



## Determining the effect of print advertising credibility on brand attitude through the dimensions of advertising attitude

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### **Abstract (12 pt, bold)**

The purpose of this study was to determine the effect of the validity of print advertising on brand attitude through the dimensions of advertising attitude. The statistical population of this study was the collection of humanities students of the University of Isfahan in 2018, the number of which is 423 students was collected. To collect the required data in this study, the standard questionnaires of advertising validity of Reimer (1978) with Cronbach's alpha 0.791, the standard questionnaire of attitudes to advertising Jenz and Bliss Maker (2005) with Cronbach's alpha 0.704, 0.70, respectively. 0.70, and the standard Tin Kham, Weaver and Larissi (1994) brand attitude questionnaire with Cronbach's alpha of 0.946 was used. In order to evaluate the content validity of the questionnaires, they were approved by experts in the field of advertising, brand and consumer behavior before implementation and the content validity was confirmed. The face validity of the questionnaires was also confirmed by a number of members of the statistical community. The data collected in this study were analyzed using descriptive statistics (frequency, percentage and bar graph) and inferential statistics (structural equation modeling) and the results showed that the validity of advertising with an impact factor of 0.23 on attitudes affects the brand. Credibility with coefficients of 0.31, 0.35 and 0.31 affects the emotional, informational and perceptual dimensions of brand attitude.

**Keywords:** Brand attitude, advertising credibility, advertising awareness.



## 1. Introduction

Advertising is one of the most important communication tools in today's business world. On the other hand, if the audience does not feel that the advertisements are credible, their attitude towards the advertisement will not be very positive. Basically, the effectiveness and credibility of advertising is defined by a model that includes various dimensions. These dimensions include the credibility of the ad, the credibility of the source, the credibility of the media in which the ad is published, the slogan of the ad, and so on.

The effectiveness of advertising is usually defined by a model that describes the communication process. A traditional example of this process involves a signal or message, and the transmission of this message or signal is done through a channel or intermediary. Stern recently introduced an updated model of communication that recognizes multiple dimensions of these components as well as interactions between the message and the interface. When it comes to the effectiveness and interpretation of the message, the relationship between media contexts and message acceptance will be important. Another important component in the communication process model is the source of the message. Mackenzie and Lutz (1989) consider advertising credibility to be very important because it affects attitudes toward advertising and attitudes toward the brand. These authors consider the validity of advertising to include three important structures: inconsistency or inconsistency of advertising slogan, advertiser credibility and advertising credibility. The hypothesis is that to fully understand the credibility of advertising, another structural dimension is needed, called media credibility. The dimensions of advertising credibility, although much wider than those proposed by Mackenzie and Lutz, are perfectly consistent with them. These dimensions are described in the following section (Sung Woo et al., 2001).

Attitude towards advertising can be defined as a learned certificate to react to advertising in a way that is always favorable or unfavorable (Harley, 2011). In this part, the purpose of advertising is not to focus on a particular product or customer belief in a particular brand. Rather, the goal is to develop a positive attitude toward advertising in order to create a positive feeling in the customer after the ad has been processed (Shimp, 1981; Mackenzie et al., 1986). Be an intermediary and play an important role as an intermediary when dealing with advertising. The attitude towards advertising is such that it can act as a mediator both in the level of trust in the brand and the type of attitude towards the brand.

Based on these cases, it can be concluded that the issue of this research is that the credibility of the message source, especially in print advertising, is very important based on its audience, and it can be said that print ads that have a more credible source have a more positive attitude towards advertising and brand. They create, but what reinforces this research are two important issues in the propaganda literature. First, there is little evidence to show how the components of advertising attitudes, including cognitive, emotional, and informational advertising, affect brand attitudes. In the advertising literature, the effectiveness of these dimensions is still different. Therefore, the main question of this research is that the validity of print advertising through the dimensions of advertising attitude, how does it affect the brand attitude?

## 2. Literature and research background

A review of the concepts related to the field of advertising shows that the validity of advertising messages is one of the effective factors in the effectiveness of advertising. For companies that use advertising messages, advertising creates a positive attitude that is highly credible. Reputable



advertising will make acceptance easier and easier for the consumer and the audience will evaluate the advertisement more positively from the emotional, cognitive and behavioral aspects. The results of the study in the field of advertising literature show that the attitude towards advertising is the most important indicator for evaluating the effectiveness of advertising.

## 2-1- The credibility of the message source with emphasis on print ads

Research has shown that persuasive messages are higher in resource validity. They tend to have more positive attitudes toward advertisers and endorsers, but many of the effects of resource credibility are modified by interactions with other sources, messages, or other audiences (Strental et al, 1978). Brinol and Petty (2009) have examined several processes by which resource credibility and other attributes (power, attractiveness) may affect consumers, using environmental cues, increasing or decreasing information processing, influencing Thoughts or service as the main signs.

## 2-2- Attitude towards advertising

Attitude towards the product does not only determine the buying behavior of consumers. The following attitudes influence consumers' final choice:

1. Attitude towards the product
2. Attitudes towards shopping: Sometimes consumers are reluctant to buy certain products or feel ashamed or lazy.
3. Attitudes towards product advertising: Consumer reactions to a product are also influenced by their evaluation of that product advertising. In some cases, consumer evaluation of a product is based solely on how it is portrayed in marketing communications (Solomon, 1999).

Attitude toward advertising is defined as a person's desire to react positively or negatively to an advertising stimulus, which is influenced by the circumstances in which the person is exposed to advertising. Determinants of attitude towards advertising include:

1. Evaluate how the ad is executed
2. The inner state and mood created by the ad
3. The extent to which advertising stimulates the viewers' level of excitement.
4. Viewer position: Depressed or tired, feeling dizzy, eating, etc.
5. The viewer's feelings about the environment in which the ad is shown: For example, attitudes towards the ads and brands displayed during TV shows will be more attractive and positive.

Attitudes towards advertising confirm the importance of entertainment in advertising and show its impact on the shopping process (Ritson and Polly Simi, 2003).

## 2-3- Attitude towards the brand

However, according to Chaiken (1973): "Attitude is actually a persistent state that persists for a long time and is likely to shape behavior." Brand attitude is therefore a concise and relatively consistent assessment of the brand that leads to behavior. According to the above definition, in this study, brand attitude is defined as a sustainable concept. Attitudes toward the brand are not the same as feelings about the brand; Because emotions are transient, while attitudes are relatively stable. Behaviors that a consumer exhibits before, during, and after purchasing a product or service are a key factor in predicting and maintaining his or her attitude and behavior toward the goods or services he or she intends to purchase and use. Attitude is the degree of passivity or feeling for or against a stimulus. In fact, stimuli are the emotional feelings that people have about phenomena (Dob Holkar and Bagozi, 2002).

## 2-4- Research background

Taghavi et al. (2017) in a study entitled The effect of emotional and cognitive factors on attitudes and acceptance of mobile advertising, which was done by descriptive-survey judgment in a sample of 392



mobile phone users in Qom, concluded that the factors Emotional and cognitive have a great impact on the acceptance of mobile ads.

Esmail Pouro et al. (2017) in a study entitled The study of the use of popular verifiers in advertising on consumer attitudes toward advertising, which was done with a partial least squares method of correlation in a sample of 384 consumers of products in Bushehr They concluded that the dimensions and characteristics of well-known endorsers such as attractiveness, reliability and expertise have a positive and significant effect on consumer attitudes towards advertising, but a positive and significant effect of fit between the famous person and the advertised product on the attitude. The consumer is not approved.

Tabatabai Nasab and Parish (2015) in a study entitled Attitudes toward young consumers' advertising, which was conducted by descriptive-correlational method among students in Yazd, concluded that managers will be able to be more sensitive to consumer attitudes and ensure that their advertising campaigns do not adversely affect their company's performance. These findings will also help consumers better understand the role of advertising in persuading them to buy.

Seyed Salehi et al. (2012) in a study entitled Understanding the role of attitude to advertising and customer promotion in creating brand loyalty, which was done by descriptive correlation method between Bank Mellat and Melli customers in Mazandaran province, concluded that consumer attitudes toward advertising and Sales promotion affects perceived quality, brand awareness and brand association, which in turn affect brand loyalty.

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### 3. Research method

This study based on the purpose of the research are applied, because the purpose of this study, the effect of reliability, print advertising to brand attitude through aspects to promote the work of moderator like the mind of the consumer (Case Study: Students Humanities University). Since in this study, relationships and effects, the effect of reliability, print advertising to brand attitude through aspects of the moderating effect of foundry like the mind of the consumer case is investigated, based on the method of collecting and research method the present is a description of the type of correlation. The population evaluated in this study , students in liberal arts university propaganda printed product to see the ( case study: Students Humanities) is that they limit were considered as possible to count the true and complete to enable them to be it was, therefore, decided to research the method of limited use to calculate sample size . According to the research population, researchers from the method of making limited made. Ease of use the method of limiting that number come researcher L students of liberal arts university in the field of master's and PhD's, and the possibility of determining the sample size are also maintained. Using the sample formula of the limited sample size for this study is estimated as follows:

$$n = \frac{NZ^2_{\alpha/2} S^2}{(N-1)4^2 + Z^2_{\alpha/2} S^2}$$

$$n = \frac{3946(1.96)^2(0.309)}{(3946-1)(0.05)^2 + (1.96)^2(0.309)}$$

$$n = 423$$

Formula (1) sample of the population

In this regard:

n: The sample size





$\epsilon$ : Accuracy of estimation and equivalent to 0.05 is considered.

t: Statistics relating to the standard normal distribution for the error whose value is equal to  $1/96$  can be (Azar and Momeni, 2013). It should be noted that research a sample of 30 specimens collected his collection of items and the total variance to calculate the number 0/309 respectively. Thus, the variance in the above formula 423 samples b is obtained. In this study, the method of making floor proportional to size is available is used. Collect data in this study was a questionnaire which items it contains two major parts are:

- The first section includes questions to gather information of cognitive (include: age, sex, education, occupation) contains 4 question is.

- The second part of the questionnaire contains detailed questions on a Likert scale that standard to the table (1) is used

Table : ( 1 ) Composition of questionnaire questions

Description	Collect questions	Dimensions and number of questions in the questionnaire	The variables under study
Print Advertising Credibility Scale Developed by Reimer and View (1987)	9	1-9	Ad credibility
Jensz and Bliss Maker (2005)	4	10-13	The emotional dimension of the attitude to advertising
Jensz and Bliss Maker (2005)	4	14-17	Next informative attitude to advertising
Jensz and Bliss Maker (2005)	3	18-20	Perceptual dimension of attitude to advertising
Scale- like mental Askkalas (2004) and Jung and Jang (2006) Elder and Krishna (2012) Praksmar (2011)	3	21-23	Mental simulation
Teen Raw, Weaver Larry (1994)	10	24-34	Attitude to the brand

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Questionnaire content validity of the questionnaire because the standard used after the translation and troubleshoot it by professors and experts in the field of advertising, consumer behavior and marketing approval is valid that is. To verify the validity of measuring instruments, researcher them to the number of population, the students of Isfahan University in the field of humanities and verbal and written after the reform and simplification of the sentences were approved . To test the hypothesis of the study and generalize the results of statistical equations model structure is used, which is explained below. In information processing and hypothesis testing software package software monitoring SOSS, Lisrel, Warp and PLS have been used. Analysis of covariance structure analysis and structural equation modeling causal modeling or one of the best methods of analyzing data structures complex. Therefore, since the independent variables in this study there that should be examined their effect on the dependent variable, using structural equation modeling is necessary to be.

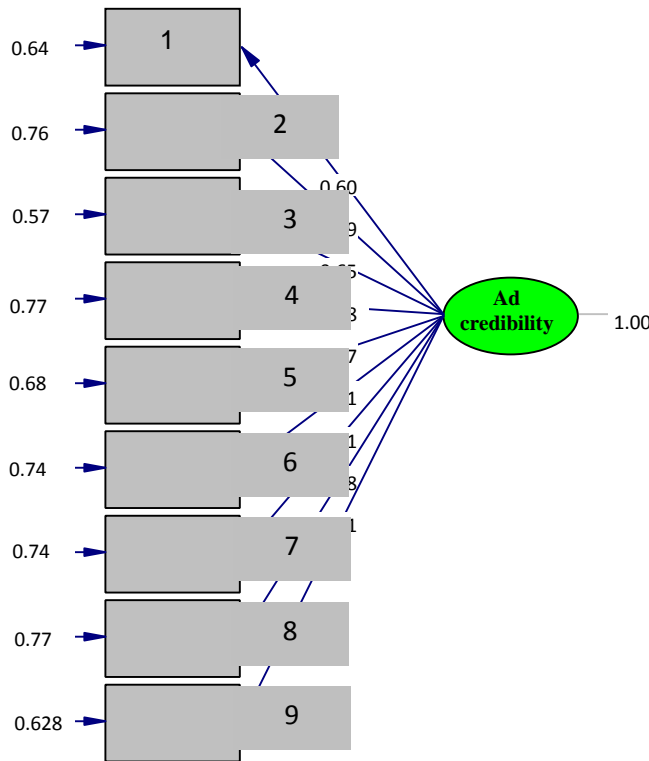
#### 4. Results of research

The results of the research are presented in the following tables:

##### 1. Confirmatory factor analysis of the questionnaire like mental



As the output LISREL see it. Confirmatory factor analysis model provided in the form of (1) which is where the relationships between variables and coefficients of each of them is provided.



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**Figure (1): The main model of factor analysis of advertising credibility questionnaire**

According to the output lisrel in the table (2) are summarized fit the right model is. The index and the results are shown in Table (2) is shown.

**Table (2): Evaluation criteria of fit of the model - mental simulation**

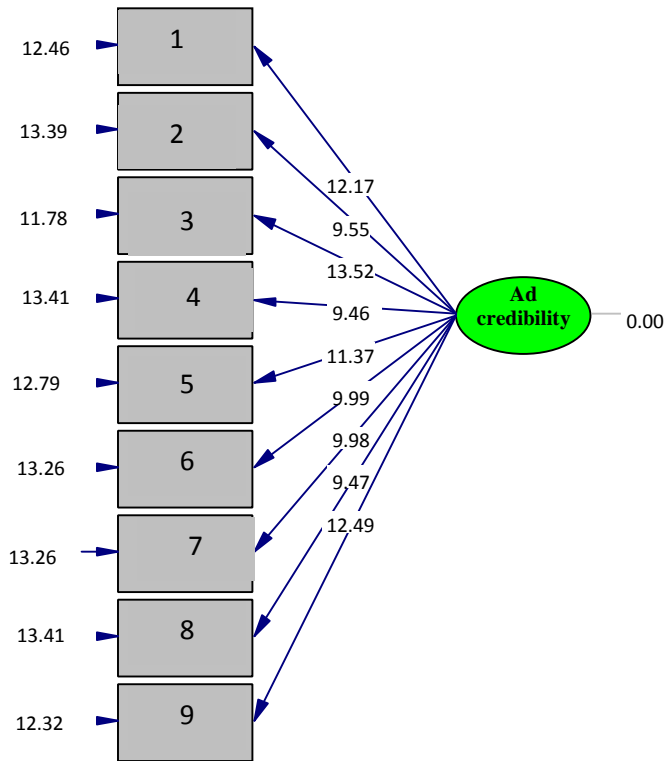
As a result of	Index value in model Intended	Standard value of the index	name Indicator
Model fit It is convenient	0	-	Chi square
Model fit It is convenient	0	3<	Chi square of the current . F.
Model fit It is	0.99	More than 0.05	P.value



convenient			
Model fit It is convenient	0.99	More than 0.9	F
Model fit It is convenient	0.99	More than 0.9	F
Model fit It is convenient	0.99	More than 0.9	F
Model fit It is convenient	0.99	More than 0.9	F
Model fit It is convenient	0.001	Less than 0.1	MR

## 2. To study the significance of the coefficients derived from the analysis of the L factor

Bad for the purpose of testing between the model and on the basis of index t Value of the review of the of the tens of M in the form of an index above the +1.96 B of Camel and from -1.96 less the total of the coefficients of the model They are meaningful . Exit the software LISREL the significance of each of one of the coefficients of the show of the show. According to the form (3-4) all of the coefficients higher than 1.96 is the model are the coefficients of quite significant is.



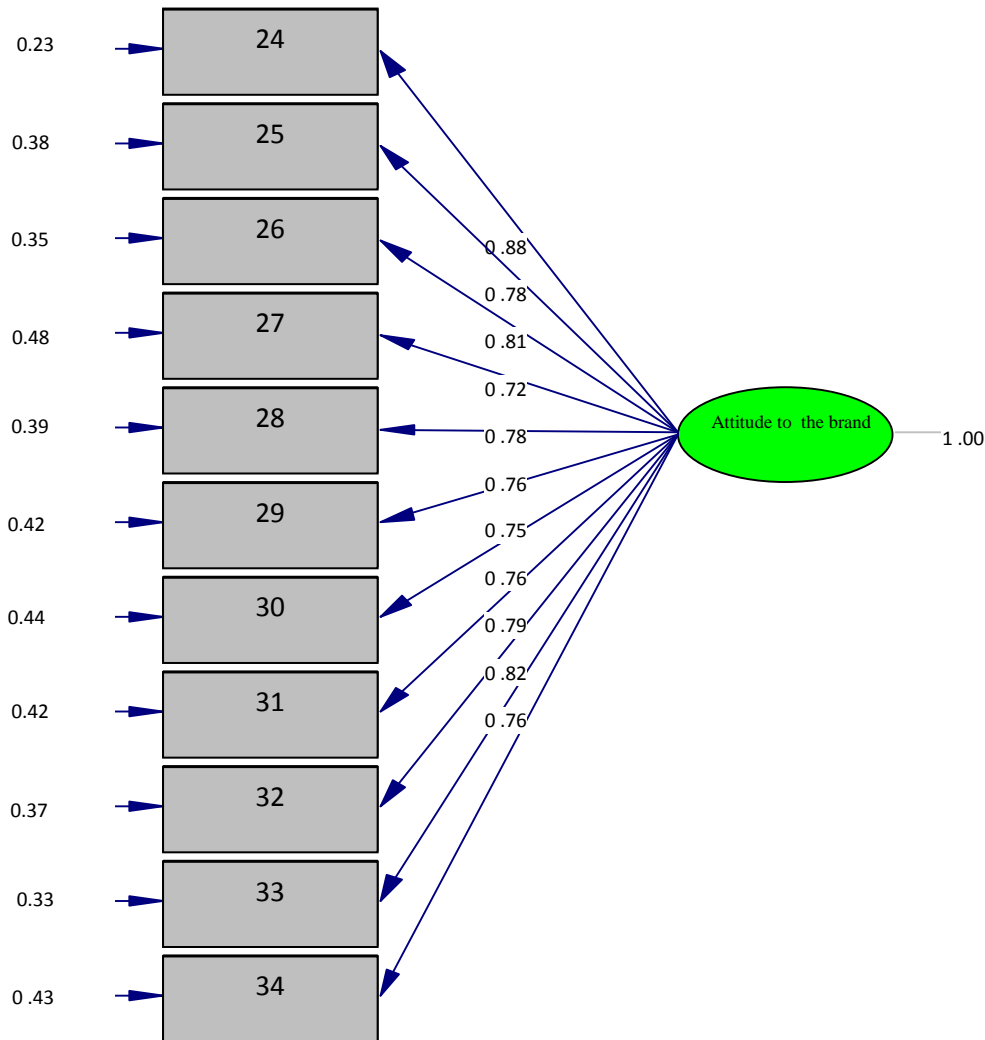
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Figure (2): Factor analysis of advertising credibility questionnaire

### 3- Confirmatory factor analysis of brand attitude questionnaire

As can be seen from the output of LISREL software. The main model of confirmatory factor analysis is presented in Figure (3) in which the relationships between the variables and the coefficients of each of them are presented.





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Figure (3): Confirmatory factor analysis of the brand attitude questionnaire



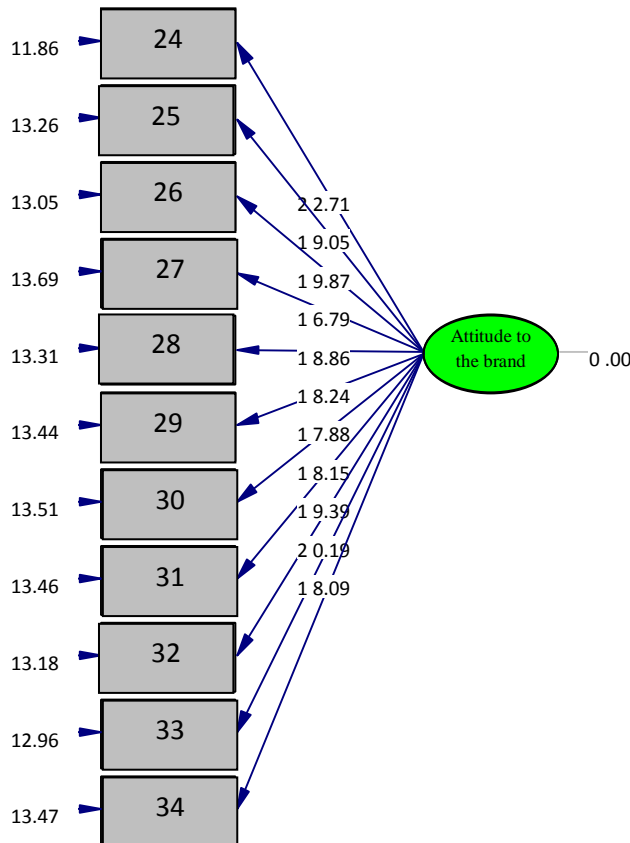
According to the LISREL output, which is summarized in Table (3), the model fits well. These indicators and their results are shown in Table (3).

**Table (3): Examining the indicators of model suitability - brand attitude**

As a result of	Index value in model Intended	Standard value of the index	name Indicator
Model fit It is convenient	66.23	-	Chi square
Model fit It is convenient	1.50	3<	Chi square of the current F.
Model fit It is convenient	0.016	More than 0.05	P.value
Model fit It is convenient	0.97	More than 0.9	F
Model fit It is convenient	0.96	More than 0.9	F
Model fit It is convenient	0.99	More than 0.9	F
Model fit It is convenient	1.00	More than 0.9	F
Model fit It is convenient	0.035	Less than 0.1	MR

#### 4- Significance of coefficients obtained from factor analysis

Bad for the purpose of testing between the model and on the basis of index t Value of the review of the of the tens of M in the form of an index above the +1.96 B of Camel and from -1.96 less the total of the coefficients of the model They are meaningful . Exit the software LISREL the significance of each of one of the coefficients of the show of the show. According to Figure (4), all coefficients are higher than 1.96, so the model and its coefficients are quite significant.

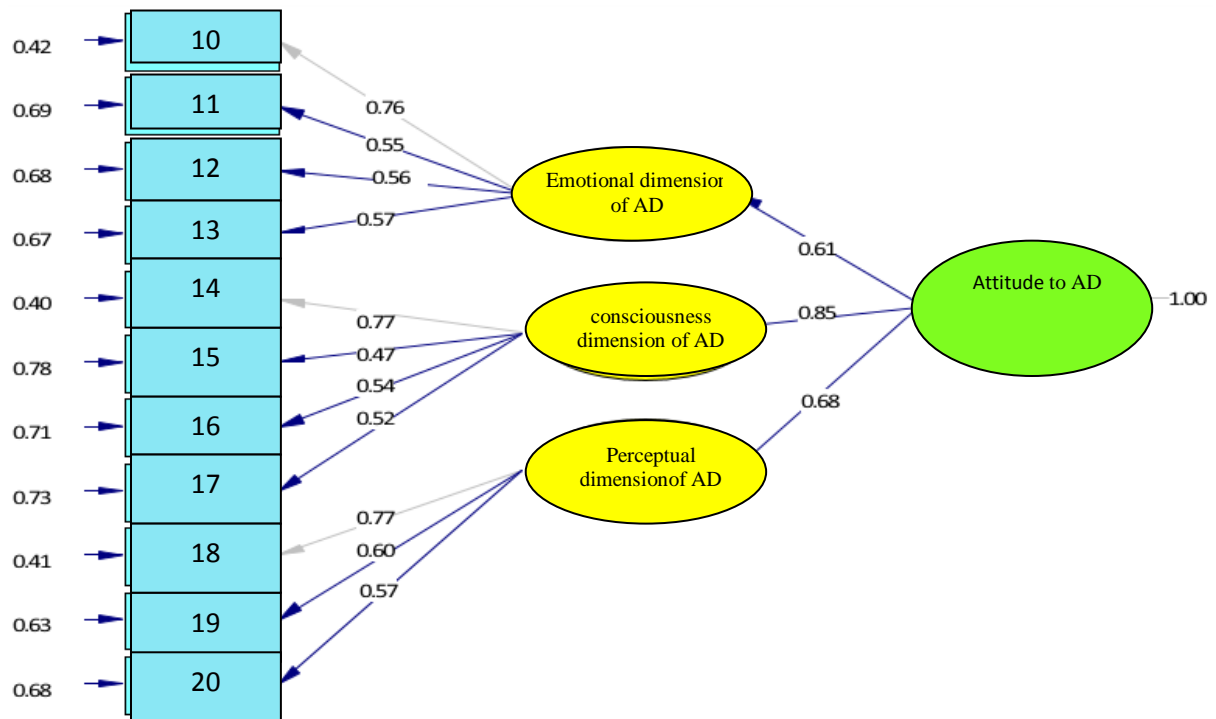


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Figure (4): Model of significant coefficients of factor analysis of the second order of the brand attitude questionnaire

### 5- Confirmatory factor analysis of the attitude towards advertising questionnaire

As can be seen from the output of LISREL software. The main model of confirmatory factor analysis is presented in Figure (5), in which the relationships between the variables and the coefficients of each of them are presented.



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**Figure (5): Confirmatory factor analysis of the Attitude to Advertising Questionnaire**

According to the LISREL output, which is summarized in Table (4), the model fits well. These indicators and their results are shown in Table (4).

**Table (4) Examining the indicators of model suitability - Attitude to advertising**

As a result of	Index value in model Intended	Standard value of the index	name Indicator
Model fit It is convenient	48.20	-	Chi square
Model fit It is convenient	1.175	3<	Chi square of the current F.
Model fit It is convenient	0.20462	More than 0.05	P.value
Model fit It is convenient	1.00	More than 0.9	F
Model fit It is convenient	0.99	More than 0.9	F
Model fit It is convenient	0.99	More than 0.9	F
Model fit It is convenient	1.00	More than 0.9	F
Model fit It is convenient	0.020	Less than 0.1	MR





6- Significance of coefficients obtained from factor analysis

For this purpose, we examine the significance test of the model based on the T-Value index. If the mentioned index is more than +1.96 and less than -1.96, all the coefficients of the model are significant. The output of LISREL software shows the significant value of each of the coefficients. According to Figure (6), all coefficients are higher than 1.96, so the model and its coefficients are quite significant.

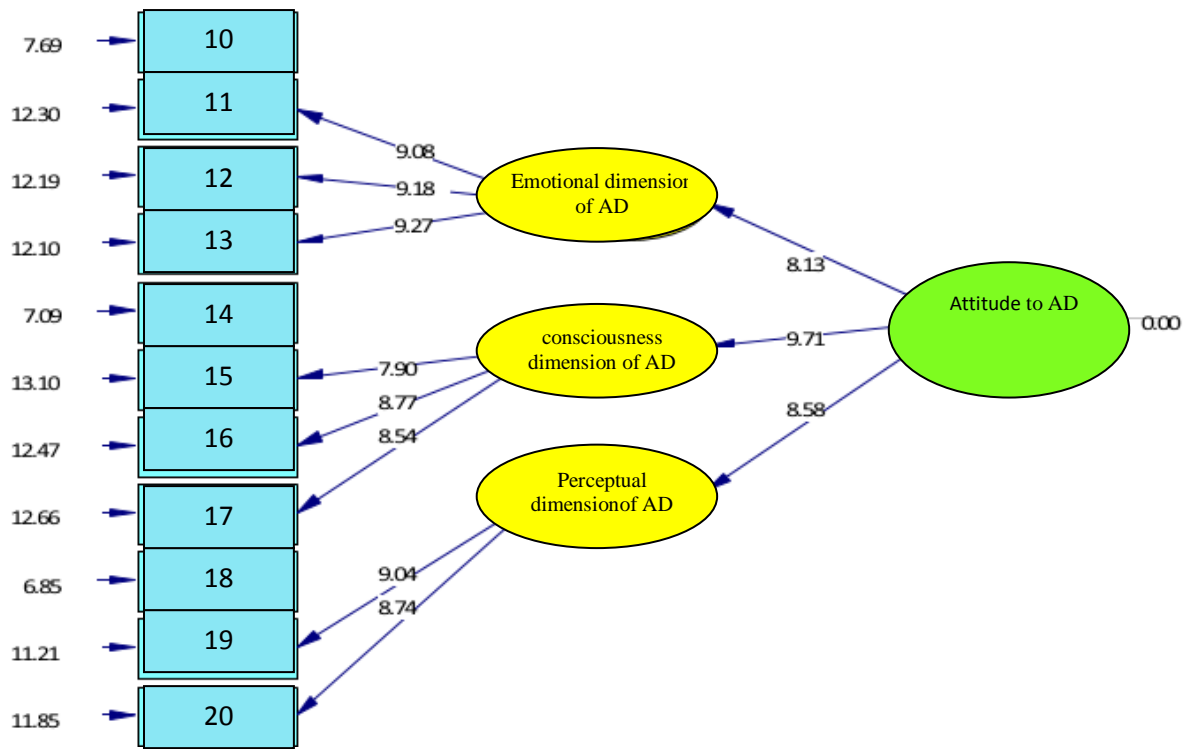


Figure (6): Significance of coefficients obtained from factor analysis

7- Determining the reliability (reliability) of the questionnaire

In this study, Cronbach's alpha method was used to determine the reliability of the test.

Table (5): Reliability coefficient of components of personality questionnaires

Questionnaire name	Cronbach
Ad credibility	0.791
The emotional dimension of the attitude to advertising	0.704



Next advertiser attitude to advertising	0.70
Perceptual dimension of attitude to advertising	0.70
Attitude to the brand	0.946

**Table (6): Investigation of research hypotheses**

Hypothesis number	Relation	$\beta$	(P)	Result
Hypothesis 1	The advertising credit $\leftarrow$ emotional	0.31	P<0.01	Sub-hypothesis 1 is confirmed.
Hypothesis 2	Advertising credibility $\leftarrow$ Informative dimension	0.35	P<0.01	Sub-hypothesis 2 is confirmed.
Hypothesis 3	Ad validity $\leftarrow$ Perceptual dimension	0.31	P<0.01	Sub-hypothesis 3 is confirmed.
Hypothesis 4	Ad credibility $\leftarrow$ dimension of brand attitude	0.23	P<0.01	Sub-hypothesis 4 is confirmed.
Hypothesis 5	Emotional dimension $\leftarrow$ attitude to the brand	0.29	P<0.01	Sub-hypothesis 5 is confirmed.
Hypothesis 6	Instant brand awareness $\leftarrow$ attitude	0.32	P<0.01	Sub-hypothesis 6 is confirmed.
Hypothesis 7	Perceptual dimension $\leftarrow$ brand attitude	0.27	P<0.01	Hypothesis 7 is confirmed.

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## 5. Conclusion

The first finding of the research showed that the validity of print advertising has an effect on the emotional dimension of the attitude towards advertising. The results of this study are in direct line with the research of Swang Woo et al. (2001) and Wim Jones and Patrick de Plessmaker (2005), who concluded that the validity of advertising and the credibility of media advertising on attitudes toward advertising, including attitudes Emotion has an effect on advertising. On the other hand, the results of this research have an indirect effect with the research of Ismailpour et al. (1396), Paul CS Wu and Young Cheng Wang (2011) and Ering de Warren (2009), because in this research in mobile advertising message



Electronics between consumers and the credibility of the message source in the speech and discourse process concluded that it affects the emotional dimension or attitude of individuals, but these effects are not directly similar to the model of this study. Advertising should be credible in terms of the media used, the source and the research itself, they feel that the ad presents the facts, so they will have a better acceptance of the ads and their emotional attitude towards these print ads will be more positive and vice versa. When students do not feel that the advertisements are credible in terms of the type of advertisement, the source of the advertisement or the advertisement itself, their attitude towards these advertisements will not be very positive and therefore they will not show any desire for the advertisements. Or give a low score to the ads.

Another finding showed that the validity of print advertising has an effect on the awareness dimension of advertising attitudes. The results of this study are in direct line with the research of Swang Woo et al. (2001) and Wim Jones and Patrick de Plessmaker (2005), who concluded that the validity of advertising and the credibility of media advertising on attitudes toward advertising, including attitudes Emotional has an effect on advertising, on the other hand, the results of this study have an indirect effect indirectly with the research of Ismailpour et al. (1396), Paul Csu and Yong Cheng Wang (2011) and Ering de Warren (2009). Interpretation of this issue should be said, when students consider the print ads they saw positive in terms of the source and information contained in the ad, then they have the perception that all the information that the ad provides them, That's right. This information includes the characteristics of the product or service, its price and other conditions related to the product. Since students consider the observed advertisement to be valid and acceptable, they also consider all the information features of the advertisement to be valid, so their attitude towards the advertising awareness dimension improves. Another finding showed that the validity of print advertising has an effect on the perceptual dimension of advertising attitudes. The results of this study are in direct line with the research of Swang Woo et al. (2001) and Wim Jones and Patrick de Plessmaker (2005). Emotion has an effect on advertising, on the other hand, the results of this study have an indirect effect indirectly with the research of Ismailpour et al. (1396), Paul Csu and Young Cheng Wang (2011) and Eyring de Warren (2009). In interpreting this hypothesis, it can be said that when students positively evaluate the information content and even the visual features of the advertisement, such as the actual shape of the products or services or the advertising slogans, their attitude towards the source of the message becomes positive. The template is a print ad, positively evaluated. This causes them to have a more positive perception of the ad performance cognitively, and this positive perception causes their attitude towards the performance of the advertised product or service to be positive and the perceptual attitude towards the ad to improve.

Another finding showed that the credibility of print advertising has an effect on the dimension of brand attitude. This finding is indirectly consistent with a study by Kello et al. (2006). In this study, the researcher concluded that the credibility of the message source affects quality expectations, which can indirectly affect the attitude towards the brand. When a brand is considered trustworthy by students, it means that the elements of the advertising message are evaluated positively for students in terms of content, message source, message slogan, etc., which has led to students in science schools Humanities of the University of Isfahan to evaluate them as desirable. This issue leads to a kind of favorable feeling and evaluation of the advertisement and they evaluate it as desirable. These evaluations make students evaluate the advertised brands positively. Thus, the credibility of advertising affects the attitude towards the brand. Another finding showed that the emotional dimension of advertising attitude has an effect on brand attitude. The results of this study are in direct line with the research of Yen Cvdv (2005). He concluded that the underlying factors of media, the credibility of the source of the message and



advertising affect the emotional, perceptual and informational attitude towards advertising, and these three attitudes affect the attitude towards the brand. On the other hand, the results of this study are indirectly in line with the research of Sung Woo et al. (2001). The study, conducted on 34 college students in Time, Newsweek and Sports Illustrand, concluded that media credibility and the credibility of print advertising had a positive effect on attitudes toward advertising, attitudes toward branding and the tendency to They have a brand. In interpreting the results of this research, it should be said that when students receive advertisements with an emotional background that is also valid for them, they will accept that advertisement better and their emotional attitude towards this advertisement will be more. Another finding showed that the informative dimension of the attitude to advertising affects the attitude towards the brand. The results of this study are in line with the research of Edon Skals (2013), Kenneth E. Kloe et al. (2006) and Seyed Salehi et al. (2012). They concluded that the stories and narratives narrated about the product contain answers. Intense emotional and low levels of critical thinking, in turn, affect advertising attitudes and brand evaluation. Also, both source credibility and service quality evaluation have a significant effect on attitudes toward the goals of advertising and purchasing a service and the type of use of visual elements in the advertising evaluation process. In addition, consumer attitudes on advertising and sales promotion affect perceived quality, brand awareness and brand association, which in turn affect brand loyalty. In interpreting this hypothesis, it can be said that when the print advertisements that students see contain appropriate information content in terms of general product features, information about product quality, product price, after-sales service and product insurance conditions, then Students will have a good evaluation of the ads provided. This overall good evaluation makes the students' attitude towards the informative dimension of the advertisement have a positive evaluation. This positive attitude over time makes the advertised brand look positive from the consumer's point of view and students consider the brand as a quality brand with appropriate quality characteristics, so it can be concluded when the advertising awareness dimension improves. The attitude towards the brand also improves over time.

Another finding showed that the perceptual dimension of advertising attitude has an effect on brand attitude. The sources of this research are in direct line with the researches of Tony Reimer and David Weaver (2015) and Yen Senwood (2005) and Taghavi et al. (1396). They concluded that the correlation between media use and media credibility shows that those who use newspapers or television are often the ones who value media credibility more than others who use it less. They know, as well as the underlying factors of the media, the ability of the source of the message and advertising to influence the emotional, perceptual, informative attitude towards advertising, and these three attitudes affect the attitude towards the brand. On the other hand, emotional and cognitive factors have a great impact on the acceptance of mobile advertising. When the print ads are simple and explicitly designed and the audience is not confused about the ad and its meanings, the audience will easily understand the meaning of the message or ad done, this perception if consistent with the basic attitudes Consumer attitude towards advertising makes the consumer mentality to advertise positive. The positive perception of the consumer towards the advertisement causes him to pay more attention to the brand that has been advertised, and this importance leads to the improvement of the attitude towards the brand in the consumers. The following suggestions are made:

1- In order to increase the credibility of the source of print advertising messages, appropriate training should be provided to advertising designers in the field of advertising psychology, including training in designing the content strategy of advertising messages. These trainings should be done periodically and continuously.





2. In order to improve the credibility of the message source, it is recommended to advertising design companies to plan media before choosing a print ad, including selecting the type of print media, designing the type of ad appropriate to the type of product or service that It is advertised and the calculation of the penetration rate of the advertisement among the target audience is based on this, it is recommended to the advertising companies to take 2 steps in this direction.

A) Before submitting an ad, test the ad on a small prototype to make sure it is effective.

B) Calculate the penetration of their target media on a small sample and then propagate widely.

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# 6<sup>th</sup> International Conference on Management and Humanistic Science Research in Iran

17 Sep 2020 - University Of Tehran

ششمین کنفرانس بین المللی پژوهش های مدیریت و علوم انسانی در ایران

۲۷ شهریور ۱۳۹۹ - دانشگاه تهران



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