to higher income people, who judge the quality and price levels of consumer products. This research suggests that organizations should design separate and unique advertising element to attract and influence different consumers depending on their product specifications and target markets of consumer products in Khulna, Bangladesh.

## **7. Conclusion**

This study reveals that compared to television advertisements, internet advertising has a

greater impact on young age consumers whereas old age consumers are greatly influenced by television advertisements. Through the implementation of the methods, marketers can charge higher prices for the product, which in turn affects the consumers' ability to afford said consumer goods and services. One more significant aspect of the study is culture, which plays a vital role in the behavior of consumers as a moderator over entertainment and social integration portrayed through advertisements. Though the role of information, entertainment and social integration are conveyed by the advertisements, the culture depicted also affects the consumers where they not only learn of the goods and services but also conform to new trends shown in the advertisements. Marketers should carefully examine consumer perception of existing and new trends in advertisements in the global marketplace and attempt to use positioning tools in such a way to align consumer positioning which would not only satisfy their needs but also future expectations from the organization or the products. Our traditions and culture are adversely affected by the new trends due to globalization which can be observed in many forms of advertisement. Advertisements could be made keeping morality and ethical values in considerations, especially in context of the society the advertisements would be made for and also keeping in mind of the ever increasing demands of consumers in the global aspect. Therefore, it is strongly recommended to marketers, advertising agencies and related firms to make advertisements in an exclusive format where social values, norms and traditions of each part of the country is rightly identified and exhibited so that consumers can relate to advertising aspects and so that advertisement can fulfill product needs and also growing demands of the consumers.

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