

Changes in Attitudes towards Advertising: 2007- 2018 Evidence from the New Generation Bangladeshi Consumers

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Abstract

This paper presents a comparison of the attitudes of New Generation Bangladeshi consumers (18 – 24 years old) towards advertisement 10 years apart – in 2007 and 2017. Within five years of gaining independence in 1971, Bangladesh abandoned her socialistic path of economic development to adopt the capitalistic alternative. By the early 2000s, the country experienced substantial economic growth which resulted in the emergence of a “new rich” urban consumer class. To attract these consumers, the then infant advertising industry in Bangladesh started to grow at a fast pace; but neither the marketers nor the advertisers had a clear understanding of the attitudes of these consumers towards advertising. In 2007, I conducted an empirical research that examined the perception of these consumers on various aspects of advertising as well as their media usage behaviour. Bangladesh economy made spectacular progress during the last decade resulting in the fast-paced development of a better organised consumer market and a thriving advertising industry to support the current new generation Bangladeshi consumers who are more affluent, technology savvy and who seek better information. This study examines the perception of these consumers on various aspects of advertising as well as their media usage behaviour and compares them with the responses of their cohorts of 2007. The analyses of the data reveal discernible differences in the attitudes of the two similar groups. The paper tries to explain the reasons for the differences and argues that they have important implications for the consumer marketing and advertising industry in Bangladesh.

Keywords: Bangladesh, Attitude, Advertisement

Introduction

During the last decade, economy of Bangladesh has grown substantially which attracted many international marketers to invest in the country. An increased level of production as well as marketing of goods and services became evident in the country which contributed towards the achievement of higher GNP and per capita income. Bangladesh witnessed the emergence of a new breed of urban consumers who are different from their cohorts of a decade ago in that they are far more sophisticated, technology savvy and more prone to emulate their Western cohorts who tend to have a liking for branded products. In order to promote their respective market offerings to these customers marketers needed to have a better understanding of the needs, wants, habits and behavioral patterns. Consequently, there was a discernible increase in promotional activities, particularly in advertising efforts. It is not surprising that advertising industry of Bangladesh has grown at a reasonably fast pace. In 2008, the estimated total advertising expenditure in the country was 250 million US dollars (Aker, 2008); a recent report by Zenith expects that Bangladesh's ad market will reach \$1.3 billion in the next three years (2017 - 2020) and experience a robust average annual growth of 15% ranking Bangladesh among the world's fastest-growing media markets (Dhaka Tribune, 2019). Given this scenario it has become imperative for marketers to understand advertising effectiveness in the Bangladesh market.

The market impact of globalisation of Bangladesh's captive economy in the mid-1980s became apparent in the late 1990s and early years of the new millennium when a 'new rich' segment of consumers comprising teenagers and young adults emerged in the country (Kaynak et al. 2000). Not only they had substantial amount of money to spend for themselves, they also wielded tremendous influence on the spending behaviour of their respective families. It was essential for marketers in Bangladesh to gain insights into the opinions and attitudes of this new-generation of consumers towards advertising. Keeping this in view, the researcher conducted a study in 2007 (referred to as S1) to get an understanding of the beliefs that underlie the perception of advertising among these consumers. The current research conducted in 2018 (referred to as S2) is a replication of the same investigation a little over ten years after the completion of the first research. It is expected that this research will be helpful to advertisers and marketers seeking to enter the Bangladesh market at a time when it is being dubbed as one of the fastest growing economies of the world. In terms of household final consumption expenditure currently Bangladesh has the 40th-largest consumer market of the world (Dhaka Tribune, 2019).

Advertising and Consumer attitudes

Attitude has been defined in many ways. For this paper attitude has been defined as "a relatively enduring organisation of beliefs, feelings, and behavioural tendencies towards socially significant objects, groups, events or symbols" (Hogg and Vaughan 2005, p.150). The variations in its many definitions notwithstanding, it has generally been agreed that "... the characteristic attribute of attitude is its evaluative dimension" (Ajzen, 1993); i.e., positive or negative judgments about an object or phenomenon (Thurstone, 1928) "... in a consistently favourable or unfavourable way (Allport, 1935)". Most attitudes in individuals- which have both direction and strength - are a result of *social learning* from the environment. An individual's attitudes are reflections of his/her evaluative responses following the affect-behavioral change - cognition (ABC) model. This model views attitude formation as a step-wise process starting with a response expressing the individual's preference followed by a verbal indication of the individual's intention leading to a cognitive evaluation of the entity resulting in the formation of an attitude. Since attitudes are learned and built up through experience, they can be changed through persuasion. In the context of marketing, change of attitude can be viewed as a response to a communication by the marketer such as an advertisement message or an ad campaign, or a reaction to unpaid publicity by a media.

The scope of this paper limited to a specific aspect of attitude namely, attitude towards advertising. Extant research has shown that a consumer's attitudes towards advertising are affected by variables such as consumers' personality traits, influences of family and peer group, previous information and experience (Bennett and Kassarian, 1972; Fishbein, 1975; Lutz, 1991; Assael, 1995; Wells, Burneet and Moriarty, 1998). Hence, advertisers may use attitudes to predict consumer behaviour and understand how consumers interpret advertising in developing purchase intention for products and services. While the affective responses reflect consumers' attitudes toward the message which could range from positive to negative; consumers' cognitive responses, i.e., their endorsement of, or opposition to the acceptability of the message contained in an advertisement, are functions of their prior beliefs. While the role, importance and value of advertising as a vehicle of disseminating information to the target audiences cannot be overemphasised, there are studies that indicate a generally negative public attitude towards advertising. (Alwitt and Prabhaker, 1994; Zanot, 1981). For example, consumers find the use of various intrusive tactics by advertisers intended to draw their attention rather annoying and unacceptable (Sandage & Leckenby, 1980; Zhang, 2000).

One of the major issues in the context of advertising a product or service internationally involves the degree of standardization of the message conveyed in the ad. As a form of social communication, advertising is particularly reflective of culture and its norms. Researchers have identified cultural differences and level of socio-economic development as the two main drivers of message adaptation (Abernethy & Franke, 1996; Baack & Singh, 2007). Indeed, advertising appears to be the most culture bound element in the marketing management mix because advertising messages combine language and other communication tools that are very deeply embedded in a given culture of a society. Slater (1997) viewed the

study of consumer culture as the study of 'texts and textuality', 'individual choice and consciousness', and 'wants and desires' in the context of social relations, structures, institutions, and systems.

The pervasiveness of the influence of cultural differences on advertising has been empirically established (Berman, 1981; Hong, Muerrisogolu & Zinkhan, 1987). Also, it has been observed (Engel, Blackwell & Miniard 1995) that the ability of advertising to develop positive impression towards a product or service often depends on consumers' attitudes towards the advertisement itself. Today's ever-increasing competition forces businesses to spend huge sums of money for advertising and promotion with the objective of persuading their customers to purchase their products/services. But persuading customers in an unknown overseas market could be quite difficult; it requires marketers to have clear understanding of how to advertise effectively to consumers in a different culture since "...advertising message consists of language and other communication instruments that are themselves very deeply rooted in a given culture of a society. Even within the same language, word connotations can vary extensively from culture to culture" (Schutte and Ciarlante, 1998).

Interest on understanding consumers' attitude towards advertisement is not new. Since early 1970s, many of the studies in this area (e.g., Larkin, 1971, Dunn and Yorke, 1974; Rau and Preble, 1988; Moser and Johns, 1996; Al-Makaty, Tubergen & Whitlow, 1996; Shavitt, Lowtry & Haefner, 1998) have been conducted in the developed Western nations using Bauer and Greyser's (1968) two-dimensional measure of perceived social and economic effects of attitudes towards advertising. Several researchers in the 1980s (e.g., Shimp, 1981; Lutz, Mackenzie and Belch, 1983; Lutz, 1985; MacKenzie, Lutz & Belch, 1986; MacKenzie and Lutz, 1989) have empirically shown that advertising effectiveness, brand attitudes, and purchase intentions are influenced by consumers' attitude towards the advertisement. Most of these studies tended to use. With the exception of a handful of cross-cultural studies (e.g., Andrews, Durvasula & Neemeyer, 1994; O'Donohoe, 1995) and studies on China (e.g., Kwan, Ho & Cragin, 1983; Semenik, Zhao and Muir, 1986; and Semenik and Tao 1993; Pollay, Tse and Wang, 1990, Crellin 1998, Razzaque, 2008) there exists a general paucity of similar studies in the context of developing nations. This research on understanding consumers' attitude towards advertisement in Bangladesh – a developing nation in two different time periods ten-years apart will be a good contribution to the literature. As Bangladesh has undergone rapid economic changes during the last ten years, it is now attracting many international marketers. For all those marketers operating in (or intending to operate) in Bangladesh, it is imperative that they have a clear understanding of how consumers perceive their advertising and how to make their advertising effective in the context of Bangladesh.

Advertising in Bangladesh

Since gaining her independence from Pakistan in 1971, war ravaged Bangladesh adopted a socialist path of economic development until 1975 when a new military government ceased power and adopted a mixed economy leaning more towards capitalism. In the pre-1975 struggling socialist economy of Bangladesh, advertising had virtually no real meaning. However, all the post-1975 economic policies allowed market economy to flourish giving marketers opportunity to promote their market offerings to consumers by opening new channels of promotion. Through the dedication of talented ad makers, the ad industry in Bangladesh started to take shape at a steady pace. Ad regulations, however, were generally restrictive for all types of media and strict censorship policies were in force.

Since about 75% of the Bangladeshis live in rural areas, the broadcast media, particularly the radio, had the highest overall reach, followed by print media. Because of non-availability of electricity in many rural areas, TV ads had very poor reach in rural areas. But in the nation's urban areas TV ads had the most profound impact followed by the print media. The 2002 National Media Survey (NMS) found 25.8% of the population read newspapers. As such use of print media for advertising was a common practice among marketers.

Since the mid-1990s, Bangladesh witnessed a big change in its media landscape; there was, a proliferation of commercial media channels in the country. Bangladesh witnessed the introduction of cable television in 1992, and private television in 1997 bringing an end to the three-decade long domination of the state-owned Bangladesh Television. Over the years, the number of private television channels in Bangladesh increased exponentially driven mostly by massive growth in the

telecommunications sector. Bangladeshis were introduced to Internet in the late 1990s which started to gain popularity from the beginning of the new millennium. Several big mobile phone operators have taken active interest in investing in media advertising and branding. With more than 110 advertising agencies, the media industry has been thriving in Bangladesh (Rahman, 2016, p. 326). According to ACNielsen Media and Demographic Surveys (2015, 2013, 2006), access to television in the urban areas has increased from 69 percent to 96 percent over the last decade. By 2015 access to television surpassed 85 percent nationally.

According to the 2016 National Media Survey (NMS), Print is the second most widespread media in the country with 23.8 percent readership. It is interesting to note that even after the rise of TV and Internet print readership has not diminished that much. There has been a drastic improvement in the quality of print media in Bangladesh. They are now using better quality paper and adding more colour pages with a view to attract more consumers and advertisers. It should be noted that advertisers have not shunned the use of traditional advertisement outlets, such as billboards, store displays, street side shows and other indigenous methods of promoting.

Methodology

Background of respondents

The main objective of this paper is to present a comparison of the attitudes of the new generation Bangladeshi consumers' (between 18 and 24 years old) towards advertising in general and their media usage behaviour studied 10 ten years apart – in 2008 and 2018. In both these studies the respondents were tertiary students from universities and colleges as they represent a homogeneous population of interest and convenient sample. Use of a convenient sample of students is acceptable since earlier studies did not find any considerable difference between students' attitudes towards advertising in general and other cross-sections of the overall population (Ramaprasad and Thurwanger 1998).

While the 2008 study was based on the responses of 132 tertiary students aged between 18 and 24 in Dhaka, the capital city of Bangladesh, the current, 2018 study made use of a much larger sample of 403 students who completed the study between November 2017 and in June 2018. A short questionnaire was administered to the respondents in an informal environment which required between 15 and 20 minutes to complete. Any questionnaire completed by respondents below the age of 18 or above 24 was excluded from analysis. Because of this screening, the total number of usable questionnaires came down to 386 representing 252 or 65.3% male students and 134 or 34.7% female students. Almost two fifths of the respondents (38.6%) were between 18 years and 20 years of age while the remaining 61.4% belonged to the 21 years to 24 years age group. The 2008 study, however, had 54.5% male and 45.5% female participants.

Questionnaire development

Data for both S1 and S2 were collected using a modified version of the two-part questionnaire used by Liu (2002) to study advertising attitude of young Chinese consumers. The statements have been borrowed from the works of earlier researchers (e.g. Larkin, 1971; Kwan et al., 1983; Ho and Sin, 1986; Liu, 2002). Minor modifications were necessary to make the instrument usable in the Bangladesh context. First developed in English, the questionnaire was translated in Bengali, the native language of the Bangladeshi people with the help of an expert translators. To ensure equivalence of the two instruments, the Bengali version of the questionnaire was back-translated into English using a second language expert. The instrument was further modified after pre-testing on a group of 15 students to ensure accuracy. There were no inconsistencies between the original questionnaire and the re-translated version.

The first part of the S2 instrument (second part in S1) sought responses to a set of 34 five-point Likert-type statements (29 in S1) - ranging from strongly agree (1) to strongly disagree (5) regarding attitudes towards advertising in general focusing on five attitudinal areas in advertising, namely (i) individual perception of usefulness of advertising; (ii) importance of advertising for national economy; (iii) social beliefs about advertising; (iv) ethics considerations in advertising; and finally,

(v) regulatory concerns in advertising. The second part of the S2 questionnaire (first part in S1) sought demographic information of the respondents. The questionnaire took about 15 - 20 minutes to complete.

Analysis and Findings

To facilitate comparability of the findings of the two studies, data were analysed using simple statistical tools such as frequency and mean tests. Results of the analyses of the two studies are presented below under different sub-headings.

The new generation Bangladeshis' general view on advertising

Analyses of the data reveal that the new generation Bangladeshis participating in the two studies obtain information on products and services from various sources. Respondents of S1 reported Television to be their major source of product information (34.9%) closely followed by word-of-mouth of friends, peers or relatives (29.3%). Other sources include magazines and newspapers (22.7%); radio (5.3%), Internet (4.1%) and others such as billboard, pamphlets, posters (3.7%). For them TV commercials were the most popular vehicles of advertisement followed by print media such as newspapers and magazines. More than half of the S1 respondents (54%) believed that there were too many advertisements in TV whilst about a third (32.7%) of them believed that the number of advertisements in print media is less than what it should have been. The results further indicated that 18% of the new generation customers participating in S1 spent at least seven hours or more per week reading magazines and newspapers; 30% spent between four and seven hours per week; 37% spent between one and three hours per week; while only 15% reported spending less than an hour on reading magazines and newspapers.

Although watching TV was reported to be popular among the S1 participants less than seven percent seemed to spend more than an hour daily watching TV; about 19% reported spending between half and one hour per day. Rest of the respondents reported less than half an hour of TV watching per day. Being students, respondents spent most of their time in the college/university; they could watch TV only at nights or during the weekend. Female respondents reported spending relatively more time in watching TV. This makes sense since in a traditional Muslim country such as Bangladesh women tend to spend more time at home than men. Almost half (47%) of the S1 respondents reported that they did not listen to radio at all; 30% appeared to be occasional listeners while only 13% listened to radio every day. Browsing the Internet – a relatively new phenomenon in those days- was quite popular among these new generation consumers. More than half of them (57%) reported spending an average of half an hour or less per day on Internet; almost a third (31%) reported spending between half and one hour whilst the remaining 15% spent more than an hour per day in browsing the Internet.

Almost half (47.8%) of the S1 respondents expected to see more advertising regarding motorcycles, computers, mobile phones and entertainment; 31.6% of the respondents would prefer more fashion information and 21.4% of the respondents wanted more advertising on watches, books and magazines.

Respondents of S2, however, reported obtaining product information from various sources namely, Internet including online search, social media and Youtube (73%); TV (69.7%); printed media such as newspapers and magazines (64.3%) and word-of-mouth of friends and relatives (37.6%). Other sources include radio (11.2%) as well as billboards, pamphlets and posters (9.1%). For them, Internet appeared to be the most popular vehicle of advertisement (77.9%). Internet browsing comprised online search, social media, LinkedIn and Youtube. About 14.1% of the respondents reported spending 3 hours or more per day on Internet, 19.3% spent between 2 and 3 hours, 35.6% spent between 1 and 2 hours and 31% spent less than 1 hour per day.

Unlike their S1 cohorts, S2 respondents, rated TV commercials as their second most popular vehicle of advertisement. This relatively higher proportion (compared with 34.9% in S1) is not surprising since in 2018, respondents could watch TV programs on Internet (computer/iPad/smart phones) and student dormitories had better access to television viewing. Of all the S2 TV viewers, 16.7% percent seemed to spend more than an hour daily watching TV; about 23.9% reported spending between half and one hour per day. The remaining respondents reported less than half an hour of TV watching per day.

Print media comprising newspaper and magazine was reported as the third most popular vehicle of advertisements. Compared to their S1 cohorts, a much larger proportion of the S2 respondents believed that there were too many TV ads (74.3%); however, unlike them, about 43.2% of the S2 respondents believed that the number of advertisements in print media is less much more than what it should have been. Most of the respondents reporting reading newspapers and magazines did it online. About two-fifths of them (41.2%) reported spending between half and one hour per day while 22.1% reported spending more than an hour. Given the popularity of smart phones among the S2 respondents, these statistics is acceptable.

Reliance on 'Word-of-Mouth' (WoM - i.e., opinions/views of colleagues, friends and relatives) was rated as the distant fourth major source (37.6%) of gathering product/service information and a factor in influencing purchase decision. Interestingly, almost half of the respondents (41%) reported that they never listened to radio. Only 27% of the respondents reported listening to Radio but not regularly while the remaining respondents (22%) listened to radio regularly.

About two thirds (64.1%) of the S2 respondents wanted to see more advertisements on smart phones, laptops, iPads and similar other hi-tech products and entertainment; 21.3% wanted to see ads on cars, motorcycles and holidays computers, mobile phones and entertainment; 14.6% of the respondents would prefer more fashion information and ads on watches, books and magazines.

The advertisement volume in Bangladesh ranges from US\$250m to US\$300m and television shares two-thirds of it. Of the various types of advertising, the TV commercials appear to be the most popular vehicle of advertising promotion in the country (86%) followed by the print media, i.e., newspapers and magazines (27%). AC Nielsen 2017 survey also revealed TV to be the most viewed media in Bangladesh as viewership rose to 84 percent in 2016 from 74 percent in 2011. However, it saw a little decrease 80 percent in 2017.

Analysis of attitude statements among the new-generation Bangladeshis

Reliability of the attitudinal scales was assessed by calculating Cronbach's coefficient alpha for the multi-item scaled measures ($\alpha = 0.7017_{S1}$ & 0.7269_{S2}) and was found to have acceptable internal consistency according to Nunnally (1978). Table 1 presents the mean score (ms) of each of the statements under each of the five categories of beliefs about advertising computed from the responses of the S1 and S2 participants. Discussion of the responses are presented in the paragraphs below. The subscripts S1 & S2 denote 2008 study and 2018 study, respectively.

Table 1 About here

Perceived personal beliefs about advertising: In both S1 and S2, the new-generation Bangladeshis seemed to have agreed that advertising provided not only useful information ($ms = 2.76_{S1}$ & 2.17_{S2}) but also helped them to make an important purchasing decision ($ms = 2.79_{S1}$ & 1.98_{S2}). They also tended to believe that advertisements have occasionally mislead them ($ms = 2.17_{S1}$ & 1.94_{S2}) and made them buy unwanted things ($ms = 2.64_{S1}$ & 1.59_{S2}). They also felt that there was too much advertising today ($ms = 1.59_{S1}$ & 1.26_{S2}).

The respondents in S2 appeared indifferent ($ms = 2.89$) about the statement '*In this digital age, advertisements are not really necessary*'. However, they expressed strong agreement with the statement '*Repeated advertisements are truly annoying*' ($ms = 1.43$) and "*I do not think celebrities used in ads use the product or service they promote*" ($ms = 1.63$).

Beliefs about the economic dimensions of Advertising: Respondents in S1 as well as S2 seemed to have endorsed the view that advertising plays a vital role in promoting the economic growth of Bangladesh. Respondents seemed to have agreed that advertisement enhanced the overall economic development of Bangladesh ($ms = 1.97_{S1}$ & 1.94_{S2}) and that advertising helped raise the standard of living of the people of Bangladesh ($ms = 2.51_{S1}$ & 2.42_{S2}). They disagreed with the statement "*good products do not require advertisement*" ($ms = 3.12_{S1}$ & 3.43_{S2}) and that advertising is a wasteful exercise ($ms = 2.84_{S1}$ & 4.21_{S2}) However, while the S1 respondents appeared to be rather unsure as to whether advertising results

in the development of better products for the public ($ms = 2.92$) the S2 respondents believed that they do ($ms = 2.12$). Both the S1 & S2 respondents seemed to be unhappy with the fact that advertising was responsible for raising the prices of goods and service ($ms = 2.21_{S1}$ & 2.03_{S2}).

Social beliefs about advertising: The new generation Bangladeshi consumers of 2008 as well as 2018 reflect a mixed attitude towards the social effects of advertising. The general positive attitude towards the social effects of advertising notwithstanding, they appeared to be sensitive to the possible negative social consequences of advertising. While most disagreed that advertising was silly and ridiculous ($ms = 3.73_{S1}$ & 2.98_{S2} .) or it insulted consumer intelligence ($ms = 3.81_{S1}$ & 3.03_{S2}), they

seemed to be aware of the possible negative social consequences of advertising. For example, they felt that advertising affected children adversely by familiarizing them with things that they need not know about as a child ($ms = 2.23_{S1}$ & 1.71_{S2}) and develops in children a sense of false need ($ms = 2.05_{S1}$ & 2.19_{S2}). However, they had different beliefs about the issue 'Advertisements promote materialism' ($ms = 2.12_{S1}$ & 3.19_{S2}), the view that '*many advertisements are insensitive to our culture and tradition*' ($ms = 2.01_{S1}$ & 3.12_{S2}) and advertisements degrade women and corrupt our cultural value' ($ms = 1.98_{S1}$ & 3.12_{S2}).

A new attitude statement in S2 '*Advertisement often control media*' dealing with an emerging social concern in advertising elicited resulted in a mean score of 2.87 implying very weak agreement with the statement.

Ethical concerns in advertising: Respondents in both S1 and S2 seemed to have ethical concerns about the ads. They did not agree with the statement *I really don't care about the ethicality of the advertisement*, albeit, the extent of disagreement varied ($ms = 3.54_{S1}$ & 3.01_{S2}). Perhaps this is reflective of their response to the view that advertisements today promote unethical Western values ($ms = 1.88_{S2}$ & 2.39_{S2}). However, both S1 and S2 respondents seemed to endorse the belief that advertisements are often false and misleading ($ms = 2.17_{S1}$ & 2.23_{S2}); and '*advertisements make exaggerated claims*' ($ms = 2.45_{S1}$ & 2.31_{S2}) and that '*Advertisements do not necessarily present the true picture of the product or service advertised*' ($ms = 2.35_{S1}$ & 2.46_{S2}). There seems to be a general agreement among both S1 and S2 respondents that advertising tend to influence children easily and affects them adversely ($ms = 2.43_{S1}$ & 2.31_{S2}).

Beliefs about regulating advertising: Respondents in both S1 and S2 expressed a positive attitude towards regulating advertising industry; they wanted to see more government regulation on advertising messages ($ms = 1.78_{S1}$ & 2.27_{S2}). They also had agreement on the issue that advertising using children and women should be carefully monitored ($ms = 2.25_{S1}$ & 2.41_{S2}) and advertisements aimed at children should be strictly regulated ($ms = 2.29_{S1}$ & 2.13_{S2}). They wanted banning of advertisements of harmful and dangerous products ($ms = 2.17_{S1}$ & 2.33_{S2}). Although S1 and S2 participants represented two distinctly different new-generation Bangladeshi consumers of two different time periods, interestingly, their responses to the statement '*Advertisements should not contain sexual suggestions*' were very similar in terms of strength as well as direction ($ms = 2.21_{S1}$ & 2.29_{S2}).

Discussions of Findings

Analyses of the two exploratory studies of the new generation Bangladeshis on attitude towards advertising obtained from two separate studies conducted ten years apart using the same instrument reveal interesting results and provide food for thought for marketers and advertisers. It seems that the overall attitude of the young, new-generation consumers of Bangladesh towards five different sets of beliefs did not significantly change over the last ten years. It appears that the new breed of consumers tends to agree with the need for advertising to provide information as an effective guide for them in making their purchase decisions. They also seem to be aware of the role and importance of advertisement toward economic growth and development. However, at the same time, they are also concerned about the social and ethical impact of advertising and the importance of regulating the ad industry. In both S1 and S2, the overall attitude towards advertising is somewhat mixed attitude towards advertising. Apart from 8 of the 29 items common in both S1 and S2 (see Table 2) all the

beliefs (statements/issues) have very similar responses in terms of their direction (positive or negative) although the relative strength of the responses somewhat varied.

When the study S1 was undertaken in 2007, consumers in Bangladesh were much less affluent than they are now, product availability was rather limited, marketing practices were based on product and selling concepts and advertising did not have much impact on consumers. But the situation has changed now. Because of globalization, adoption of market economy and rapid technological development many companies, both domestic and international, have been adopting marketing orientation. This has been instrumental in the development of advertisement industry in Bangladesh. Yet, attitude of the new generation consumers towards advertising has not changed much, the changes in mean scores are not statistically significant. One would like to think that given the wide range of choices of products/services available to them, the new generation consumers would represent a more informed, socially and ethically concerned but less traditional generation. But the results do not seem to support this; the responses were found to be significantly different in 8 of the 29 items as can be seen in Table 2.

Table 2 About here

One way to analyse the differences would be to look at the beliefs themselves. It may be argued that the new generation of Bangladeshi consumers of 2018 are better educated than their 2008 cohorts, they have been exposed to more liberal ideas and are slowly trying to come out of the traditional, more conservative mindset and mode of thinking; they are perhaps viewing themselves as the trendsetters for the future and the differences in their responses reflect these realities. Dave McCaughan, strategic planning director of McCann World group, a leading marketing communication solution provider believes "...Bangladesh would be the next emerging market in the advertising sector in Asia after Indonesia and Vietnam" (Saha, 2012). It is imperative that marketers and advertisers understand the attitude of this group of consumers towards advertising and undertake research to determine what constitutes effective advertising campaigns in the context of Bangladesh and develop advertising campaigns that are likely to work better.

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Table 1: Mean Score on statements showing attitude of new generation Bangladesh consumers towards advertising in 2008 and 2018

Statements reflecting respondents' attitude towards various aspects of advertisements		Mean Score (ms)	
		2008	2018
Perceived personal beliefs about Advertising			
1.	Advertisements provide useful information for me to make purchase decisions.	2.76	2.17
2.	Advertisements made me buy unwanted things	2.64	1.59
3.	I have often been misled by ad messages	2.17	1.94
4.	Advertisements have helped me make important purchase decisions.	2.79	1.98
5.	There are too many advertisements these days.	1.59	1.26
N1	In this digital age, advertisements are not necessary.		2.81
N2	Repeated advertisements are truly annoying		1.43
N3	I do not think celebrities used in ads use the product or service they promote.		1.63

Beliefs about the economic dimensions of Advertising			
6.	Advertising is essential for the economy of Bangladesh.	1.97	1.94
7.	Advertisement helps raise people's standard of living.	2.51	2.42
8.	Advertising results in the development of better products for the public	2.92	2.12
9.	Because of advertisements prices of products/services go up.	2.21	2.3
10.	Advertising is a wasteful exercise.	2.84	4.21
11.	Good products do not require advertisements to sell.	3.12	3.43
Social beliefs about Advertising			
12.	Most advertisements are insult to consumers' intelligence.	3.81	3.03
13.	Most advertisements are silly and ridiculous	3.73	2.98
14..	Advertisements tends to degrade women and corrupt our cultural value	1.98	3.12
15.	Many advertisements are insensitive to our culture and tradition	2.01	3.12
16.	Advertising familiarises children with things that they need not know about	2.23	1.71
17.	Advertisements promote materialism	2.12	3.19
18.	Advertisement develops in children a sense of false need	2.05	2.19
N4	Advertisements often control the media		2.71
Ethical beliefs about Advertising			
19.	Advertising tend to influence children easily and affect them adversely	2.43	2.31
20.	Advertisements today promote unethical Western values	1.88	2.39
21.	Advertisements do not necessarily present the true picture of the product or the service being advertised.	2.35	2.46
22.	I really don 't care about the ethicality of the advertisement	3.54	3.01
23.	Advertisements are often false and misleading	2.17	2.23
24.	Advertisements tend to make exaggerated claims	2.45	2.31
N5	Advertisements create and perpetuate stereotyping through its portrayal of various groups (e.g., women, minorities etc.)		3.16
Beliefs about regulating advertising			
25.	Advertisements aimed at children should be strictly regulated.	2.29	2.13
26.	Government should strictly regulate advertisement messages.	1.78	2.27
27.	Advertisements should not contain sexual suggestions	2.21	2.29
28.	Advertising using children and women should be carefully monitored	2.25	2.41
29.	Advertisements of harmful and dangerous products must be banned	2.17	2.33

Table 2: Attitude towards advertisement: Items with opposite responses in S1 and S2

Statements reflecting respondents' attitude towards various aspects of advertisements		Mean Score (ms)	
		2008	2018
Perceived personal beliefs about Advertising			
2	Advertisements make me buy unwanted things	2.64	1.59
4	Advertisements have helped me make important purchase decisions.	2.79	1.98
Beliefs about the economic dimensions of Advertising			
10	Advertising is a wasteful exercise.	2.84	4.21
Social beliefs about Advertising			
13	Most advertisements are silly and ridiculous	3.73	2.98
14	Advertisements tends to degrade women and corrupt our cultural value	1.98	3.12
15	Many advertisements are insensitive to our culture and tradition	2.01	3.12
17	Advertisements promote materialism	2.12	3.19
Ethical beliefs about Advertising			
20	Advertisements today promote unethical Western values	1.88/2.39	2.39