

Organizational Strategies and Communication Model: Do Advertisements Influence Attitude Formation and Change?

Tahseen Anwer Arshi

Director of Studies, Faculty of Business Management

Majan College (University College) Muscat, Oman

E-mail: tahseen.arshi@majancollege.edu.om

Received: Sep. 13, 2012

Accepted: Sep. 24, 2012

Published: October 1, 2012

doi:10.5296/jmr.v4i4.2411

URL: <http://dx.doi.org/10.5296/jmr.v4i4.2411>

Abstract

Organizations often find themselves at cross roads while deciding on organizational strategies to structure their communication model. This study explores the tensions between cognitive and affective components that are integral to communication models. Consumer attitude formation is a dynamic interplay of cognitive and affective psychology. Advertisements with its potential to influence both affective and cognitive components have been found to be influencing consumer attitudes. Findings of this study indicate that advertisements have a strong ability to influence consumer attitudes in the telecommunications sector in India in general and Bharti Airtel in particular. The multiple-regression model explains 53% of the relationship between attitude formation and advertisement construct. The findings have implications for marketers and advertisers who can benefit from the understanding of impact of both affective and cognitive components in advertising and its impact on consumer decision making.

Keywords: Affective, Cognitive, Attitude, Advertisements, Consumer

Introduction

Consumer behavior focuses on how individuals make decisions to spend their available resources on consumption related items. The study of consumer behavior enables marketers to understand and predict consumer behavior in the marketplace; it is concerned not only with what consumers buy but also with why, when, where, and how they buy (Paul & Olson, 2008). Attitude formation and change is a dynamic interplay of mind and heart; each is psychologically represented as cognitive and affective components respectively (Forgas 2008).

Consumer attitude is particularly relevant for the telecommunication industry as the products and services are hardly differentiated, and are susceptible to price war. Telecommunication industries have seen a phenomenal growth across the world both in developed and developing countries. Telecommunications play an important role in the world economy and the worldwide telecommunication industry's revenue was estimated to be \$2 trillion in 2012. The Indian telecommunications network is the third largest in the world and the second largest among the emerging economies of Asia. Today, it is the fastest growing market in the world. India has the world's second-largest mobile phone users with 894 million as of December 2011. It has the world's third-largest Internet users with over 121 million as of December 2011. India has come to be regarded as the world's most competitive and one of the fastest growing telecom markets (www.theeconomist.com). The telecom industry has reached a size of Rs.344,921 crore (US\$75.88 billion) in 2012 at a growth rate of over 26 per cent, and generated employment opportunities for about 10 million people during the same period. According to analysts, the sector would create direct employment for 2.8 million people and for 7 million indirectly. The total revenue of the Indian telecom sector grew by 7% to Rs. 283,207 crore (US\$62.31 billion) for 2010-11 financial year, while revenues from telecom equipment segment stood at 117,039 crore (US\$25.75 billion) (Economic Times. March 25, 2011).

Bharti Airtel is one of the most valued companies of India, and is also the leading telecom provider in the country. Bharti has a subscriber base of 91.1 million and added 2.9 million subscribers in Feb 2010. Bharti Airtel's leadership position in telecommunications sector is evident by its operations in 19 countries across Asia and Africa (www.airtel.in/QuarterlyResult/Quarterly). Airtel is the fifth largest telecom operator in the world with over 243.336 million customers across 19 countries as of December 2011(www.airtel.in).

Practical Implications

This study, on the effects of advertisements on consumers in shaping consumers' attitudes, will enable the firms in the telecom industry in general and Bharti Airtel in particular to understand consumers' thought processes and what kind of advertisements have the potential to create a deep impact on consumers particularly in shaping attitudes. Attitudes are integral to consumers' decision making as they are enduring and long-lasting and hence, its role in consumer decision making has been widely recognized.

Rationale

Organizations compete for attention and market share and the greater the competition the more the competitive intensity. The telecommunication industry in India is very competitive with hardly any differentiation in products, services and high price competition. In such a scenario organizational communication particularly advertisements are a powerful tool today that organizations use to lure the attention of consumers. Advertisements act as a powerful tool as they not only attract consumers' attention but also help in shaping consumers' attitudes towards products and services, molding and altering perceptions, raising the level of awareness and loyalty of the consumers.

Financial Performance of Bharti Airtel

It is clear that although Airtel is the leader in the market it is fast losing market share to the competitors (Table 1). Interestingly, Bharti Airtel recently has been successful in its advertisement campaign particularly 'friends' campaign' and lured many new and young customers. This study will further provide insights to the company into its communications strategy with the consumers.

Research Questions

RQ1: What are the factors that are responsible for shaping and influencing consumers' attitudes in the telecom sector in India?

RQ2: What are the factors that are responsible for shaping and influencing consumers' attitudes positively towards Bharti Airtel?

Hypothesis

HO1: There are strong correlations observed between consumers' attitudes in the telecom sector in India and advertisements

HO2: There are strong correlations observed between positive attitude of Bharti Airtel consumers and the company's advertisements.

Literature Review

Consumer Attitude

Consumer attitude has always an area of interest for academics, researchers and practitioners. The very abstract nature of consumer attitude makes it intriguing, interesting, challenging and a unique area for research. Attitudes put people into a frame of mind for liking or disliking things, for moving toward or away from them (Armstrong and Kotler, 2000). Consumer attitudes are a composite of a consumer's (1) beliefs about, (2) feelings about, (3) and behavioural intentions toward some object--within the context of marketing, usually a brand or retail store. These components are viewed together since they are highly interdependent and together represent forces that influence how the consumer will react to the object (Slomon 2007). Chaudhary and Gopal (2011) reports through their findings that consumer attitudes are quite gullible and can be changed if the situations demands so. This can cause

consumers to behave in ways seemingly inconsistent with their attitudes. Advertisements have been found to be widely causing this inconsistency.

Role of Advertisements in Shaping Consumer Attitudes

Cheung, Harker and Harker (2007) after a thorough review of literature found out the consumer attitudes related to advertising have more or less remained stable over the years. Hoyer and MacInnis (2008) defined advertisements (Aad) as 'a predisposition to respond in a favorable or unfavorable manner to a particular advertising stimulus during a particular exposure occasion' (p. 49). Therefore, Aad is a situation-bound construct and 'an attitudinal reaction to the advertisement generated at the time of exposure' (MacKenzie and Lutz, 1989, p. 19). Coutler et al. (2001) advanced the concept of Aad and developed a structural model that suggested that various antecedents can determine the Aad through both peripheral and central processing mechanisms. Blair (2000) identified that the antecedents of the Aad can be affected by a consumer's level of involvement. An increase in the level of advertising interactivity is likely to increase a consumer's level of involvement during the advertising exposure. Consequently, the Aad is likely to be enhanced (Vlasic and Kesic, 2007).

Janiszewski and Noel (2003) found that repeated exposures to advertisements can create attitudes with higher level of confidence. Further single exposures could create attitude with lower confidence levels and repeated exposures would create attitudes with higher confidence levels. These hypotheses were proved to be true as the findings indicates that attitude confidence can be increased through repeated exposures. Based on these two major findings

Blair and Henderson (2000), set out to establish how these findings can be applied to attitude-behaviour relationship with the same logic they argued that repeated exposure to advertisements can create attitude that are more predictive of purchase behaviour. Gallagher, Foster and Parsons (2001) further found that the magnitude of difference between single and multiple advertisement exposures is not as large as the differences in accessibility between attitudes based on direct and indirect experiences. They specifically found out that a minimum of four exposures was optimum to achieve the desired level of attitude accessibility. However, Campbell and Keller (2003) reported that the relationship between advertising repetition and attitude is an inverted relationship. They reported that with the increase in repetition attitude valence initially increases but 'wear out' with more repetition and attitude valence declines. The reason that they give for this is advertisements especially complex ones when repeated, the clarity increases in consumers' minds and interest is generated but after too many repetition it wears out.

Affective and Cognitive Appeal

Organizational communication as an important moderating variable in the attitude-behaviour relationship and is included as an important part of cognitive and affective models. Specific aspects of advertising stimuli like vividness, emotionality and message structure also have a role to play in influencing non-evaluative dimensions of attitude. Logically argued, it can be inferred from the earlier findings that 'cognitive' elements of attitude which are primarily evaluative in nature need not be changed and organizational

communication may not always be in a position to achieve that goal. Alternatively the non evaluative dimensions which are more related to 'affect' aspect of attitude can be effectively targeted and desired results can be achieved.

Changes in affective component can be achieved more effectively through the use of appropriate communications. Classical conditioning is one of the most prominent strategies used to alter affective structures (Nordhielm 2002). Advertisement with source credibility, right message structure, appropriate imagery and emotional appeal are usually described by researchers as effective tools. Nordhielm (2002) found standardized advertising messages to be more feasible for industrial goods than for consumer goods and services. For service firms emotional appeals were found to be more effective. Thus the nature of the product is considered to be the most significant factor influencing the advertising strategy.

Mental imagery has been found to be effective in service sector because of the simple reason that it can help the marketers to reduce the intangibility aspect of a particular service. Mental imagery, a mode of cognition involving the activation of perceptual knowledge stored in the long-term memory, is a process that interests advertising researchers. Empirical evidence shows that imagery often mediates cognitive and affective responses to advertising including the recall of the content of advertising message, feelings, attitudes toward the advertising (Aad) and brand (Ab) and behavioural intentions (BI) (Mehta, 1999).

Despite the recent interest in the mental imagery construct evinced in consumer behaviour and advertising literature, a consistent approach to the measurement of advertisement- evoked imagery has not emerged. In fact, in their review of imagery research in advertising, Babin and Burns (1998) suggested that the lack of valid measures of imagery had, up until then, been a major hindrance in imagery research. Several approaches to assessing imagery effects have been taken including criterion-based approaches (Escalas and Stern 2003), coding written protocols and one-dimensional scales. These researches indicated that vivid images stay longer in memory and hence positive attitudes are developed (Pechmann et al. (2005).

While the majority of attempts to capture the imagery construct have been less than adequate, two multidimensional imagery scales have been developed (Babin and Burn, 1998). These were reasonably good scales but, since each was developed using advertisements from a single medium, their robustness in other advertising media is questionable. In addition, potentially relevant dimensions of imagery such as affective tone and sensory mode are not accounted for in either scale. Therefore, the research could not conclude how it shapes attitudes. Mental imagery is cognitive process in which perceptual information is represented in working memory. It is similar to but distinct from perception and involves the activation of concrete representations of beliefs and feelings related to personal experience (Pechmann et al. 2005). The memory structures containing perceptual information are hypothesized to be very elaborate reflecting the rich nature of perceptual information. Similarly attitude formation can be on a continuum starting from no attitude to positive to negative attitude (Wang et al. 2002).

Imagery is different from discursive cognition which involves the activation of relatively abstract, symbolic, linguistic-type information encoded in structures which are less elaborate

than perceptual structures. However, imagery and discursive processes are not mutually exclusive. Pure imagery and purely discursive processing should be viewed as ends of a continuum. Typically, a stimulus will activate both processes to varying degrees (Weilbacher 2003).

Imagery is a multidimensional process. Theorists have suggested that imagery may vary in terms of quantity vividness affective tone and modality. Quantity refers to the number of images evoked by a stimulus and is an indication. Vividness relates to the quality of the imagery, reflecting its clarity, intensity and distinctiveness (Coulter et al. 2003). The vividness of imagery therefore indicates the elaborateness of the activated memory structures and the intensity with which they are activated. Some researchers like Elliot (2007) who has been investigating the effect of messages have suggested that vividness and clarity are separate and distinct imagery dimensions but there has been no empirical evidence to support this distinction. Imagery quantity and vividness have been supported by a wealth of empirical evidence (Miller and Marks, 1997; Babin and Burns, 1998).

The affective tone of imagery may have a positive or negative valence to varying degrees. The valence of the imagery indicates the individual's interpretation of the emotional meaning attached to concrete memories (Gordon 2006). Modality refers to the sensory nature of the imagery. Images can be visual, auditory, gustatory, olfactory or tactile or they may be comprised of various combinations of these sensory stimuli. Evidence suggests that visual imagery followed by auditory imagery is the dominant modalities for most people. Empirical support has not been established for either affective tone or modality with the development of valid measures (Wang et al. 2002).

Mental imagery is of interest to advertising researches because it has been shown to influence several cognitive and affective responses to advertising messages. Research also indicates that imagery and its accompanying positive effects can be influenced by the various executional tactics used in advertising. For example, several studies have reported that generating imagery by increasing the salience of print advertisement pictures relative to copy can enhance the recall of information presented in the advertisements (Unnava and Burnkrant, 1991). The results of another study suggested that increasing the quantity and vividness of imagery with product-related sound effects in radio commercials can improve the recall of message content and strengthen advertisement-evoked feelings (Debra 2003).

Studies have also demonstrated the positive influence of imagery in persuasive advertising. For example, a print advertisement study showed a positive relationship between the concreteness of the advertisement copy, vividness of imagery, Ab and BI (Mehta 2000). Further, a radio advertising study found that imagery quantity and vividness mediated the influence of the focal character (self versus other) and plausibility (plausible versus not plausible) of the consumption situation described in the script on Aad (Bone and Ellen, 1992). Yet another radio study showed positive relationships between sound effects, the vividness of the warble script, imagery quantity, imagery vividness, feelings and Aad (Miller and Marks, 1997). This study also found a positive relationship between instructions to imagine the quantity of imagery and feelings.

Further with the advent of Internet and extensive use of mobile phones after the year 2000, new researches were reported on consumer attitudes particularly towards advertising and also the use of advertising using both of these mediums. Strong and Barwise (2002) have reported the mixed use of 'direct response' and 'brand building' advertisements by telecom companies especially for time sensitive communication. Matti and Heikki (2005) found extensive use of mobile advertising post 2000 and Marek (2006), argued that mobile advertising affects consumer attitudes and intentions towards mobile advertising itself. The study calls for more studies on consumer attitudes towards telecom companies and their advertising strategies particularly using mobile devices. Chia and Tan (2007) pointed out towards dearth of research on advertising using particular medium and argue that most of the empirical researches have reported on consumer attitudes towards advertising in general.

Advertisements and Brands

Researchers have established that advertisements over a period of time are able to create brands and reinforce brand values (Moore et al, 2002). Saffu and Walker (2006) argued that certain national brands promote 'buy locally-made products and these can be characterized as protectionist, nationalistic, and self-interest. Oh (2007) and Assael (2004) discuss the importance of brand in influencing consumer attitudes. Ferle and Lee (2003), laid emphasis on brand values and how consumers associate themselves with these values. Supphellen (2000) concludes that brands create brand equity over a period of time and this brand equity comprises of key brand values. Individual and situational characteristics that influence cognitive and affective components process complex branding cues differently and ultimately attitudes are created. These include cultural factors, which in turn, include gender roles, consumer beliefs and values (Singh et al. 2003). When some discussions pointed as to as to why certain advertisements targeted with certain brand message, had a positive influence the pointers were directed towards consumer's interest and their level for involvement (Coyle 2003). Overall the literature showed that there are plenty of evidences to support that communication in general and advertising in general influences consumer attitudes. To test the theoretical standpoint in the present research setting and adopting a deductive strategy appropriate methodology was framed.

Methodology

Epistemologically this research is posited into realist philosophy which meant that a hypothetico-deductive approach was utilized and the framework of the research was built with the identification of dependent and independent variables (Bryman and Bell 2003). Adopting a realist philosophy meant that quantitative strategies were used so that concepts can be measured and causality to could be established (Fisher 2004). The dimensions were measured using multiple items in the questionnaire. To this effect literature was used to find validated scales for the constructs. Using this information, measurement for all the constructs was developed and operationalized through 15 items statements. The survey instrument utilized '5 point' likert scale that was developed to measure the constructs. The data was analyzed using Pearson correlation and multiple regressions. Using Yamane's (1967) formula

and using mixture of simple random and judgment sampling 200 consumers and non-consumers of Bharti Airtel for chosen were chosen for the study.

Reliability and validity was achieved through item-to-total correlation (>0.50) and inter item correlation (>0.30) Hair et al. (2006). A total of 15 items (all scale data) were subjected to alpha test too ensure reliability. The reliability test of the interval scaled data showed a high internal consistency as the Cronbach Alpha value was 0.772 which is by all means highly desirable as suggested by Saunders et al. (2006). Homoscedasticity was checked using Tabachnik and Fidell's (2007) and Pallant's (2005) recommendations through Leven's test (.079) and multi-collinearity through tolerance levels and variation inflationary factor (VIF) and desirable scores (tolerance <10 and VIF < 2.5) was achieved. There was no auto-correlation detected in the data as was indicated through the Durbin Watson Test. These tests indicated that there were no violations of the assumptions of regression equations.

Findings and Data Presentation

The findings indicate there is positive and strong relationship between advertisement and consumer attitude, which means that advertisements can influence attitude formation and change. The results of Pearson product moment correlation indicate that 11 out of 15 variables showed significant relationship between advertisements and attitude formation and change. These variables are shown in table 2. To establish greater degree of causality and to investigate the combined effect of all independent variables on the dependent variable multiple regression test was conducted and the results are shown in table 3. The results of the multiple regression tests showed that predictor variables such as affective component, cognitive component, cultural values, brand recognition, and imagery influences attitude formation and change (dependent variable) considerably. The regression model (table 3) explains 53% (adjusted R square) relationship between advertisement construct and attitude formation and change. Based on the finding the null hypothesis (HO1: There are strong correlations observed between consumer attitudes in the telecom sector in India and advertisements and HO2: There are strong correlations observed between positive attitude of Bharti Airtel consumers and the company's advertisements) is accepted and alternate hypotheses are rejected.

Discussion

The findings confirm that advertisements are instrumental in shaping consumers' attitudes. Both cognitive and affective components, also confirmed by Dirk (2010), were found to be influencing consumers' attitudes and advertising has the ability to use both the components effectively. The affective route to attitude development is usually strategized through imagery, emotional content and appeal. On the other hand, cognitive route to attitude development is usually strategized through product information and logical appeal. In the telecom sector in India and particularly for Bharti Airtel the former strategy seemed to be more effective. It can be however argued that since the Bharti Airtel is the leading telecom provider in India, and if a particular strategy has worked for it, there is all reason that it may work for other service providers as well. The findings of this research corroborate various empirical researches which investigated the role of external stimuli particularly effect of advertising on

attitudes. These researches logically extended the argument that if advertisements can change brand evaluations in a positive way, then it can positively affect purchase behaviour resulting in a higher chances of purchase. The evidence of this can be found in a recent advertisement campaign on 'friendship' (Har Ek Friend Zaruri Hota Hai) by Airtel which proved to be successful.

Communication particularly advertising has been identified in the literature as critical external stimuli that shape, influence attitudes and consequently behaviour (Coutler et. al 2003). Most of these studies as done by Waller et al. (2005), Weilbacher (2003) and Vlastic and Kesic (2007) have established the ability of communication models particularly advertisements in influencing or changing attitudes. It is hypothesized that since attitudes are developed based on brand evaluation and advertising and particularly repetitive advertising can change the criteria of brand evaluations and therefore change attitudes. Therefore organizational communication is an important moderating variable in the attitude-behaviour relationship. Changes in affective component can be achieved more effectively through the use of appropriate communication models. Classical conditioning is one of the most prominent strategies used to alter affective structures (Cheug, Harker and Harker 2007). This is the reason that the Airtel signature tunes and the common tunes on all friendship advertisement campaigns proved to be very successful for Airtel.

Although no direct reference to brand values and consumer attitudes was found in the literature, many researchers associated brand values of the company to the external communication of the company. In effect, they argue that brand values indirectly influences consumer attitudes. Petty and Fabrigar (1999) and Chia and Tan (2007) specifically enumerated the role of advertising in creation of brand values. Brands, in this research were also found to be significantly affecting consumer attitudes. Advertisements, therefore, can be attributed to the successful creation of brand image of Airtel.

Conclusions

Consumer attitudes have been at the forefront of academic investigations for its deep impact on human psychology, particularly consumer decision making. No matter how deep attitudes reside, the nuances associated with it are hardly observable. Therefore, it requires in-depth investigation into attitude formation and change. Both cognitive and affective appeal is core psychological pendants to attitude formation, and advertisements find alternate or common routes through these components to shape and change consumers' attitudes. If marketers understand and strategise to balance both cognitive and affective appeals, their communication models can prove very effective and successful in shaping consumers' attitudes.

References

- Armstrong, G., & Kotler, P. (2000). *Principles of Marketing*. USA: Mc Graw-Hill
- Assael, H. (2004). *Consumer Behavior: A Strategic Approach*. USA: Houghton-Mifflin

- Babin, L.A., & Burns, A.C. (1998). A modified scale for the measurement of communication-evoked mental imagery. *Psychology and Marketing*, 15, 261-78. [http://dx.doi.org/10.1002/\(SICI\)1520-6793\(199805\)15:3<261::AID-MAR4>3.0.CO;2-8](http://dx.doi.org/10.1002/(SICI)1520-6793(199805)15:3<261::AID-MAR4>3.0.CO;2-8)
- Babin, L.A., Burns, A.C., & Biswas, A. (1992). A framework providing direction for research on communications effects of mental imagery-evoking advertising strategies. *Journal of Marketing Research*, 35, 123-127
- Blair, M., & Henderson, M. (2000). An Empirical Investigation of Advertising Wear-in and Wear-out. *Journal of Advertising Research*, 40, 95-100
- Bryman, A., & Bell E. (2003). *Business Research Methods*. London: Oxford University Press
- Campbell, M.C., & Keller, K.L. (2003). Brand Familiarity and Advertising Repetition Effects. *Journal of Consumer Research*, 40, 22-24
- Chaudhary, R., & Gopal, R. (2011). Lite marketing: Consumer attitude and market response. *Journal of Value Chain management*, 5, 2.
- Cheung, L., Harker, M., & Harker, D. (2007). General by Generational Phase: A Review of Relevant Literature. *Foundation for Research and Advertising*. www.anza.co.nz/files/anza/FAR%20Consumer%20Attitudes%20toward%20Advertising%20in%20General%20
- Chia, L., & Tan, J. (2007). Are we measuring Attitude? Understanding media effects on attitude towards advertising. *Marketing Theory*, 7, 353-377. <http://dx.doi.org/10.1177/1470593107083162>
- Coulter et al. (2001). Interpreting consumer perceptions of advertising. *Journal of Advertising*, 30, 1-21
- Coulter, R.A., Zaltman, G., & Coulter, K.S. (2003). Interpreting consumer perceptions of advertising: an application of the Zaltman metaphor elicitation technique. *Journal of Advertising*, 30, 1-21
- Coyle, J.R., & Thorsen, E. R. (2001). The Effects of Progressive Levels of Interactivity and Vividness in Web Marketing Sites. *Journal of Advertising*, 30, 65–78.
- Debra, H. (2003). Towards effective advertising self-regulation in Australia: The seven components. *Journal Marketing Communication*, 9, 93-112 <http://dx.doi.org/10.1080/1352726032000050680>
- Dirk, H., & Jan D. H. (2010). *Cognition and Emotion: reviews of current research and theories*. France: Lavoissier, SAS.
- Elliot, S. (2007). *Tailoring messages to new Audience: wrinkled baby boomers*. New York: New York Times
- Escalas, J.E., & Stern, B.B. (2003). Antecedents and consequences of emotional responses to advertising. *Advances in Consumer Research*, 30, 85-90

- Fazio, R. (1990). Multiple processes by which attitudes guide behavior, in Zanna, M. (Eds) *Advances in Experimental Social Psychology*. Academic Press, 23, 75-109
- Ferle, C., & Lee, W. (2003). Attitudes towards Advertising. *Journal of International Consumer Marketing*, 15, 5-23. http://dx.doi.org/10.1300/J046v15n02_02
- Fisher, C. (2004). *Writing Research dissertations for Business Students*. London: Prentice Hall
- Forgas, J. P. (2008). Affect and Cognition. *Perspectives on Psychological Science*, 3, 94-101. <http://dx.doi.org/10.1111/j.1745-6916.2008.00067.x>
- Foxall, G. R., & Goldsmith, R. E. (1994). *Consumer Psychology for Marketing*. London: Routledge
- Gallagher, K., Foster, K.D., & Parsons, J. (2001). The medium is not the message: advertising effectiveness and content evaluation in print and on the Web. *Journal of Advertising Research*, 41(4) 57-70.
- Gordon, W. (2006). What do consumer do emotionally with advertising. *Journal of Advertising Research*, 2-10. <http://dx.doi.org/10.2501/S0021849906060028>
- Hair, J. F., & Black, W. C. (2006). *Multivariate Data Analysis*. New Jersey: Pearson Education
- Hoyer, W.D., & MacInnis D, J. (2008). *Consumer Behavior*. Houghton-Mifflin, USA
- Janiszewski, C., & Noel, H. (2003). A meta analysis of spacing effect in verbal learning: Implications for research in advertising. *Journal of Consumer Research*, 32 (3)
- Kim, S.H., Damhorst, M.L., & Lee, K.H. (2002). Apparel involvement and advertisement processing: A model. *Journal of Fashion Marketing and Management*. 6(3), 277-302 <http://dx.doi.org/10.1108/13612020210441364>
- Laczniak, R.N., & Teas, K. (2001). *An examination of measurement context affects in empirically based advertising research*.
- Marek, S. (2006). *The dangers of Mobile Advertising*. Wireless Week, 8
- Matti, L., & Heikki, K. (2005). Factors. *International Journal of Mobile Communications*, 3(3), 1
- Mehta, A., & Purvis, S.C. (1999). When Attitudes towards advertising in general leads to advertising success, paper presented at Conference of the American Academy of Advertising.
- Mehta, M. (2000). Advertising attitude and Advertising Effectiveness. *Journal of Advertising Research*, 67-72.
- Miller D.W., & Marks, L.J. (1992). Imagery and sound effects in radio commercials. *Journal of Advertising*, 21(4), 83-93.

- Miller, D.W., & Marks, L.J. (1997). The effects of imagery-evoking radio advertising strategies on affective responses. *Psychology and Marketing*, 14(4) 337-60 [http://dx.doi.org/10.1002/\(SICI\)1520-6793\(199707\)14:4<337::AID-MAR3>3.0.CO;2-A](http://dx.doi.org/10.1002/(SICI)1520-6793(199707)14:4<337::AID-MAR3>3.0.CO;2-A)
- Moore, E.S., Wilkie, W.L., & Lutz, R.J. (2002). Passing the torch: intergenerational influences as a source of brand equity. *Journal of Marketing*. 66(2) 17-37. <http://dx.doi.org/10.1509/jmkg.66.2.17.18480>
- Nordhielm, C.L. (2002). The influence of level processing on advertising repetition effects. *Journal of Consumer Research*, 18(2).
- Oh, H., & Kwun, J. (2007). Consumers' evaluation of brand portfolios. *International Journal of Hospitality Management*, 26(1) 81-97. <http://dx.doi.org/10.1016/j.ijhm.2005.09.003>
- Pallant, J. (2005). *SPSS Survival Manual*. (3rd edition). USA: Open University Press
- Paul, P.J., & Olson, J.C. (2008). *Consumer Behavior and Marketing Strategy*. USA: McGraw-hill.
- Pechmann et al. (2005). Impulsive and self-conscious: adolescents' vulnerability to advertising and promotion. *Journal of Public Policy and Marketing*, 24(2), 202-221. <http://dx.doi.org/10.1509/jppm.2005.24.2.202>
- Petty, R. E., & Fabrigar, L. R. (1999). The role of affective and cognitive bases of attitude in susceptibility to affectively and cognitively based persuasion. *Personality and Social Psychology Bulletin*, 25, 363-381 <http://dx.doi.org/10.1177/0146167299025003008>
- Saffu, K., & Walker, J. (2006). The Country-of-Origin Effect and Consumer Attitudes to "Buy Local" Campaign. *Journal of African Business*, 7(1-2), 183-199. http://dx.doi.org/10.1300/J156v07n01_09
- Singh et al. (2003). Cross cultural consumer socialization: an exploratory study of socialization across three ethnic groups. *Psychology and Marketing*, 20(10), 867-881. <http://dx.doi.org/10.1002/mar.10100>
- Solmon, M. R. (2006). *Consumer Behavior: Buying Having and Being*. USA: Prentice Hall
- Strong, C., & Barwise, P. (2008). Permission based mobile adverting. *Journal of Interactive Marketing*, 16(1), 14-24
- Supphellen, M. (2000). Understanding core brand equity: guidelines for in-depth elicitation of brand associations. *International Journal of Market Research*, 3(3), 319-38
- Tabachnik, B.G., & Fidell, L.S. (2007). *Using Multivariate Statistics*. London: Pearson International Education
- Unnava, H.R., & Burnkrant, R.E. (1991). An imagery processing view of the role of pictures in print advertisements. *Journal of Marketing Research*, 28, 226-31. <http://dx.doi.org/10.2307/3172811>

Vlasic, V., & Kesic, T. (2007). Analysis of consumer's attitude towards interactivity and relationship personalization as contemporary developments in interactive marketing communication. *Journal of Marketing Communications*, 13(2). <http://dx.doi.org/10.1080/13527260601070417>

Waller et al. (20005). Advertising of controversial products: a cross cultural study. *Journal of consumer marketing*, 22(1), 6-13. <http://dx.doi.org/10.1108/07363760510576509>

Wang et al. (2003). Understanding consumer attitudes towards advertising. *Eighth American Conference on Information Systems*, 1143-1148

Weilbacher, M. (2003). How advertising affect consumers. *Journal of Advertising Research*. 42(5).

Yamane, T. (1967). *Statistics, an Introductory Analysis*. (2nd Ed). New York: Harper and Row

Table 1. Bharti Airtel's Financial Performance for 2010-2011(Amount in crore, except ratios)

Particulars	Quarter ended June 2010	Quarter ended June 2011	Y-O-Y Growth
Total Revenues	12,244	16,975	39%
EBITDA	4446	5,706	28%
Cash Profit from operations	4026	4851	20%
Net Income before taxes	2072	1719	-17%
Net Income	1682	1215	-28%

Source: www.airtel.in/QuarterlyResult/Quarterly

Table 2. Correlation and P values of each independent variable on the dependent variable (attitude influence and change) P > .05 (2 tailed)

Causal variable	Correlation coefficient (r)	Coefficient of determination %	P Value
advertisements shape attitudes	.470(**)	1.8	.004
Frequency of Advertisements	.231(**)	5.3	.055
Message structure	.247(*)	2.1	.038
Vividness	.263(*)	2.6	.022
Brand recognition	.290(*)	2.5	.023
Cultural values	.311(**)	4.4	.003
Attractive advertisements	.527(**)	26.7	.000
Informative advertisements	.383(**)	15.4	.000
Affective appeal	.582(**)	31.5	.000
Cognitive appeal	.417(**)	16.5	.000
Imagery	.372(**)	7.3	.001

Table 3. Regression on Advertisement construct (DV Attitude influence and change) $P > .05$
Model Summary: Advertisements and Attitude

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.718(a)	.614	.538	.65223	1.792

Test of Homogeneity of Variances

Levene Statistic	df1	df2	Sig.
.624	5	197	.639

Independent Variables	B	Std. error	Standardized coefficients Beta	t	Sig	Collinearity Statistics	
						Tolerance	VIF
Constant	.716	.525	.397	4.108	.199		
Advrt shape att	.392	.091	.079	3.615	.004	.696	2.160
Affective	.496	.079	.118	3.947	.001	.725	1.523
Cognitive	.289	.084	.094	3.175	.002	.689	1.756
attractive	.112	.073	.318	1.74	.142	.625	1.992
culture	.382	.076	.153	4.453	.001	.676	1.745
brand	.185	.101	.228	2.107	.035	.598	1.827
Imagery	.398	.076	.069	3.120	.002	.698	2.019