

Research Article

DOI: 10.33464/mediaj.1228393

Attitude of University Students toward Advertising in the Context of the Effect of Advertising

Application Date: 02.01.2023

Accepted Date: 26.03.2023

Publishing Date: 28.04.2023




Kaynağından
Okumak için
Kodu Taratın

Yelda Şenkal¹

Istanbul Nişantaşı University, Faculty of Economics, Administrative And Social Sciences,
Department of Journalism, İstanbul

yelda.senkal@nisantasi.edu.tr

 ORCID: 0000-0001-6450-9568

ABSTRACT

Advertising is an important component in manifesting the needs of consumers and producers as well as in answering those needs. The fact that advertising can reach large audiences brings along its capacity to influence those audiences in various ways. Advertising is criticized as much as it is considered important and necessary, besides the positive or negative reactions of consumers manifest the attitude toward advertising. The aim of this research is to determine the attitudes of university students toward advertising as well as to determine the factors affecting that attitude. According to the results of the survey study conducted with 291 students using quantitative research methods; when the data is assessed in terms of department, it is observed that students majoring in Communications departments find advertisements more informative, more entertaining, more credible, more valuable and less irritating compared to students who are majoring in departments other than Communications. Undergraduate students find advertisements less informative and less persuasive compared to associate degree students and graduate students. When the relationship between subdimensions of advertising are examined, it is seen that entertainment and credibility as well as the value of advertising increase, and irritation decreases as the informativeness of the advertising increases; it is considered more credible and valuable and less irritating when it is found more entertaining. As the advertising is found less valuable, it is considered irritating.

Keywords: Communication, advertising effect, attitude toward advertising, university students, relational research.

¹ Assistant Professor



Araştırma Makalesi

DOI: 10.33464/mediaj.1228393

Reklamın Etkisi Bağlamında Üniversite Öğrencilerinin Reklama Karşı Tutumu

Başvuru Tarihi: 02.01.2023
Yayın Kabul Tarihi: 26.03.2023
Yayınlanma Tarihi: 28.04.2023



Scan the Code
To Read From
Main Source

Yelda Şenkal²

*Istanbul Nişantaşı Üniversitesi, İktisadi, İdari ve Sosyal Bilimler Fakültesi,
Gazetecilik Bölümü, İstanbul*

yelda.senkal@nisantasi.edu.tr

ORCID: 0000-0001-6450-9568

ÖZ

Reklam, tüketici ve üretici yönünden ihtiyaçların ortaya konulması ve bunlara yönelik cevapların verilebilmesinde önemli bir unsur olarak yer almaktadır. Reklamın geniş kitlelere ulaşabilmesi beraberinde bu kitleleri çeşitli yönlerden etkileme gücünü de getirmektedir. Reklam önemli ve gerekli görüldüğü kadar çeşitli eleştirilerle de değerlendirilmekte, tüketicilerin olumu ya da olumsuz tepkileri reklam tutumunu karşımıza çıkarmaktadır. Bu çalışmada Üniversite öğrencilerinin reklama karşı tutumlarını belirlemek ve tutum üzerinde etkili olan faktörleri saptamak amaçlanmıştır. Nicel araştırma yöntemleri kullanılarak 291 öğrenci ile anket çalışması yapılan araştırma sonuçlarına göre; bölüme dayalı olarak verilere bakıldığında iletişim bölümlerinde okuyan öğrencilerin, iletişim dışı bölümlerde okuyan öğrencilere göre reklamları daha bilgilendirici, eğlendirici, ikna edici, değerli buldukları ve daha az rahatsız edici olduğunu düşündüklerini görülmektedir. Lisans öğrencileri, ön lisans ve lisans üstü öğrencilerine oranla reklamları daha az bilgilendirici ve inandırıcı bulmaktadır. Reklamın alt boyutları ile ilgili ilişkiye bakıldığında bilgilendirmenin artması, reklamın eğlendiriciliği, inandırıcılığı ve değerini artırmakta rahatsız ediciliğini azaltmakta, eğlendirici buldukça daha inandırıcı, değerli bulunmakta daha az rahatsız etmektedir. Reklamın değerli bulunması azaldıkça rahatsız edici bulunmaktadır.

Anahtar Kelimeler: İletişim, reklam etkisi, reklam tutumu, üniversite öğrencileri, ilişkisel araştırma.

² Doktor Öğretim Üyesi





INTRODUCTION

Producers work in an increasingly competitive environment, and it is not possible to communicate directly with consumers. Therefore, they expect advertising to achieve goals such as explaining what they produce and persuading consumers to influence their choice decisions. Whereas for the consumer, advertising functions as a guide in choosing the most suitable and beneficial product among thousands in the market. In addition to descriptive information, it saves time for the consumer by conveying information such as from where, how much and how to purchase the product, and it carries out these conveyances by employing entertaining elements (Göksel et al., 1997). Advertising is an important factor in meeting the needs of both consumers and producers.

Advertising, which is the medium where organizations, brands, services and products communicate with the target audience, primarily seeks to make a change in attitude. To that end, it aims to create a positive attitude towards the product or brand through the message contents sent to the target audience. By means of the positive attitudes created by advertising, the aim is to make sure that the consumer performs purchasing behavior (Elden et al., 2015). The message of the advertisement and how it presents this message are reflected in the attitudes towards the product or brand. Attitudes towards the advertisement itself can also be effective in accepting or rejecting what is conveyed in the advertisement.

Advertising which is needed by both brands and customers, is able to reach large audiences and has the opportunity to convey messages through different media at any given time, has a capacity to affect both individuals and the social structure. In this sense, advertising is not merely an element aimed at selling products or services, but it emerges as a phenomenon that affects the individual and society from various aspects. When we view the capacity of advertising from this point, it is important to address how it can be effective in situations leading to liking and adopting or disliking and not adopting.

In this study, firstly, the effect of advertising is addressed, literature on attitude towards advertising and past research cases is discussed; in the research part, attitude of university students towards advertising is measured and in the conclusion part, an evaluation is made in the context of the effect of advertising addressed in the literature.

THE EFFECT OF ADVERTISING

The rise in advertising awareness brings about being viewed not only as an effort to increase sales, but also as a communication that has an impact on the social structure and culture. Advertising is an important factor that creates an improving impact on society in terms of social, economic and cultural structure from past to present and appears as a whole which integrates all these elements (Karpat,1999).

Advertising aims to change the attitude and behaviors of the consumer. Advertising, which is in interaction with the society in many ways, both affects the society and is affected by it. Thus it is still debated whether advertising reflects society or shapes it. From the point of view of the





reflection argument, the effects include contributing to the reproduction of popular culture elements by having them in advertisements, reflecting the brand value through the share allocated to the advertisement in the eyes of the consumer, creating a sense of special communication through customized messages, works that are prepared based on social values so that the customer adopts more readily. Whereas its effects related to shaping the society include encouraging consumption by leading to unnecessary expenses, standardization of individuals, affecting hence directing the subconscious, media preferences, increasing the costs of products and services, advertising messages reaching wide audiences and thus having a large area of impact (Peltekoğlu, 2010). Advertising has the power affect society by reaching it through the individual. This range of influence offers us a world through the images in the advertisement and the interpretation of these images.

Advertisements function as a method of interpretation thus have an impact on cultural and social formations. They also play an active role in forming and transforming social values through their power to reflect and direct the social point of view. Within this course of change, new lifestyles and values are created through advertising, and intercultural interaction is obtained. Value judgments change accordingly. The advertisement text not only provides the transformation of the reflection of social reality but of the social reality itself through the social, ideological and cultural discourses it embodies (Mengü, 2005), hence appears as an important cultural factor that shapes and reflects our lives. Advertising, which includes all media and whose images we cannot avoid in urban life even if we do not follow traditional media, engenders a large superstructure with an autonomous existence and a very strong capacity to influence (Williamson, 2001), whereas the diversity of advertising media cause us to be exposed to the messages without even consciously discerning them.

Pavlovskaya et al. who examined the effect of advertising on social processes during the Covid-19 pandemic and conducted a comparative analysis of advertisements related to the pandemic in Russia, Belarus and Ukraine, concluded that advertising which is one of the main components of social communication has a significant effect on social processes and can pattern the behaviors of individuals and social groups (Pavlovskaya et al., 2021).

Advertising has an effective function on socialization in modern societies where consumers are culturally conditioned through advertising. It plays a role as an institution effective in changing the cultural values accepted by the majority. It also has the effect of changing the viewpoints of the members of the society, about the attitudes that they consider morally wrong and leading to adopt new attitudes as correct (Uslusoy, 2007).

Advertising, with its power that provides the means to reach large segments and communicate with them, is an efficacious form of communication. In this way, a brand can convey its message to millions of people by a well-prepared advertisement. In today's market structures, this power of advertising bears a lot of meaning in the distance between the producer and the consumer. It is essential to stand out among many equivalent products and services, to remember the name of the brand and in this respect, advertising creates a chance for the brand name to be heard by people (Elden, 2016). It aims to create demand for the product in the target audience or to increase the already existing demand. The impact and power of advertisements on social structure brings social responsibilities to advertising. Along with its function of persuasiveness,





it also produces a positive impact on the society when it is carried out with a responsible approach to the society (Tosun, 2007).

Advertising takes its current form by being shaped in line with developing technology and changing customer expectations. In the early periods, it acted to put forth the benefits and gains of the product for the consumer but today, instead of giving this information directly, it functions to introduce the product by evoking emotions regarding the product. Advertising not only conveys the specifications of the product but also functions with the aim of putting forth the meaning of this product in the life of the individual. While carrying out this interpretation, it shapes and brings to us the objects in life (Uğur Batı, n.d.)(Batı, 2005). However, there are criticisms that advertising gradually moves away from its informative function and rather aims at emotions in order to create an impact. These criticisms suggest that the aim of advertising has shifted from selling proposition towards identity and image creation. Interpretation to be at the forefront, the informativeness of the contents prepared with the aim of image creation for consumers who need to avoid social and psychological harm, are discussed in today's advertising world. The fact that consumers cannot receive information from the prepared messages sufficient to make rational decisions creates a negative effect on making healthy decisions in the purchasing process (Sürgit and Babaoğul, 2010). The search for emotional satisfaction of today's people encourages advertisements to be prepared with elements that will touch the emotions and mobilize them. Ethical concerns come up when the means to achieve impressiveness go beyond addressing emotions and start abusing those emotions. Regarding persuasion, not giving sufficient information might have a negative impact on consumer decisions. The consumer might act in line with the persuasive messages that lead to purchasing rather than making a decision that will produce beneficial results for her/him concerning the product or service.

There are social criticisms aimed at advertising. It is suggested that TV advertisements in particular are effective on cultural change. Based on the consumers' interest in new things, it is considered that the same product is presented in different ways by reflecting the changing fashion understanding on advertisements. Increasing envy among social groups is one of the criticisms brought to advertising (Babacan, 2015). Advertisements are prepared with messages that lead the individual to continuous consumption and bring the satisfaction of possessing the new to the foreground, and their ethics is crucial regarding the values that they will bring to the society's perspective. The narratives that suggest one can achieve the lifestyle emphasized by the product in the advertisement committed to these messages, reveal that ethical concerns are abandoned. Encouraging consumption by prioritising profit in a society where in fact production needs to be encouraged in order to develop, and conveying messages that are prepared through codes to masses bring along emotions of despair and alienation to individuals who make up the society. As a result of the approaches of manipulative messages, individuals feel unimportant when they cannot go through with the consumption or achieve the targeted lifestyle. This situation manifests the importance and responsibility of the manipulative advertising approach (Cılızoğlu, 2007).

With respect to advertising, there are those who oppose it assuming it raises prices through increasing costs as well as those who support it assuming that prices raise because it creates demand. The chief criticism towards advertising which is discussed from various aspects, is that it erodes moral values and leads to unfair competition. Although it is thought that these





criticisms have a point, advertising is essential for businesses to ensure their continuity in the competitive environment in which they operate. Advertising is considered the building block of the market economy when its premonitory and informative aspects are taken into consideration (İslamoğlu, 2013). When we look at certain empirical studies, it is seen that it is the introduction of a new product to the market rather than the advertisement of a new product that creates change in society. Advertisers do not create stereotypes, they are rather forced to repeat these types. Old, familiar types are not used due to external pressures and accordingly, advertising lags behind social development. These evaluations indicate that claims that advertising affects the society negatively are not supported by empirical data (Mutlu, 2008).

ADVERTISEMENT ATTITUDE

Ajzen and Cote state that we like some individuals and groups while we dislike others, that we prefer some brands and products over others, that we approve of some activities and disapprove of others, thus indicate that the term attitude is used to refer to these tendencies in order to give a positive or negative reaction to a psychological object to some extent (Ajzen and Cote, 2011). A person's attitude is a function of their particular beliefs at a particular point in time. Beliefs are positioned as subjective relationships between any distinguishable concepts and salient beliefs appear as beliefs activated from memory and accepted by the person in a particular situation (Fishbein and Ajzen, 1977). Fishbein has developed a theory concerning the relationships between beliefs regarding an object and the attitude towards that object. According to the theory, an individual's attitude towards any object is considered a function of her beliefs about that object (the probability of being associated with other concepts, values or goals) and the evaluative aspect of those beliefs (Fishbein, 1963).

Advertisement attitude includes consumers' positive or negative reactions to a certain advertisement (Lee et al., 2017; MacKenzie and Lutz, 1989). These reactions may develop based on various advertising factors. Advertisement attitude appears as a factor that affects purchase intention, and together with brand attitude, it constitutes cause and effect variables that affect purchase intention (Lee et al., 2017). There are general attitudes that affect the advertising attitude and they may vary depending on the type of advertisement. Beyond the state of liking or disliking an advertisement, the state of liking or disliking a certain type of advertisement can have an effect. A consumer to dislike advertisements in general would cause her to find all advertisements boring. When addressing attitude, it is important to present the advertisement type that people like (Dianoux et al., 2014). When the early studies are examined, it is observed that the focus is on the effects on cognitive variables such as recall of ad content and aided recall. However, interest in the effect of emotional responses has increased in recent years. While there was a tendency in early advertising research to focus on emotional responses as a variable on its own, in recent years attitude towards advertising has come to be studied as a mediator of the effects of advertising on brand attitude and purchasing decision (MacKenzie and Lutz, 1989).

Bauer and Greyset (1968) conducted a research on public's attitudes towards advertising and they found that more people had positive attitudes towards advertising than negative attitudes and the majority of participants considered advertising necessary (Shavitt et al., 1998). In his





research on how advertisements affect consumers' brand choices, Shimp (1981) conceptualizes the attitude toward the advertisement approach and asserts why it is an important instrument in brand choice. Here, the advertisement is not aimed at a specific product feature or benefit and does not aim to affect the consumer's beliefs about the brand per se. The main purpose is to create a positive attitude towards the advertisement so that the latter leaves a positive feeling in the consumer. The research which puts forth how the attitude towards advertising approach affects the brand choice, explains that the attitude towards brand advertising provides the consumers with an adequate basis for a trial purchase of the advertised brand.

Mehta (2000) studied the effect of consumer's attitudes towards advertising in general on advertisement performance with 1,914 people. The main objectives of Mehta's research where she takes persuasion and intrusiveness as indicators of advertising effectiveness, are testing the hypotheses that consumers with more favorable attitudes toward advertising in general would recall more advertisements the day after exposure and be more readily persuaded by advertisements. Research findings suggest that those who think advertising is not manipulative and is a good way to learn about products are more interested in advertisements and spend more time on them. As a result of the research by Mitchell and Olson (1981), in which they examined consumers' beliefs about product attributes and brand attitudes in the context of advertising effects, it was found that product attribute beliefs mediated attitude formation, however attitude toward the advertisement variable mediated brand attitudes and purchase intentions. Ferle and Lee (2003) conducted a comparative study of consumers' attitudes towards advertising in China, Taiwan, South Korea and the USA, and did not consider culture as an influencing factor in their study. Attitudes towards the social and economic effects of advertising among consumers in the USA and consumers in Asian countries were examined, with 1,314 participants from the above-mentioned countries. Research findings suggest that American consumers hold the most negative attitudes toward the social effects of advertising while Chinese consumers' attitudes are the most favorable. It is observed that the participants have a positive attitude towards the economic effects of advertising, with the most positive ones being American consumers.

Ispir and Suher (2009) aimed to explore whether the variables related to the attitudes towards SMS ads in the models they used in their study are valid for Turkish consumers. According to the findings of their research on university youth, young people have a negative attitude towards receiving SMS ads. Entertainment is observed to be the most determining variable in this type of advertisements, followed by irritation, credibility and informativeness. The research shows that there are similarities between the attitudes of consumers in different countries towards SMS ads and the factors that determine them, and the attitudes of young Turkish consumers. Avclar et al. (2018) studied the effect of using social media phenomena as a source in Instagram advertisements on attitudes towards advertisements and electronic word-of-mouth (eWOM), with university students. As a result of the research, it has been determined that the social media phenomenon as a message source affects the attitude towards advertising and eWOM. It has also been observed that endorser type has a significant effect on dimensions of attractiveness and goodwill which constitute the perceived resource reliability. As a result of the research conducted by Tanyıldızı and Yolcu (2019) with the aim of exploring the attitudes of associate degree students towards advertising, it was observed that the attitudes of students towards advertising in general were positive. This positive attitude is revealed through four





subdimensions: the value of advertising, the deceptiveness of advertising, the entertainment and informativeness of advertising. Çakır and Çakır (2007) investigated the relationship between entertainment, informativeness, deceptiveness and irritation of advertising as components of advertising value, and advertising attitude and advertising value. The findings of the research conducted with university students demonstrate that the variables of entertainment and informativeness directly affect the advertising attitude and it is indirectly affected through advertising value. No relationship was observed between the variables of deceptiveness and irritation of advertising, and advertising attitude and advertising value.

Avçılar et al. (2018), in their research conducted with smartphone users, examined the effect of types of mobile advertising ie. in-app mobile ads on the acceptance of and attitude towards mobile advertising. For the three different mobile advertising types, it was observed that mobile ad value and attitude affect the acceptance of in-app mobile advertising. It is suggested that positive attitude toward mobile advertising can increase the perceived value of the ads in question hence create a desire in consumers to receive such ads. Akgün and Başer (2021) examined the relationship between users' attitudes towards advertising, brand trust and brand awareness in the research they conducted with white goods users. In the research, it was observed that attitude towards advertising has a positive effect on brand awareness and the latter had a positive effect on brand trust. On the other hand, as a result of the research, it was determined that attitude toward advertising had no direct effect on brand trust.

AIM AND METHODOLOGY

The aim of this research is to determine the university students' attitudes towards advertising and identify the factors which affect these attitudes.

The population of the research is the university students in Turkey. The sample is the university students in the city of Istanbul. According to the Information Management database of YÖK (Council of Higher Education) the total number of students in Turkey in the 2020-2021 academic year was 8,240,997 and the total number of students in Istanbul was 1,288,707. According to these data, the ratio of the number of students in Istanbul to the total of Turkey is 15.6%. Using this ratio, the sample size was calculated as minimum 203, with a 95% confidence interval and a margin of error of 5%. 291 people were reached by convenience sampling.

Quantitative research methods were used in the research. Descriptive statistics i.e. frequency and percentage distributions, arithmetic mean and standard deviation were calculated in determining personal traits of the participants. The scale of attitude toward advertising in the article "Cyberspace Advertising vs. Other Media: Consumer vs. Mature Student Attitudes" published in 2001 by Lana K. Brackett and Benjamin N. Carr, Jr. was employed to measure attitude that was the test variable of the study, and the validity and reliability analyses of the scale were conducted. Descriptive statistics regarding attitude scores measured by the scale were calculated. Since it was observed that the quantitative variables were normally distributed in testing the hypotheses, parametric tests i.e. independent sample t-test, one way ANOVA and Pearson correlation analysis were employed.



Research Questions and Limitations

The research questions are as follows:

1. Does the attitude of university students towards advertising vary according to gender?
2. Does the attitude of university students towards advertising vary according to their current educational program?
3. Does the attitude of university students towards advertising vary according to their major in university?
4. Does the attitude of university students towards advertising vary according to their income status?
5. Does the attitude of university students towards advertising vary according to their status of employment?

The study group was limited to university students since the research is a pilot study.

FINDINGS

The table below shows the Cronbach's Alfa coefficients indicating the reliability of the items that make up the subdimensions of the scale.

Table 1. Scale Reliability

Subdimension	Number of Items	Cronbach's Alpha
Informativeness	3	0.82
Entertainment	3	0.89
Irritation	3	0.71
Value	3	0.84
Credibility	3	0.80

When the reliability coefficients were examined, it was seen that the internal consistency of the items making up the subdimensions was high.

Table 2. Descriptive statistics

		N	%
Gender	Female	161	55.3
	Male	130	44.7
Educational Program	Associate degree	74	25.4
	Undergraduate	202	69.4
	Graduate	15	5.2
Income Status	Income less than expenses	105	36.1
	Income equal to expenses	115	39.5
	Income more than expenses	71	24.4
Status of Employment	Not employed	164	56.4
	Part-time employment	58	19.9
	Full-time employment	69	23.7
Age (Mean±SD)	22.5±5		

Table 3. Descriptive statistics regarding subdimensions of the scale

	Mean	SD
Informativeness	3.49	0.97
Entertainment	3.10	1.11
Irritation	2.53	1.02
Value	3.66	0.99
Credibility	2.86	1.00

COMPARISONS

Table 4. According to gender

	Gender	N	Mean	SD	t	P
Informativeness	Female	160	3.5667	0.92621	1.577	0.116
	Male	130	3.3872	1.00884		
Entertainment	Female	160	3.2490	1.08577	2.604	0.010
	Male	130	2.9115	1.10675		
Irritation	Female	160	2.4375	0.96420	-1.649	0.100
	Male	130	2.6359	1.08267		
Value	Female	160	3.6448	0.98008	-0.295	0.768
	Male	130	3.6795	1.01105		
Credibility	Female	160	2.8625	0.99852	0.008	0.994
	Male	130	2.8615	1.00283		



No significant difference was found between the mean scores of the informativeness subdimension of female and male participants ($P>0.05$). Both groups think that advertisements are informative, equally. When the mean scores are examined, it is seen that both groups show a positive attitude tending towards neutrality regarding informativeness. There is a significant difference between the mean scores of the entertainment subdimension of female and male participants ($P<0.05$). Women find advertisements more entertaining than men but the mean scores once again indicate a neutral tendency. There is no significant difference between the mean scores of the irritation subdimension of male and female participants ($P>0.05$). Nevertheless, it is observed that male participants in the sample found advertisements a little more irritating. No significant difference was observed between the mean scores of the female and male participants regarding the value subdimension ($P>0.05$). Mean scores of the groups are very close. Also no significant difference was found between the mean scores of the credibility subdimension of the female and male participants ($P>0.05$).

Table 5. According to Educational Program

		N	Mean	SD	F	P
Informativeness	Associate degree	74	3.8198	0.92024	8.237	0.000
	Undergraduate	201	3.3367	0.94985		
	Graduate	15	3.8444	0.96664		
Entertainment	Associate degree	74	3.2027	1.21108	1.254	0.287
	Undergraduate	201	3.0357	1.05223		
	Graduate	15	3.4111	1.25494		
Irritation	Associate degree	74	2.5180	1.08559	0.180	0.836
	Undergraduate	201	2.5406	1.01633		
	Graduate	15	2.3778	0.79549		
Value	Associate degree	74	3.8378	1.07020	1.744	0.177
	Undergraduate	201	3.5896	0.96681		
	Graduate	15	3.7333	0.87469		
Credibility	Associate degree	74	3.0856	1.03082	3.400	0.035
	Undergraduate	201	2.7612	0.97435		
	Graduate	15	3.1111	1.00528		

A significant difference was observed between the mean scores of the informativeness subdimension according to the major of the participants ($P<0.05$). The lowest mean score of 3.34 out of 5 belongs to undergraduate students. The mean scores of associate degree and graduate students is about 3.8 and these two groups consider advertisements quite informative. According to the results of the Post Hoc-Tukey test which was conducted to determine which group or groups caused the significant difference, the mean of undergraduate graduates is significantly lower than the other two groups. Therefore, the reason for the significant





difference is undergraduate students.

There was no significant difference between the mean scores of the entertainment subdimension according to the major of the participants ($P>0.05$). The group means were above 3, and it is understood that the participants showed a positive attitude tending towards neutrality regarding the entertainment of advertisements. There was no significant difference between the mean scores of the irritation subdimension according to the major of the participants ($P>0.05$). The mean score of all the three groups is approximately 2.5, and it is understood that the advertisements are generally not found irritating. There was no significant difference between the mean scores of the value subdimension according to the major of the participants ($P>0.05$). The group means are above 3.5 and it is understood that the advertisements are generally considered valuable.

A significant difference was found between the mean scores of the credibility subdimension according to the major of the participants ($P<0.05$). The lowest mean of 2.76 out of 5 belongs to undergraduate students. The mean of associate degree and graduate students is approximately 3, and these two groups remained neutral regarding the credibility of the advertisements. According to the results of the Post Hoc-Tukey test, the mean of undergraduate graduates is significantly lower than the other two groups. Therefore it is observed that undergraduate students do not consider advertisements credible compared to their groups.

Table 6. According to Income

		N	Mean	SD	F	P
Informativeness	Income less than expenses	105	3.4413	0.98330	0.424	0.655
	Income equal to expenses	115	3.5507	0.93246		
	Income more than expenses	70	3.4476	1.00383		
Entertainment	Income less than expenses	105	3.1619	1.18764	0.340	0.712
	Income equal to expenses	115	3.0841	1.07137		
	Income more than expenses	70	3.0238	1.04423		
Irritation	Income less than expenses	105	2.4952	1.05015	0.216	0.806
	Income equal to expenses	115	2.5130	0.97960		
	Income more than expenses	70	2.5952	1.05850		
Value	Income less than expenses	105	3.5889	1.02820	0.650	0.523
	Income equal to expenses	115	3.7391	.87724		
	Income more than expenses	70	3.6381	1.11460		
Credibility	Income less than expenses	105	2.8127	1.05806	1.864	0.157
	Income equal to expenses	115	2.9942	91018		
	Income more than expenses	70	2.7190	1.03347		

There was no significant difference between the mean scores of the advertisements for the subdimensions of informativeness, entertainment, irritation, value and credibility, according to





income status ($P>0.05$).

Table 7. According to status of employment

		N	Mean	SD	F	P
Informativeness	Not employed	163	3.4397	0.95488	0.583	0.559
	Part-time employment	58	3.5977	0.92982		
	Full-time employment	69	3.5024	1.02839		
Entertainment	Not employed	163	3.0562	1.08063	0.262	0.769
	Part-time employment	58	3.1437	1.23956		
	Full-time employment	69	3.1570	1.05869		
Irritation	Not employed	163	2.5910	1.04251	1.580	0.208
	Part-time employment	58	2.3161	1.02868		
	Full-time employment	69	2.5507	0.95628		
Value	Not employed	163	3.5440	1.00681	2.615	0.075
	Part-time employment	58	3.7874	0.97473		
	Full-time employment	69	3.8285	0.94884		
Credibility	Not employed	163	2.7771	1.00823	1.396	0.249
	Part-time employment	58	3.0000	0.93450		
	Full-time employment	69	2.9469	1.02202		

There was no significant difference between the mean scores of the informativeness, entertainment, irritation, value and credibility subdimensions of advertisements, according to status of employment ($P>0.05$).

Table 8. According to Major

	Department you're Majoring in	N	Mean	SD	t	P
Informativeness	Communications	96	3.7153	0.83768	2.87	0.004
	Non-communications	194	3.3729	1.00725		
Entertainment	Communications	96	3.4427	0.92586	4.11	0.000
	Non-Communications	194	2.9270	1.14969		
Irritation	Communications	96	2.3437	0.90670	-2.27	0.024
	Non-Communications	194	2.6168	1.06514		
Value	Communications	96	4.0972	0.77372	6.06	0.000
	Non-Communications	194	3.4442	1.01905		
Credibility	Communications	96	3.1493	0.92764	3.51	0.001
	Non-Communications	194	2.7199	1.00432		





There was a significant difference between the mean scores of the informativeness subdimension of the participants studying in Communications departments and non-Communications departments ($P<0.05$). The mean score of Communications students is significantly higher than non-Communications students. There was a significant difference between the mean scores of the entertainment subdimension of the participants studying in Communications departments and non-Communications departments ($P<0.05$). The mean score of Communications students was significantly higher than non-Communications students. There was a significant difference between the mean scores of the irritation subdimension of the participants studying in Communications departments and non-Communications departments ($P<0.05$). The mean score of Communications students was significantly lower than non-Communications students. While Communications students do not find advertisements irritating, those studying in departments other than Communications think that advertisements are rather irritating. There was a significant difference between the mean scores of value subdimension of the participants studying in Communications departments and non-Communications departments ($P<0.05$). The mean score of Communications students was significantly higher than non-Communications students. Communications students find advertisements more valuable. There was a significant difference between the mean scores of the credibility subdimension of the participants studying in Communications departments and non-Communications departments ($P<0.05$). The mean score of Communications students was significantly higher than non-Communications students. Communications students find advertisements more credible.

When interrelationships between subdimensions is examined, a positive and significant relationship was found between the scores given to the informativeness subdimension and entertainment subdimension of advertisements ($r=0.392$; $P<0.05$). Accordingly, it is observed that as the informativeness of advertisements increases, their entertainment also increases. A negative and significant relationship was found between the scores given to the informativeness subdimension of advertisements and irritation subdimension ($r=-0.243$; $P<0.05$). Accordingly, it is observed that as the informativeness of advertisements increases, the irritation decreases. A positive and significant relationship was found between the scores given to the informativeness subdimension and value subdimension of advertisements ($r=0.525$; $P<0.05$). Accordingly it is seen that as the informativeness of advertisements increases, their value increases too. A positive and significant relationship was found between the scores given to the informativeness subdimension and credibility subdimension of advertisements ($r=0.517$; $P<0.05$). Accordingly, it is observed that as the informativeness of advertisements increases, their credibility also increases.

A negative and significant relationship was found between the scores given to the entertainment subdimension and the irritation subdimension of advertisements ($r=-0.378$; $P<0.05$). According to this, it is observed that as the entertainment of the advertisements increases, the irritation decreases. A positive and significant relationship was found between the scores given to the entertainment subdimension and the value subdimension of advertisements ($r=0.503$; $P<0.05$). Accordingly, it is observed that the value of the advertisements increases as the entertainment increases. A positive and significant relationship was found between the scores given to the entertainment subdimension and the the credibility subdimension of advertisements ($r=0.491$; $P<0.05$). According to this, it is seen that as the entertainment of the advertisements increases,



their credibility also increases.

A negative and significant relationship was found between the scores given to the irritation subdimension and the value subdimension of advertisements ($r=-0.301$; $P<0.05$). Accordingly, it is observed that as the value of advertisements decreases, their irritation increases. A negative and significant relationship was found between the scores given to the irritation subdimension and the the credibility subdimension of advertisements ($r=-0.228$; $P<0.05$). Accordingly, as the irritation of advertisements increases, their credibility decreases. A positive and significant relationship was found between the scores given to the value subdimension and the credibility subdimension of advertisements ($r=0.609$; $P<0.05$). Accordingly, it is observed that as the value of advertisements increases, their credibility increases too.

CONCLUSION AND DISCUSSION

The research data obtained from the students in the study on attitude of university students toward advertising demonstrate that the income status and employment status do not make a significant difference on whether the advertisement is found informative, irritating, valuable, credible and entertaining. It is observed that women find advertisements more entertaining than men, so the only difference based on gender, among demographic characteristics is in the entertainment dimension.

The data obtained based on the department in the study show that students majoring in Communications departments find advertisements more informative, entertaining, credible, valuable and less irritating than students majoring in non-Communication departments. Advertising is not merely a sales-boosting element, it appears as a form of communication and contains the elements of the communication process. Interpreting the advertisement requires reading what it conveys correctly. In the literature on the effects of advertising, it has been discussed that brands can convey their messages to these audiences through advertising, which enables them to communicate with large audiences. Through advertisements with a power of wide influence, brands can be made sure to be distinguished and preferred in the competitive environment. In order to be able to express itself correctly and to understand others correctly, which is at the core of healthy communication, the advertisement also requires that it defines the target audience well and creates the right messages, beyond being a spectacle element. The brand also conveys the advertising message to large audiences by allocating large budgets. In line with the data obtained, it is observed that the attitudes of young people majoring in Communications towards advertisements are more positive than those majoring in non-Communications departments. It is considered that the education they receive and the information on which this education is based have an effect on the attitude development of students majoring in Communications departments towards advertising. Accordingly, it is considered important to provide information on communication in non-Communications departments, and it is recommended that this information be included more widely in education programs.

According to the research data, the increase in the informativeness of the advertisement increases its entertainment, credibility, value and decreases its irritation. One of the issues



addressed in the literature on the effect of advertising is the criticism that advertisements might play with the emotions of people who tend to rather search emotional satisfaction today. It can be seen that more emotional approaches are preferred in order to provide persuasion by pushing the information into the background. In line with the data obtained, the advertisement being informative appears as an important factor in the positive attitude towards the advertisement. As the informativeness of the advertisement increases, both rational and emotional credibility and persuasion are achieved and it is observed to be considered more entertaining. Informing the viewer also prevents the advertisement from being considered boring and irritating. When we look at the data of the entertainment subdimension, increase in the entertainment increases the credibility and the value of the advertisement, and decreases the irritation. One of the points addressed in the literature is that the attitude towards advertising includes our positive and negative responses, and therefore it is important and necessary for the advertisement to leave a positive feeling. How the ad conveys a message is as important as the message it conveys. Creativity is a very effective element in advertising. In advertisements where creative advertising strategies are used, various elements of attraction are used. It is seen that the correct use of these elements in advertising narratives will ensure that the advertisement is considered more enjoyable and satisfying, and that it will have a positive effect on the credibility and value of the advertisement in line with the data results. Likewise, as the value of the advertisement increases, its credibility also increases, and as its value decreases, it is found to be irritating. Advertising is criticized from various aspects, and a negative attitude develops due to these criticisms. As mentioned in the literature of the study, number of studies put forth the importance of advertising, which is criticized due to different reasons from cost increase to unfair competition but is also known to provide an increase in demand in the market economy. The fact that advertising is important and necessary reveals its value, and the fact that it is found valuable ensures that the irritation attitude towards advertising decreases and its credibility increases.

When we examine the analysis data according to the programs, we observe a difference in informativeness and credibility, and it is the undergraduate students who cause this difference. Undergraduate students find advertisements less informative and credible compared to associate and graduate students. This is a striking result about the undergraduate students. Education groups include students majoring in Communications and non-Communications departments. However analyses indicate that the undergraduate group bears lower scores regardless of department. Based on this, it can be suggested that students may be more inquisitive due to the fact that undergraduate education is more technical and longer. It can be considered that associate degree students may not have given much thought to the questions, as associate degree education prepares them for a profession in a short time, while the graduate students evaluate more deeply due to their level of expertise. In line with these results, it is recommended to study with a larger sample in order to generalize the finding.



REFERENCES

Ajzen I. and Cote G.N (2011). Attitudes and the Prediction of Behavior. Crano, W. D., Prislin, R. (Ed). Attitudes and Attitude Change. (289-312) Psychology Press.

Akgün, V.Ö. and Başer, H.H. (2021). Reklama yönelik tutum, marka bilinirliği ve marka güveni ilişkisi bağlamında beyaz eşya kullanıcıları üzerine bir araştırma. *Journal of Vocational and Social Sciences of Turkey*, 3(6), 59-76.

Avcılar, M. Y., Demirgüneş, B. K., Açar, M. F. (2018). Instagram reklamlarında ürün destekçisi olarak sosyal medya fenomeni kullanımının reklama yönelik tutum ve e-wom niyetine etkilerinin incelenmesi. *Pazarlama ve Pazarlama Araştırmaları Dergisi*, 11(21), 1-28.

Avcılar, M. Y., Demirgunes, B. K., Yenilmez, G. (2018). Mobil uygulama reklam türlerinin reklama yönelik tutum ve reklam kabulüne etkisi. *Business and Economics Research Journal*, 9(4), 923-943.

Babacan, M. (2015). Nedir Bu Reklam? Beta

Batı,U. (2005). Bir reklam yaratma süreci ve ideolojik yapı olarak reklamların göstergebilim bir bakış açısıyla çözümlenmesi. *C.Ü Sosyal Bilimler Dergisi*. 29 (2) : 175-190

Brackett, L. K. and Carr, B. N. (2001). Cyberspace advertising vs. other media: Consumer vs. mature student attitudes. *Journal Of Advertising Research*, 41(5), 23-32.

Cılızoğlu, Y.G.(2007) Tüketimin kültürleştirilmesi sürecinde reklamların etik açıdan değerlendirilmesi. Sayımer,İ, Yayınoğlu, E.P (Ed.) Halkla İlişkiler ve Reklam Üzerine Etik Değerlendirmeler.(283-306). Beta

Çakır, V. and Çakır, V. (2007). Televizyon reklamlarının algılanan değeri ve reklam tutumu ilişkisi: bir yapısal eşitlik modeli. *İstanbul Üniversitesi İletişim Fakültesi Dergisi* | (30). 37-58

Dianoux, C., Linhart, Z., Vnoucková, L. (2014). Attitude toward advertising in general and attitude toward a specific type of advertising-A first empirical approach. *Journal of Competitiveness*, 6(1), 87-103

Göksel,B., Kocabaş,F., Elden M.(1997). Pazarlama iletişimi açısından halkla ilişkiler ve reklam. Yayınevi Yayıncılık

Elden,M., Ulukök,Ö., Yeygel,S.(2015). Şimdi reklamlar. İletişim Yayınları.

Elden,M. (2016). Reklam ve reklamcılık. Say Yayınları.

Ferle, C. L., Lee, W. N. (2003). Attitudes toward advertising: A comparative study of consumers in China, Taiwan, South Korea and the United States. *Journal of International Consumer Marketing*, 15(2), 5-23.



Fishbein, M. (1963). An Investigation Of The Relationships Between Beliefs About An Object And The Attitude Toward That Object. *Human Relations*, 16(3), 233-239.

Fishbein, M. and Ajzen, I. (1977). Belief, attitude, intention, and behavior: An introduction to theory and research. *Philosophy and Rhetoric*, 10(2).

İslamoğlu, H. (2013). *Pazarlama ilkeleri*. Beta.

İspir, B N. and Suher, H. (2009). SMS reklamlarına yönelik tüketici tutumları. *Selçuk İletişim*, 5(4), 5-17.

Karpat, I. (1999). *Bankacılık Sektöründen Örneklerle Kurumsal Reklam*. Yayınevi Yayıncılık.

Lee, E. B., Lee, S. G., Yang, C. G. (2017). The influences of advertisement attitude and brand attitude on purchase intention of smartphone advertising. *Industrial Management & Data Systems*. 117(6),1011-1036

MacKenzie, S. B. and Lutz, R. J. (1989). An empirical examination of the structural antecedents of attitude toward the ad in an advertising pretesting context. *Journal of Marketing*, 53(2), 48-65.

Mehta, A. (2000). Advertising attitudes and advertising effectiveness. *Journal of Advertising Research*, 40(3), 67-72.

Mengü, Ç. S (2005). Reklamın toplumsal değer yapılanmasına etkisi. *Galatasaray Üniversitesi İletişim Dergisi*. (3):113-132.

Mitchell, A. A. and Olson, J. C. (1981). Are product attribute beliefs the only mediator of advertising effects on brand attitude? *Journal of Marketing Research*, 18(3), 318-332.

Mutlu, E. (2008). *İletişim Sözlüğü*. Ayraç Kitapevi.

Pavlovskaya, O., Kurenova, D., Murtazina, G., Kolosova, O. (2021). The Impact Of Advertising On Social Processes. *Mind & Society*, 1-15.

Peltekoğlu, B.F.(2010). *Kavram ve Kuramlarıyla Reklam*. Beta

Shavitt, S., Lowrey, P., Haefner, J. (1998). Public attitudes toward advertising: More favorable than you might think. *Journal of advertising research*, 38(4), 7-22.

Shimp, T. A. (1981). Attitude Toward The Ad As A Mediator Of Consumer Brand Choice. *Journal Of Advertising*, 10 (2), 9-48.

Sürgit, B. E. and Babaoğlu, M. (2010). Tüketici Eğitimi Perspektifinde Reklam ve Reklamın Sosyal Sorumluluğu. Babaoğlu, M, Şener.A. (Ed).Tüketici Yazıları (II). Hacettepe Üniversitesi Tüketici - Pazar - Araştırma – Danışma Test ve Eğitim Merkezi.

Tanyıldızı, N. İ. and Yolcu, A. Ş. (2019). Sosyal bilimler meslek yüksekokulu öğrencilerinin





reklamla ilgili genel tutumlarını belirlemeye yönelik bir çalışma. Uluslararası Beşeri Bilimler ve Eğitim Dergisi, 5(10), 355-369.

Tosun, B.N (2007) Sosyal Sorumluluk Bağlamında Reklamda Etik Anlayışı. Sayımer, İ ,Yayınoğlu, E.P (Ed.) Halkla İlişkiler ve Reklam Üzerine Etik Değerlendirmeler.(247-282). Beta

Uslusoy, B.S. (2007). Kadınlara Yönelik Reklamlarda Etik Sorunlar ve Yeni Paradigmalar. Sayımer,İ, Yayınoğlu, E.P (Ed.) Halkla İlişkiler ve Reklam Üzerine Etik Değerlendirmeler. (307-352). Beta

Williamson,J. (2001). Reklamların Dili Reklamlarda Anlam ve İdeoloji. (Trans. Fethi.A.). Ütopya Yayınevi.

