

Consumer Beliefs and Perceptions about Advertising on their Purchase Decisions, A Field Study from Eskisehir, Turkey

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Abstract

Consumer attitudes towards advertising can be summarized in terms of beliefs and perceptions where advertising can either have positive or negative effects on consumers. In this respect, a survey is applied to 400 respondents selected via stratified sampling from Eskişehir, a city of Turkey with 700.000 inhabitants where 358 of the responses are found eligible. The respondents are required to answer 35 questions of which five are related to demographic characteristics of these respondents. The rest 30 are statements which are designed to reflect the behavior of these people. The study consists of five parts. The first part is an introduction where the scope and the purpose of the study are concisely stated. The second part relates to the theoretical background of the subject matter and the prior researches carried out so far. The third part deals with research methodology, basic premises and hypotheses attached to these premises. Research model and analyses take place in this section. Theoretical framework is built and a variable name is assigned to each of the question asked or proposition forwarded to the respondents of this survey. 30 statements or propositions given to the respondents are placed on a five-point Likert scale where. The remaining five questions about demographic traits as age, gender, occupation, educational level and monthly income are placed either on a nominal or ratio scale with respect to the nature of the trait. Ten research hypotheses are formulated in this section. The fourth part mainly deals with the results of the hypothesis tests and a factor analysis is applied to the data on hand. Here exploratory factor analysis reduces 30 variables to five basic components. In addition non-parametric bivariate analysis in terms of Chi-Square is applied to test the hypotheses formulated in this respect. The fifth part is the conclusion where findings of this survey is listed.

Key Words: ad trust and ad mistrust, celebrity endorsement, attitude toward the ad, advertising attributes, ad involvement, ad skepticism, consumer memory.

JEL classification code: M31

1. Introduction

Advertising which is the most important component of the final “p” of marketing mix, brings forth a controversial issue whether or not it has a direct effect on sales or on consumers as the other “p”s do. It is therefore a debatable issue on the role of the consumers’ beliefs and attitudes toward advertising either positively or negatively structured. Although the purpose of this study does not comprise advertising effectiveness, a careful eye can easily detect that the main topic revolving around the positive and negative beliefs and perceptions finally lead to advertising effectiveness which is supposed to be the companies’ main concern. The authors of this paper therefore wish to attract attention on the pros and cons of advertising derived from consumers’ beliefs and perceptions. After a series of analyses it will be possible to categorize consumers as “those who favor advertising” and “those who repudiate advertising.”

2. Literature Review and Prior Research

2.1 Consumer Memory and Brand Selection

One of the basic tasks of advertising is that it can influence memory for consumer experience. It can produce a powerful effect on the manner where consumers refer to their past experiences with a product (*LaTour, Pickrell and Loftus, p. 7*). Consumers rely on their experiences in their decision-to-buy process. In this respect advertising helps the consumers to appraise their experiences. Prior market studies reveals that consumers pay more attention to advertising after using a product (*Lodish et al. 1995, p. 126*). Human memory is not only a reproduction of past experience, but also a complicated reconstruction process in which people give meaning to their experiences. In this respect, if advertisers fail to recognize the reconstructive memory and solely rely on its reproductive side, it would not be easy to divert consumers from their unfavorable past experiences during their purchase decisions. An experimental design as been carried out to test consumers’ memory at two levels of information as print and screen media. In this respect, the ad copy which is considered persuasive and consumer information which is regarded as non-persuasive are used as explanatory variables. Consequently from the points of the two levels of information, print media seems to be more effective on consumers’ recall than screen media; however when recognition is in question there is no such clear distinction between these two information levels. In other words, print information is recalled easier, yet screen information is also kept in memory. From marketing communications point of view, brand name is recalled more effectively from print media than print media where non-persuasive information surpasses persuasive information as far as consumer memory is considered (*Jones et al, p. 623*).

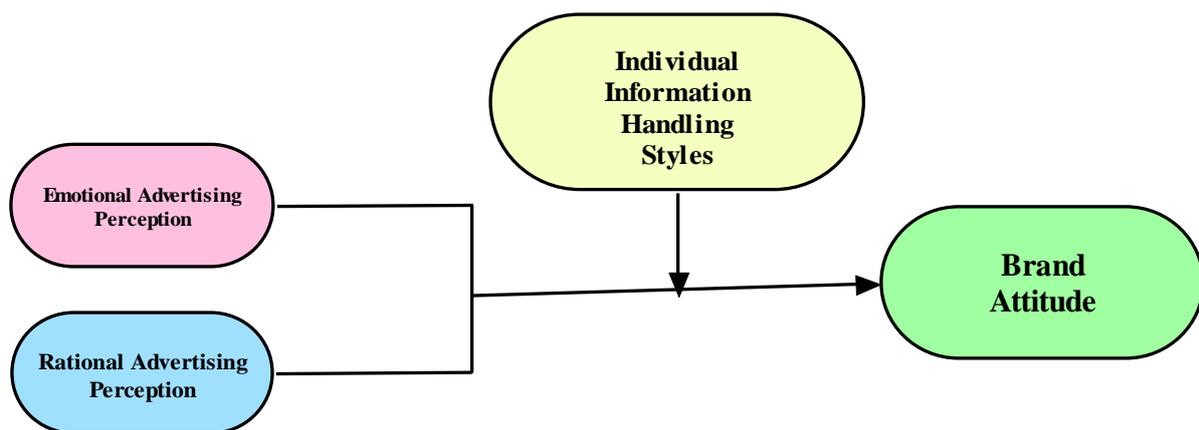
2.2 Emotional and Rational Advertising

A brand is described by some of its characteristics which are created by emotional advertising where brand differentiation and consumer decision-making-process take place. Emotional advertising concentrates on consumers’ specific psychological experience by sending information about self-satisfaction, social identity and sensual stimulation and relates to self-improvement and emotional appraisal. On the other hand, rational advertising uses the tools of reason, logic and objective information to persuade the consumers by supplying them product and service functions so as to satisfy their needs (*Chaoying et at, p.45*). Distinguishing between rational and emotional advertising depends on three sets of criteria where Resnik and Stern defines the first set of criteria as, if the advertisement is related to one of the following

information types then it could be regarded as a rational advertising: product and service price, quality, function, material, purchasing time and place, sales promotion information, information on taste, product nutrition, packaging, promise to consumer, product safety, independent research results and new product concept. If the advertising is related to none of the information types, then it can be regarded as an emotional advertising (Resnick and Stern, p. 51) The second set of criteria comprises ad recognition, brand attribution, ad evoked feelings, cognitive and affective reactions and attitude towards the ad and emotional content holds : *humour, enthusiasm, nostalgia, sex, anger, fear and other emotions.* (Pelsmacker and Geuens, p.227). The third set of criteria was suggested by Flint-Goor & Liebermann (1996) and includes two kinds of information content where *the types of information related to rational advertising* are price, product characteristics or make-up, function, purchase time and place, sale information, product packaging, promise of product quality, market share, research results, convenience, health and nutrition and product safety. On the other hand, information related to emotional content are sex, position and prestige, youth, sports, beauty, gender, enthusiasm and living style (Chaoying et at, p.47).

Rational and emotional ad contents lead to brand attitudes as shown in the following relationship (Chaoying et at, p.49):

Fig. 1. Consumer Information Handling Styles Serving as Moderating Variable Between Advertising Perceptions and Brand Attitude



2.3 Advertising and Brand Choice

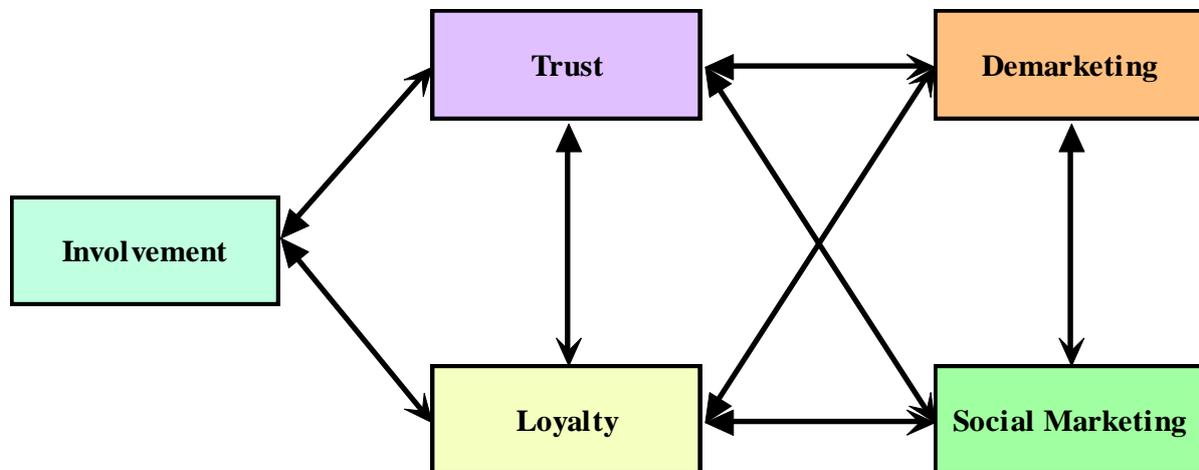
Attitude toward the ad is refined as the “predisposition to respond in a favorable or unfavorable manner to a particular advertising stimulus during a particular advertising stimulus during a particular exposure situation” (MacKenzie and Lutz, p.49). From ABC model of attitudes point of view, this definition reflects and evaluative or affective response to the commercial stimulus and does not comprise cognitive and behavioral constructs. On the other hand, advertising credibility is defined as, “the extend to which the consumer perceives claims made about the branding the ad to be truthful and believable” (ibid, p.51). Advertising credibility reflects consumers’ perceptions about the credibility of the advertisements. A prior research by Biehal, Stephens and Curlo suggests that attitude toward the ad has two potential impacts on brand choice. First of all it might have influence on the encoding of brand characteristics information related to ads and inferences obtained from brand formed during

the processing of ads (Biehal et al, p.34). Environmental claims on advertising also affect the purchase intention and consequently the brand choice of a product.

2.4 Consumer Loyalty and Deceptive Advertising

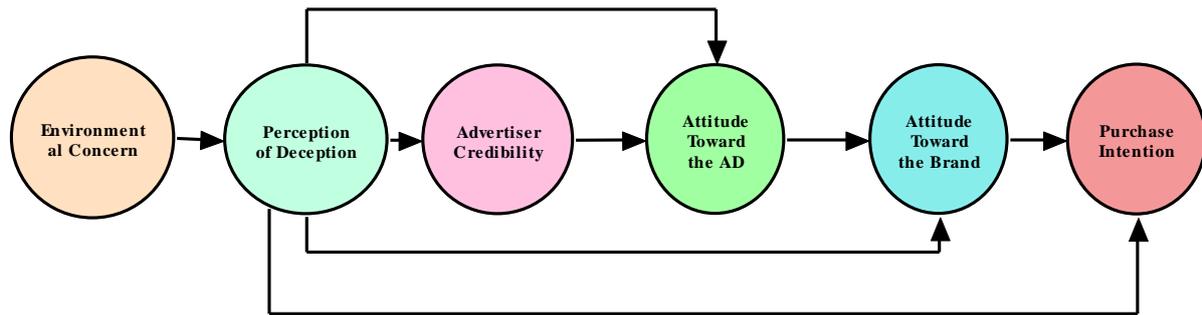
Deceptive advertising is defined as “the use of fake or deceptive statements in publicity”. Deceptive publicity has been around since the inception of time and is still common today. An advertisement or marketing is considered deceptive if it misleads the customers. The deceptive advertising can best be classed around three central figures which include fake advertising which is an absolute lie, false advertising which involves a claim- information discrepancy, such as not revealing all the conditions attached to a product/ products being advertised and deceptive advertising which involves a claim-faith interaction . The literature and many empirical evidence has confirmed that the advertisers and advocates of advertisers are always engaged and at times rigorously engaged in any/all of three stated categories of deceptions while campaigning for their products” (Hasan, S. Akif et al, p. 262). In this context, a research is carried out by Chin-Feng Lin to explore the relationships among involvement, trust, loyalty, social marketing and demarketing after consumers read a deceptive advertisement, and provide the government with information regarding consumers’ perceptions of deceptively advertised products in order to implement effective social marketing or demarketing strategies offers the following relationship (Chin-Feng Lin, p.3):

Fig. 2. Relationship Between Consumer Involvement, Trust and Loyalty, Social Marketing and Demarketing



A study carried on misleading and factual environmental claims where “higher levels of perceived deception are associated with lower levels of perceived corporate credibility, less favorable attitudes toward the ad, less favorable attitudes toward the advertised brand, and decreased purchase intentions toward the product in the ad” (Newell et al, p.48). The study also found that perception of deception creates negative feeling toward the ad, whether the ad is objectively misleading or not. The following illustration depicts the flow of relationships where environmental concern leads to purchase decision (Newell et al. p52)

Fig. 3. Factors Leading to Purchase Intention:



2.5 Ad Perception and Brand Switching

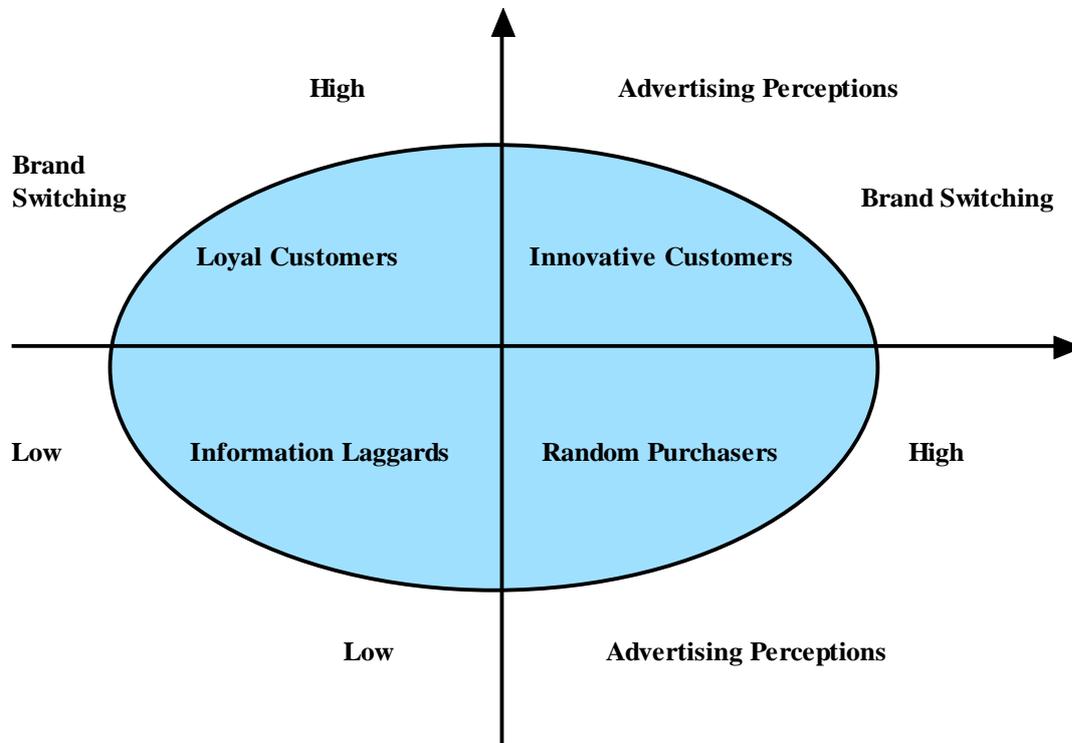
It is a convention of marketing is that ‘brands are more than products’ i.e., products reflects the physical characteristics where brands produce ties between the products and the consumers in terms of special relationships

On the other hand, advertising is a means for positioning the product in consumer mind and tries to find out some means to reach target consumers. The dynamics of the marketplace attracts the consumers’ attention. As far as the purpose of marketing is to attract new customer and stimulate brand switching behavior, advertising plays on important role in initiating the cognition of consumers and further influencing purchasing decisions. (Hsu and Chang, 2003, pp.322-3)

Hsu and Chang (2003) proposed a model on classifications of consumers with different levels of ad perceptions versus brand switching illustrated Figure 3. (Hsu and Chang, 2003, pp.323) As shown in figure 3, the x-axis indicates different levels of brand switching behavior. And the y-axis is advertising perceptions of consumers. According to the model, consumers can be classified into four segments based on the levels of advertising perceptions and possibilities of brand switching Consumer segments are described like as: (Hsu and Chang, 2003)

- *Loyal customers are familiar with the current market information but are not attracted by the offers of the other brands and they are not affected by advertising easily.*
- *Innovative consumers have higher levels of advertising perceptions and large possibilities to switch brand.*
- *Information laggards have relatively low levels of advertising perceptions and they are not sensitive to newly marketed brands. They are temporarily loyal to the brands and may not have strong motivations to search information of other brands. They do not pay much attention to advertising information*
- *Random purchasers are less sensitive to advertising information and have higher tendencies to switch brand.*

Fig. 4. Classification of Consumers with Different Levels of Advertising Perceptions Versus Brand Switching



Source: Hsu and Chang, 2003, pp.323.

3. Research Model and Hypotheses

This field research was conducted in May 2013 in Eskisehir, Turkey, a large city with 700,000 inhabitants. 400 consumers were selected on a random basis using the Stratified Sampling Method, of which 358 were found eligible to be included in the research project. Thirty-two senior students taking a “Marketing Research” course were selected as pollsters and given extra credits for collecting reliable information. The respondents were required to answer a total of 35 questions, of which 30 statements were of the five-point Likert scale type ranging from “1= strongly disagree” to “5= strongly agree.” The rest five questions are of demographic type placed on ratio and nominal scales. All 35 answers (statements) are transformed into variables as in the following table:

Table 1. Variables and Their Explanations

Variable	Explanation	Mean	SD
SINCERDM	Ads mostly present a true and sincere demonstration of the product.	2.73	1.21
NONEEDBY	Ads force people to buy a lot of unnecessary things which they don't really need.	3.37	1.21
BETTERPR	Advertising directs public to buy better products.	3.01	1.11
PUTMYSLF	Some ads encourage me to put myself in the situation exhibited.	3.25	1.09

RECALCOM	When I think of a product, I first recall its' commercial.	3.38	1.24
ANNOYING	I find most advertisements as annoying.	3.13	1.25
TRIGGCOMP	In general advertising triggers the competition which consumers get benefit.	3.47	1.15
PERSUADE	Advertising persuades people to buy things they really want to buy.	3.18	1.25
INFOSOUR	Advertising can be considered as a reliable source of information about products.	2.79	1.19
AMUSING	I watch commercials on TV. Because they are mostly amusing and entertaining.	2.84	1.24
MISLEAD	I think advertisements are getting more misleading recently.	3.33	1.20
ELIMINA	If most advertising were eliminated, then consumers would be able to make better purchase decisions.	3.23	1.19
VALUEDET	The values of our society are deteriorated by some advertisements.	3.15	1.15
CELEBRIT	I rely on the advertising where celebrities take part.	2.63	1.21
EASYPERS	I can hardly be persuaded by any kind of advertising.	3.13	1.15
ADVHELPS	Advertisements help the consumers to make comparisons between products.	3.56	1.06
SENTMNAD	I frequently get involved in the sentimental sides of the ads.	2.93	1.27
LERNFASH	I learn a lot about fashion goods and new products from advertisements and this is a good way to impress others.	3.06	1.26
HGHPRICE	Advertising costs are the major causes of high priced products.	3.46	1.07
DECEPTIV	Deceptive is a better word in explaining advertising than informative.	3.25	1.22
CNTRBECO	I think advertising makes a lot of contribution to our country's economy.	3.34	1.03
MATERIAL	Advertising makes people more materialistic and makes them desire to own things that they don't really need	3.48	1.19
FAVCELEB	I like to watch TV commercials since my favorite celebrities take part in those commercials.	2.65	1.21
FANTASY	All we get from advertisements have nothing to do with real life yet they offer a world of fantasy.	2.97	1.15
UNFAVORB	In general I consider advertising unfavorable.	2.77	1.21
HELPSECO	Advertising helps the economy and results in lower prices.	2.75	1.07
SOURCINF	Advertising is a dependable source of information.	2.69	1.15
TRSTONAD	Generally I trust on advertised products more than unadvertised ones.	3.21	1.14
SUTLIFE	I like to watch the commercials which suit my lifestyle.	3.4003	1.16
RECLLMES	I often recall the message given by a commercial rather than the product itself.	3.38	1.05
AGE	Age	1.95	0.91
GENDER	Gender	N,A,	N.A.
OCCUPATI	Occupation	N.A.	N.A.
EDUCLEVL	Educational Level	N.A.	N.A.
INCOME	Monthly household income	2.30	0.98

Hypotheses

1. *Relationship between brand trust and the information content of advertisements.*

H1: Consumers who perceive advertisements as a major source of information trust in advertising more than those who perceive not.

2. *Relationship between the materialistic and emotional concepts adapted by the consumers.*

H2: There is a significant inverse relationship between the sentimental and materialistic views of the consumers.

3. *Relationship between consumers' memory on commercials and the role of celebrity endorsement in advertising.*

H3: Consumers with high celebrity endorsement recalls message given or the commercial itself rather than the product advertised.

4. *Relationship between consumer segments involved in advertising perception and price sensitivity.*

H4: There is a significant difference between consumer segments involved in advertising perception and price sensitivity.

5. *Relationship between advertising perceptions and consumer demographics.*

H5: There is a significant relationship between advertising perceptions and consumer demographics.

4. Analyses and Test Results

All the hypotheses formulated in the preceding section are tested at $\rho < 0.01$ significance level (except a few at $\rho < 0.05$ level), and following results are obtained:

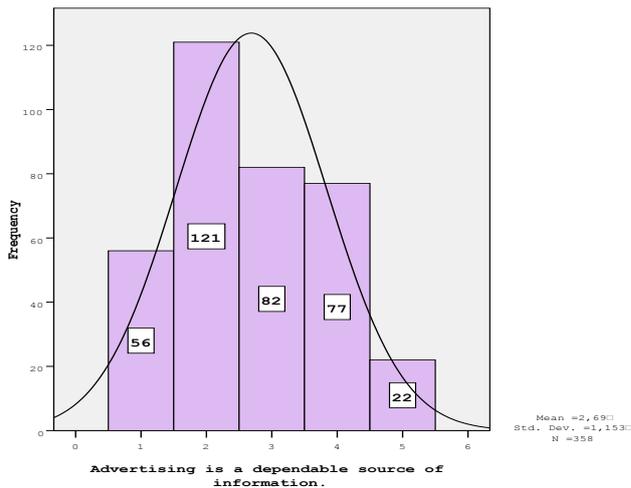
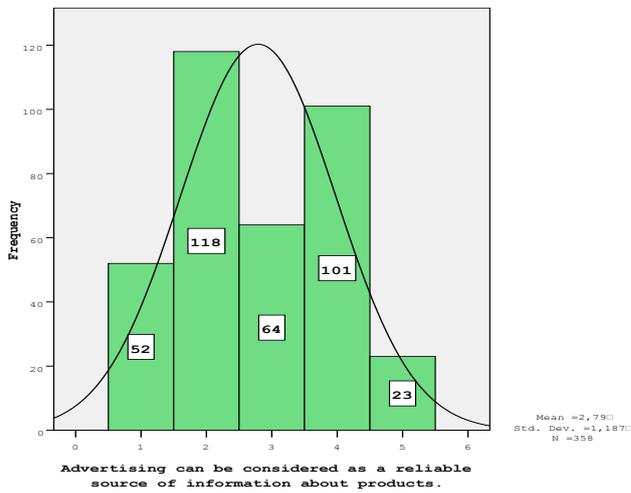
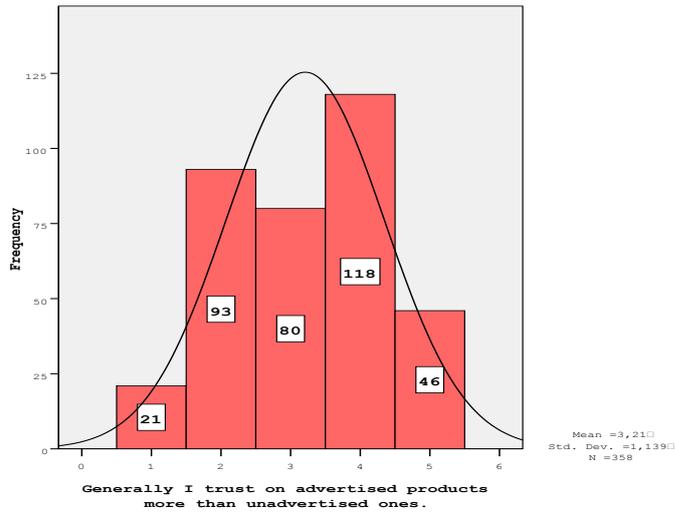
H1 is sustained at two levels of information as :

- Advertising can be considered as a reliable source of information about products.
- Advertising is a dependable source of information.

69.6 % of respondents who perceive advertising as a reliable source of information asserted that they trust on advertised products than non-advertised products.

Similar results are obtained from regarding advertising as a dependable source of information. 65.3 % of consumers who see advertising as a dependable source of information trust highly on advertised products than non-advertised products; whereas 19.5 % of opponents exhibits their distrust.

Fig. 5. Brand Trust, Reliability and Dependability of Advertised Products

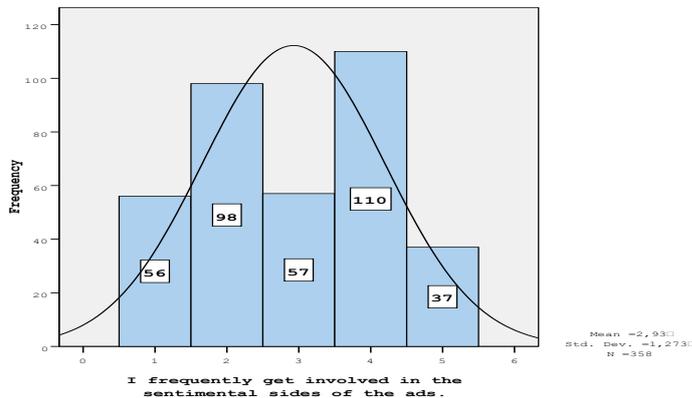
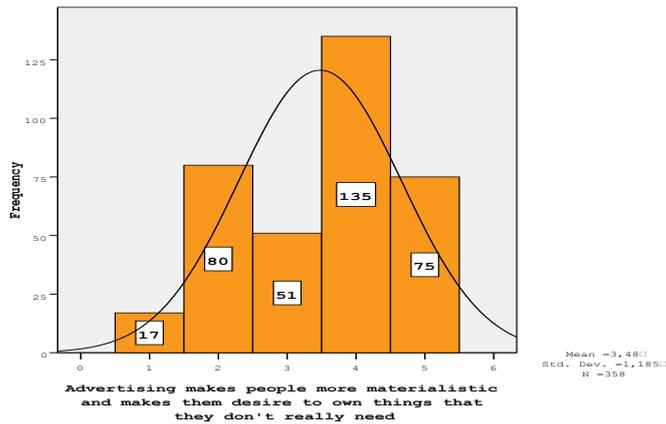


As could be seen from the above charts, respondents' level of trust on advertised brands is highly supported, whereas their agreement to the reliability and dependability of advertising information is not accepted that much. For these two variables disagreement of respondents surpasses their agreement level.

H2 is accepted at $\rho < 0.01$ significance level

48.6 % of the respondents who are involved in the sentimental sides of the ads reject the idea that advertising makes people more materialistic and makes them desire to own things that they don't really need. On the other hand only 37.8 % of them adopts this idea.

Fig. 6. Distribution of Emotional and Materialistic Concern of Consumers Over Advertising



As could be seen from the above distributions, the former is negatively skewed (-0.404), that is respondents' view about materialism of advertising overwhelms the opposite view; whereas the view on sentimental side of advertising is almost balanced from skewness point of view (-0.019). The inference from these distributions is that, people are more prone to see the materialistic side of advertising than the emotional side.

H3 is accepted

Here we use a 2x2 relationship consumer memory and celebrity endorsement using following propositions:

- When I think of a product, I first recall its' commercial.
- I often recall the message given by a commercial rather than the product itself.
- I rely on the advertising where celebrities take part.
- I like to watch TV commercials since my favorite celebrities take part in those commercials.

Table 2. Relationship Between Consumers’ Memory On Commercials and The Role of Celebrity Endorsement in Advertising

Statement	Recall the Commercial			Recall the Message		
	A	B	C	A	D	C
I rely on the advertising where celebrities take part.	55.3	66.6	22.2	55.1	64.0	11.1
I like to watch TV commercials since my favorite celebrities take part in those commercials.	55.3	82.6	4.3	55.1	62.5	17.4

A = Average Agreement Level (Strongly agree + agree) %

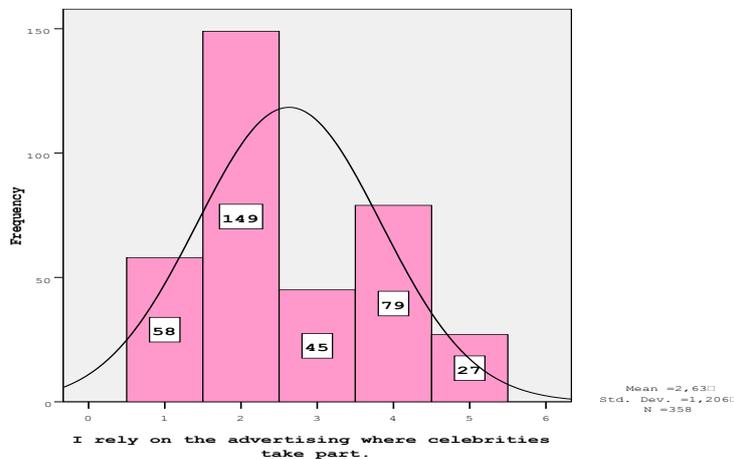
B = Agreement level for Celebrity Endorsement Strongly agree + agree) % in terms of ad trust

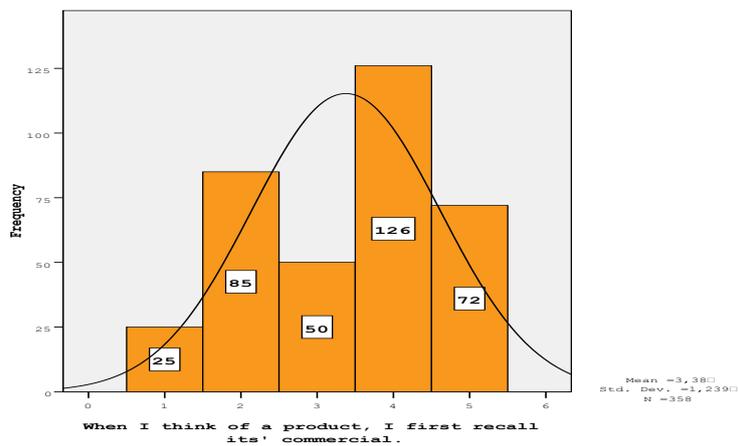
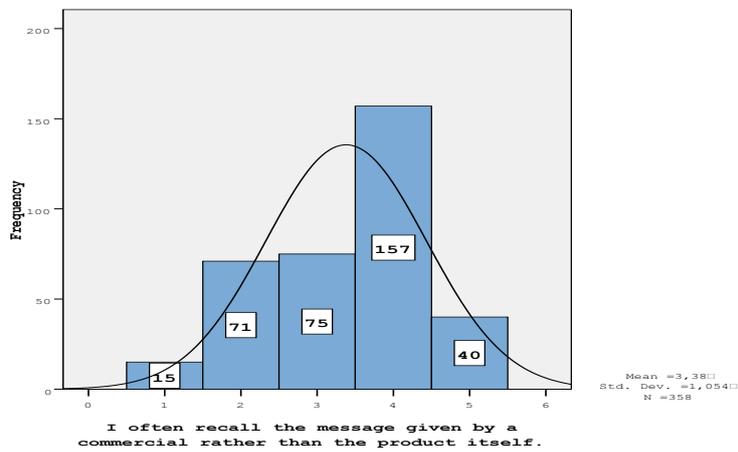
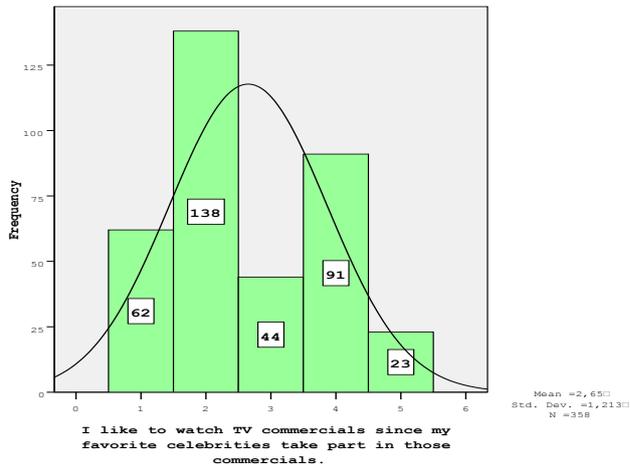
C = Disagreement Level for Both Propositions (Strongly disagree + disagree) %

D =Agreement level for Celebrity Endorsement Strongly agree + agree) % in terms of watching TV,

The table above reveals the fact that the disagreement level for both propositions overwhelms their agreement levels. In other words, celebrity endorsement has significant positive effects on consumers’ memory in terms of either recalling the message given by the commercial or the commercial itself precedes the product or service suggested by the advertisement. The reverse proposition on the other hand has more drastic outcomes. For both propositions 93.3 % disagreement level reveals the fact that these consumers do care about the product itself rather than the message, commercial and celebrities who take part in the ads.

Fig. 7. Distribution of the Celebrity Endorsement Levels and Message or Commercial Appeal





H4 is accepted at all levels of consumer segments

Propositions used in this analysis:

- I can hardly be persuaded by any kind of advertising. **Loyal customers**

- I learn a lot about fashion goods and new products from advertisements and this is a good way to impress others. **Innovative customers**
- Advertising can be considered as a reliable source of information about products. **Information laggards (disagreement)**
- If most advertising were eliminated, then consumers would be able to make better purchase decisions. **Random purchasers**
- Advertising helps the economy and results in lower prices. **Price consciousness (affirmative)**
- Advertising costs are the major causes of high priced products. **Price consciousness (negative)**

Table 3. Relationship Between Consumer Segments Involved in Advertising Perception and Price Sensitivity

<i>Statement</i>	Price consciousness (affirmative) %				Price consciousness (negative) %			
	A	B	C	D	A	B	C	D
I can hardly be persuaded by any kind of advertising. Loyal customers	24.8	12.2	45.5	75.7	54.7	78.8	21.8	9.1
I learn a lot about fashion goods and new products from advertisements and this is a good way to impress others. Innovative customers	24.8	38.4	45.5	28.2	54.7	41.0	21.8	38.4
Advertising can be considered as a reliable source of information about products. Information laggards (disagreement)	24.8	6.7	45.5	71.2	54.7	77.9	21.8	5.7
If most advertising were eliminated, then consumers would be able to make better purchase decisions. Random purchasers	24.8	25.9	45.5	48.2	54.7	66.6	21.8	13.0

A = Average Agreement Level (Strongly agree + agree) %

B = Agreement level for Price Consciousness in Consumer Segments (Strongly agree + agree) % in terms of ad trust

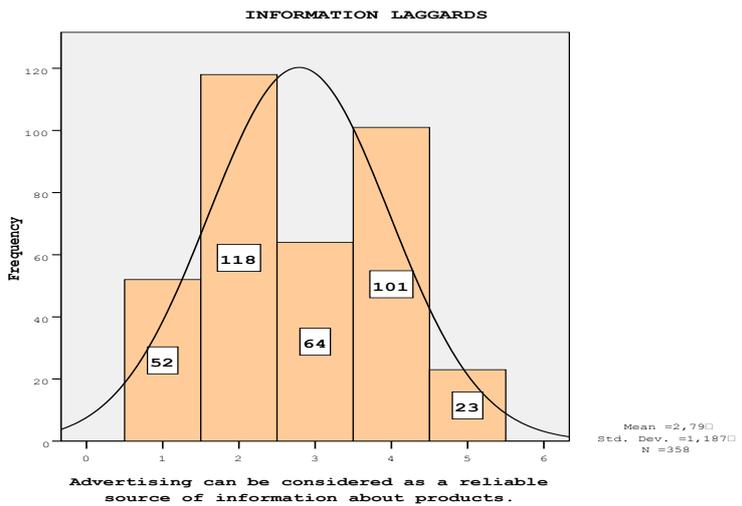
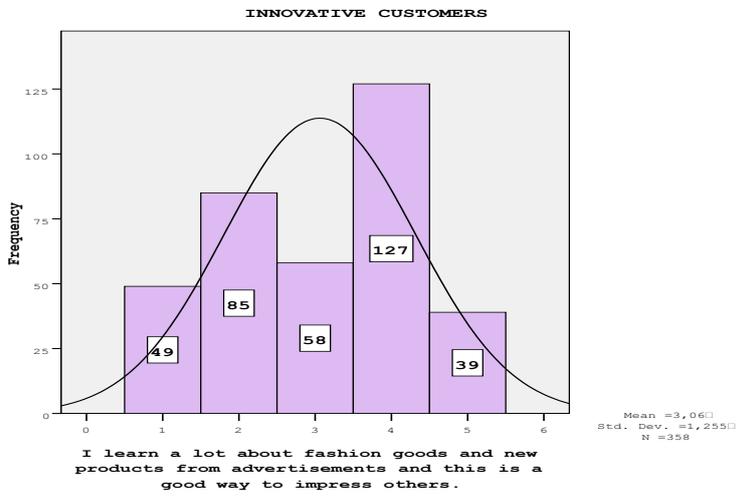
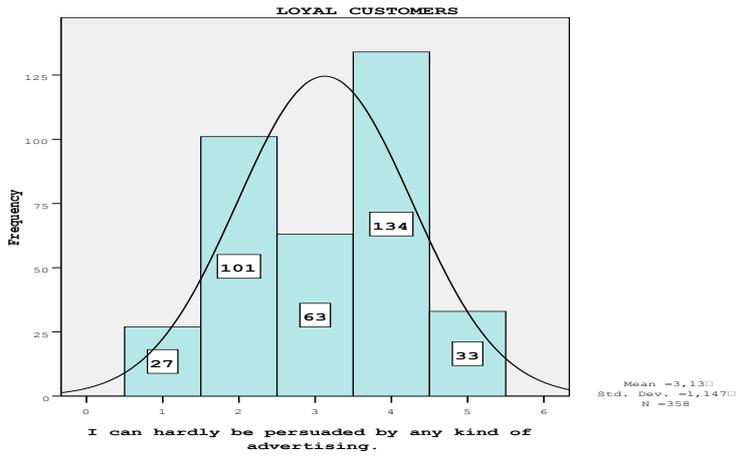
C = Average Disagreement Level (Strongly disagree + disagree) %

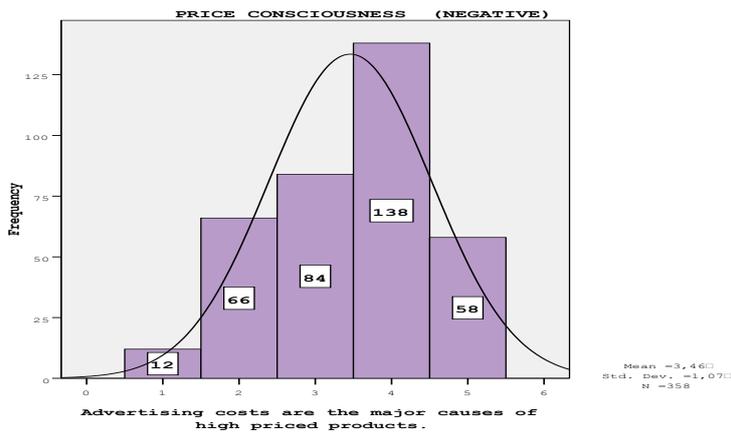
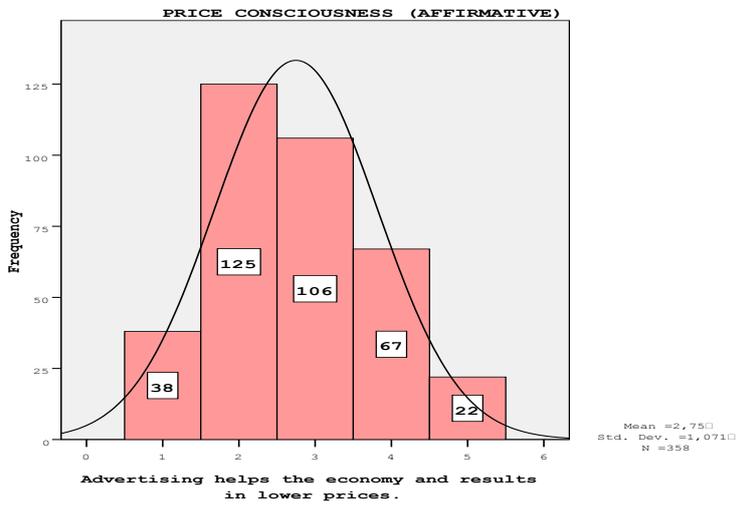
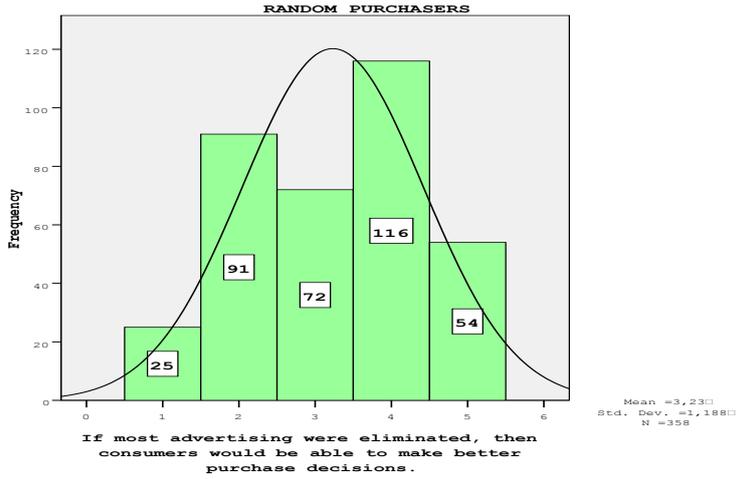
D = Disagreement level for Price Consciousness in Consumer Segments (Strongly agree + agree) % in terms of ad trust

The above table reveals the fact that, loyal customers and information laggards rejects the idea that “Advertising helps the economy and results in lower prices.” On the other hand, they believe that “Advertising costs are the major causes of high priced products.” Random purchasers also adopt the latter proposition.

Innovative consumers exhibit an opposite attitude with respect to the former segments. This group support the idea that “advertising costs are the major causes of high priced products” and rejects that “Advertising costs are the major causes of high priced products.”

Fig. 8. Distribution of Consumer Segments and Price Consciousness





H5 is sustained for most of the consumer demographics. The following tables are produced according to the components derived from factor analysis.

Table 4. Relationship Between Ad Trust-Ad Involvement and Demographic Factors

Consumer Demographics →	Mod Values (Significantly different) %				
Customer Trust and Involvement in Advertising ↓	Age	Gender	Occupation	Educational Level	Income Level
Advertising can be considered as a reliable source of information about products.	(**)	Female 39.5 (***)	(**)	(**)	(**)
Advertising directs public to buy better products.	62+ 63.0	(**)	(**)	Elementary 45.7 (***)	(**)
Ads mostly present a true and sincere demonstration of the product.	(**)	(**)	(**)	(**)	(**)
In general advertising triggers the competition which consumers get benefit.	(**)	(**)	(**)	(**)	(**)
Advertising directs public to buy better products	62+ 53.6 (***)	Female 32.3	Retired & Housewife 40.0 (***)	Elementary 42.8 (***)	(**)
I think advertising makes a lot of contribution to our country's economy.	(**)	Female 54.1 (***)	(**)	(**)	(**)
Advertising persuades people to buy things they really want to buy.	(**)	(**)	Housewife 70.0 (***)	(**)	(**)
Generally I trust on advertised products more than unadvertised ones.	(**)	(**)	(**)	Elementary 51.4 (***)	(**)
In general I consider advertising unfavorable. (*)	26-41 44.3 (***)	Male 39.6	(**)	(**)	(**)
Some ads encourage me to put myself in the situation exhibited.	(**)	Female 52.3	(**)	(**)	(**)
I think advertisements are getting more misleading recently. (*)	(**)	Male 59.2 (***)	(**)	(**)	(**)
I learn a lot about fashion goods and new products from advertisements and this is a good way to impress others.	(**)	Female 58.7	(**)	(**)	(**)
Advertising helps the economy and results in lower prices.	(**)	(**)	Self-emp. And Man. 40.0 (***)	(**)	(**)

(*) Reversed proposition (negatively asked)

(**) Rejected relationship

(***) Accepted at $p < 0.05$

The above table does not yield favorable results since most of the relationships are rejected. It is however possible to derive some conclusions from the table and could be made a general conclusion as “Consumers do not differ much from their appraisal of advertising trust and involvement in terms of their demographic characteristics”.

Table 5. Relationship Between Celebrity Endorsement and Entertainment in Advertising and Demographic Factors

Consumer Demographics →	Mod Values (Significantly different) %				
Celebrity Endorsement and Entertainment in Advertising ↓	Age	Gender	Occupation	Educational Level	Income Level
I like to watch TV commercials since my favorite celebrities take part in those commercials.	(**)	Female 40.8	(**)	(**)	(**)
I rely on the advertising where celebrities take part.	(**)	(**)	(**)	Elementary 54.3	(**)
I watch commercials on TV. Because they are mostly amusing and entertaining.	(**)	Female 49.7	(**)	(**)	(**)
I frequently get involved in the sentimental sides of the ads.	18-25 46.0	Female 52.3	Housewife 62.5	(**)	(**)
I find most advertisements as annoying. (*)	(**)	Male 52,2 (***)	(**)	(**)	(**)

(*) Reversed proposition (negatively asked)

(**) Rejected relationship

(***) Accepted at $p < 0.05$

Table 6. Relationship Between Deceptive Advertising and Consumer Mistrust and Demographic Factors

Consumer Demographics →	Mod Values (Significantly different) %				
Deceptive Advertising and Consumer Mistrust ↓	Age	Gender	Occupation	Educational Level	Income Level
Advertising makes people more materialistic and makes them desire to own things that they don't really need	(**)	(**)	(**)	(**)	(**)
Advertising costs are the major causes of high priced products.	(**)	(**)	(**)	(**)	(**)
Ads force people to buy a lot of unnecessary things which they don't really need.	41-62 62.2 (***)	Males 63.5 (***)	(**)	(**)	\$0-600 63.5
Deceptive is a better word in					

explaining advertising than informative.	(**)	(**)	(**)	(**)	(**)
I can hardly be persuaded by any kind of advertising.	(**)	Females 54.6 (***)	Self-emp. And Man. 56.0	Elementary 51.4 (***)	(**)
All we get from advertisements have nothing to do with real life yet they offer a world of fantasy.	(**)	Males 41.3	(**)	(**)	(**)

(*) Reversed proposition (negatively asked)

(**) Rejected relationship

(***) Accepted at $p < 0.05$

Table 7. Relationship Between Consumer Memory and Choice Behavior and Demographic Factors

Consumer Demographics →	Mod Values (Significantly different) %				
Consumer Memory and Choice Behavior ↓	Age	Gender	Occupation	Educational Level	Income Level
I often recall the message given by a commercial rather than the product itself.	(**)	Females 63.2 (***)	(**)	(**)	(**)
When I think of a product, I first recall its' commercial	(**)	Females 64.4	Housewives 80.0 (***)	(**)	(**)
I like to watch the commercials which suit my lifestyle.	(**)	Females 69.0	(**)	(**)	(**)
Advertisements help the consumers to make comparisons between products.	(**)	Females 75.9	Housewives 82.5	(**)	(**)

(*) Reversed proposition (negatively asked)

(**) Rejected relationship

(***) Accepted at $p < 0.05$

Table 8. Relationship Between Ad Repudiation and Demographic Factors

Consumer Demographics →	Mod Values (Significantly different) %				
Ad Repudiation ↓	Age	Gender	Occupation	Educational Level	Income Level
If most advertising were eliminated, then consumers would be able to make better purchase decisions.	(**)	(**)	Self-emp. And Man. 64.0 (***)	(**)	(**)
The values of our society are deteriorated by some advertisements.	(**)	(**)	(**)	(**)	(**)

(*) Reversed proposition (negatively asked)

(**) Rejected relationship

(***) Accepted at $p < 0.05$ *Factor Analysis*

Factor analysis conducted within the scope of this study reduced 30 variables into five basic components as follows:

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,950
Bartlett's Test of Sphericity	Approx. Chi-Square	5657,401
	df	435
	Sig.	,000

Table 9. Rotated Components with Factor Scores and Scale Reliabilities

Variables	Scores
Component 1. Ad Trust and Involvement	0.
Advertising can be considered as a reliable source of information about products.	698
Advertising directs public to buy better products.	691
Ads mostly present a true and sincere demonstration of the product.	679
In general advertising triggers the competition which consumers get benefit.	649
Advertising is a dependable source of information.	630
I think advertising makes a lot of contribution to our country's economy.	626
Advertising persuades people to buy things they really want to buy.	586
Generally I trust on advertised products more than unadvertised ones.	528
In general I consider advertising unfavorable. (*)	510
Some ads encourage me to put myself in the situation exhibited.	502
I think advertisements are getting more misleading recently. (*)	502
I learn a lot about fashion goods and new products from advertisements and this is a good way to impress others.	446
Advertising helps the economy and results in lower prices.	383
Cronbach's Alpha (α)	909
Component 2. Celebrity Endorsement and Entertainment in Advertising	
I like to watch TV commercials since my favorite celebrities take part in those commercials.	728
I rely on the advertising where celebrities take part.	703
I watch commercials on TV. Because they are mostly amusing and entertaining.	624
I frequently get involved in the sentimental sides of the ads.	530
I find most advertisements as annoying. (*)	466
Cronbach's Alpha (α)	831
Component 3. Deceptive Advertising and Consumer Mistrust	
Advertising makes people more materialistic and makes them desire to own things that they don't really need	733
Advertising costs are the major causes of high priced products.	725
Ads force people to buy a lot of unnecessary things which they don't really need.	605
Deceptive is a better word in explaining advertising than informative.	560

I can hardly be persuaded by any kind of advertising.	428
All we get from advertisements have nothing to do with real life yet they offer a world of fantasy.	401
Cronbach's Alpha (α)	812
Component 4. Consumer Memory and Choice Behavior	
I often recall the message given by a commercial rather than the product itself.	761
When I think of a product, I first recall its' commercial	666
I like to watch the commercials which suit my lifestyle.	615
Advertisements help the consumers to make comparisons between products.	542
Cronbach's Alpha (α)	776
Component 5. Ad Repudiation	
If most advertising were eliminated, then consumers would be able to make better purchase decisions.	793
The values of our society are deteriorated by some advertisements.	520
Cronbach's Alpha (α)	456
Overall Score of Cronbach's Alpha (α)	0.780

5. Findings

The following conclusions are derived from this study:

1. Trust on a product significantly depends upon the high level of perception about the reliability of information offered by advertising.
2. Advertising develops trust on consumers since they trust is more on advertised products than unadvertised products (45.8 % vs. 31.8 %).
3. Controversial to the conclusion above, the majority of the respondents are reluctant to accept advertising as a dependable source of information (27.6 % vs. 49.4 %).
4. Consumers who are involved in the sentimental side of advertising reject the idea that advertising makes people more materialistic (48.6 % vs. 37.8%); however the total number of respondents accept this idea throughout a great majority (58.6 % vs. 27.1 %)
5. Celebrity endorsement is not supported by the total population of respondents (358 units of whom 31.8 % and 29.6 % agree but 55.9 % and 57.8 disagree). However, when the same proposition is offered to them with a clause 'what if message or commercial itself precedes the product in terms of importance' the result is totally reversed. This time the consumers who give priority the commercial have an overwhelming agreement level (66.6 % vs. 22.2 %) and 82.6 % vs. 4.3 %); and those who care for message and recall it have similar scores (64.0 % vs. 11.1 % and 62.5 % vs. 17.4 %)
6. From customer segments point of view, the appraisal of advertising effects whether positively or negatively on prices brings forth different results for these segments. Loyal customers feel that advertising has negative effects on the prices of products; Innovative consumers on the other hand, adopt just and opposite idea. Information laggards and random purchasers also take part on loyal customers.
7. *Consumer trust and involvement in advertising* is one of the main concerns of this study. In this context, *Females* consider advertising as a reliable source of information about products; *senior citizens* (+62), and *elementary school graduates* believe advertising directs public to buy better products; *senior citizens, females, retired people and housewives* consider that advertising directs public to buy better products. *Females* also think advertising makes a lot of contribution to our country's economy, and some ads encourage them to put themselves in the situation exhibited.

Housewives on the other hand are the defenders of advertising and claim that advertising persuades people to buy things they really want to buy. Trusting on advertised products more than unadvertised ones is a common practice of *elementary school graduates*. *Self-employed professionals and managers* assert that advertising helps the economy and results in lower prices.

Mistrust and disentangle from advertising is an opposite behavior of what has been mentioned above. Here *young adults (26-41 years old) and males* adopt this behavior and in general consider advertising unfavorable and think advertisements are getting more misleading recently.

8. Among consumers who are involved in *celebrity endorsement and entertainment traits of advertising youngsters (18-25 years old), females and housewives* watch commercials on TV and frequently get involved in the sentimental sides of the ads.. In addition *females* also like to watch TV commercials since their favorite celebrities take part in those commercials and they are mostly amusing and entertaining. Objection to this clause arises from *males* since find most advertisements as annoying.
9. *Deceptive advertising, and consumer mistrust* is a common perception on the part of *middle-aged people (41-62 years old), males and lowest income group (\$0-600)* who think ads force people to buy a lot of unnecessary things which they don't really need. Another group of people, *females, self-employed professionals and managers and elementary school graduates* believe that they can hardly be persuaded by any kind of advertising.
10. *From consumer memory and choice behavior points of view, females and housewives* are the champs, since they claim when they think of a product, they first recall its' commercial and believe that advertisements help the consumers to make comparisons between products. In addition, *females* often recall the message given by a commercial rather than the product itself and assert that they like to watch the commercials which suit their lifestyles.
11. *Ad repudiation* is most evident for *self-employed professionals and managers* and their wish is that if most advertising were eliminated, then consumers would be able to make better purchase decisions.

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