



A Systematic Literature Review on Brand Attitude Formation and Advertising

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Abstract: Brand attitude and advertising are always a popular topic for research in various sectors such as social psychology, Marketing and Mass communication. This study aims to shed light on the advertising effectiveness to measure brand attitude and finding new perspectives of advertising for the same. PRISMA framework is used for the systematic literature review for research articles during 2013 to 2023 after systematic inclusion and exclusion of 1790 records initially retrieved using the keywords “Brand attitude” AND “Advertising” from Google Scholar database. A descriptive analysis of the papers were done to assess the year wise publication, country wise trends, publication house trends, keyword cloud analysis, areas of advertising taken to measure brand attitude, broad areas of advertising used for the studies and types of media used for the studies. The findings reveal diverse areas of advertising i.e. 12 broad areas of advertising for brand attitude formation. The year 2017 finds the first place for publishing highest numbers of papers and India is in the first position followed by USA in the country wise analysis. Followed by the keyword analysis suggests that brand attitude, advertising, purchase intention, brand and advertising attitude finds the highest place in the cloud. Advertising will always be an antecedent of brand attitude because of its nature of manipulating consumers behaviour. The advent of new technology plays a pivotal role in revolutionising advertising strategies which may directly or indirectly influence brand attitude.

Keywords: Brand attitude, Attitude, Advertisement, Attitude towards advertisement, Attitude formation

INTRODUCTION:

Attitude, the centre of attention of social psychology is a choice of every advertising and marketing professionals as a research topic. Attitude formation is directly a result of experience. Attitudes are the first determinant of behaviour intention (Ajzen 1998). Attitude constitutes a person's feeling of favourableness or unfavourableness towards stimulus objects. An individual's belief about objects defines his/her attitude towards the objects. (Fishbein & Ajzein, 1975).

The role of advertising in stimulating consumers to purchase a product of a brand has been an interesting topic of research among researcher. (MacKenzie, Scott B. Lutz, Richard J. Belch, George E. , 1986). Advertising reduces risk perception, rationalizes the purchase decision, and increases brand awareness (Baack et al., 2016). Sociology has put forward two contrasting perspectives to advertising function in contemporary society: Firstly, the role of advertising is to improve economic and social relations and second approach is, advertising tends to generate a mass consumption (Corvi & Bonera, 2010).

Attitude towards brand is an audiences' response to the advertised brand (Lutz, Mackenzie & Belch, 1983) and it is mediated by their brand related cognitive shapes (Lutz, Mackenzie & Belch, 1983; Grasham & Shrimp, 1985; Mackenzie, Lutz & Belch, 1986). Apart from cognition, affection is also a broadly studied concept in terms of brand attitude formation (Njmi, Atefi & Mirbhegri, 2012). Some theorists hold that cognitive aspect is responsible for attitude formation and considers 'affection' aspect being mediated by their cognitive shape and some poised that 'affect' has independent influence on attitude (Bodur, Brinberg & Coupay, 2000).

Brand attitude is a conscious opinion/thought about a product or service identified through studies, which allows consumers to choose a product or services among available ones. It is the buyers' evaluation of the brand (Rossiter & Percy 1987, 1997).

BRAND ATTITUDE FORMATION AND ADVERTISING:

Effectiveness of an advertisement is the extent to which it generates a certain kind of desired effect on consumer (Corvi & Bonera, 2010). And exploring how advertising forms attitude toward brands have been a major concern for marketing and communication scholars. The relation between brand attitude formation and advertising has been a research topic from many decades ago. There are a vast numbers of research articles which delve into the processes of brand attitude formation via advertising. The Elaboration likelihood Model (Petty, Calioippo & Schumann, 1983) and studies by Lutz, Mackenzie and Belch (1983), Mackenzie, Lutz & Belch (1986) and Mackenzie & Lutz (1989) expands knowledge on attitude formation including the peripheral paths especially through attitude towards advertisement (Najmi, Alefi & Mirbagheri, 2012). Attitude towards the advertisement has been put forward as a causal mediating variable in the process through which advertising influences brand attitude. And the 'Attitude-towards-the-ad' Model depicts that advertising has an impact on consumer attitudes towards the brands.

Brand attitude is the predictor of the purchasing behaviour of consumer (Sharma et. al., 2019). Various factors are responsible for this, such as the brands reputation, quality, service, brand image and various elements of advertising. On the other hand, advertisement attitude is a "predisposition to respond in a favourable manner to a particular advertising stimulus during a particular exposure occasion" (Lutz, 1985). Advertisement attitudes exhibits a strong relationship with Attitude towards brand (Mackenzie & Belch, 1986). It is an important casual mediator on brand attitude formation via advertisements (Madden, Allen & Twible, 1988). Attitudes are studied as variables which are dependent on the nature and the effect of distinct advertisements, their redundancy and different factors on developments and change (Berger & Mitchell, 1989). Information provided by different sorts of advertisements influences brand attitude (Pulling et. al., 2006).

This study is an attempt to furnish a comprehensive platform to organise the existing literature on brand attitude and advertising. It aims to understand the possible areas to study the formation of attitude towards commercial brands via different means of advertisements. The study aims to focus on the literature available indicating various opportunities to recognize the processes of attitude formation towards commercial brands through advertisements. Further, the study attempts to map the past literature to obtain possible clues on future scope of study within this context with the following questions as the scope of the present review.

- RQ1. What are the media of advertising taken for the studies?
- RQ2. What are the areas of advertising taken to measure the brand attitude?
- RQ3. How has advertisements percolated over time of 2013 to 2023?

METHODOLOGY:

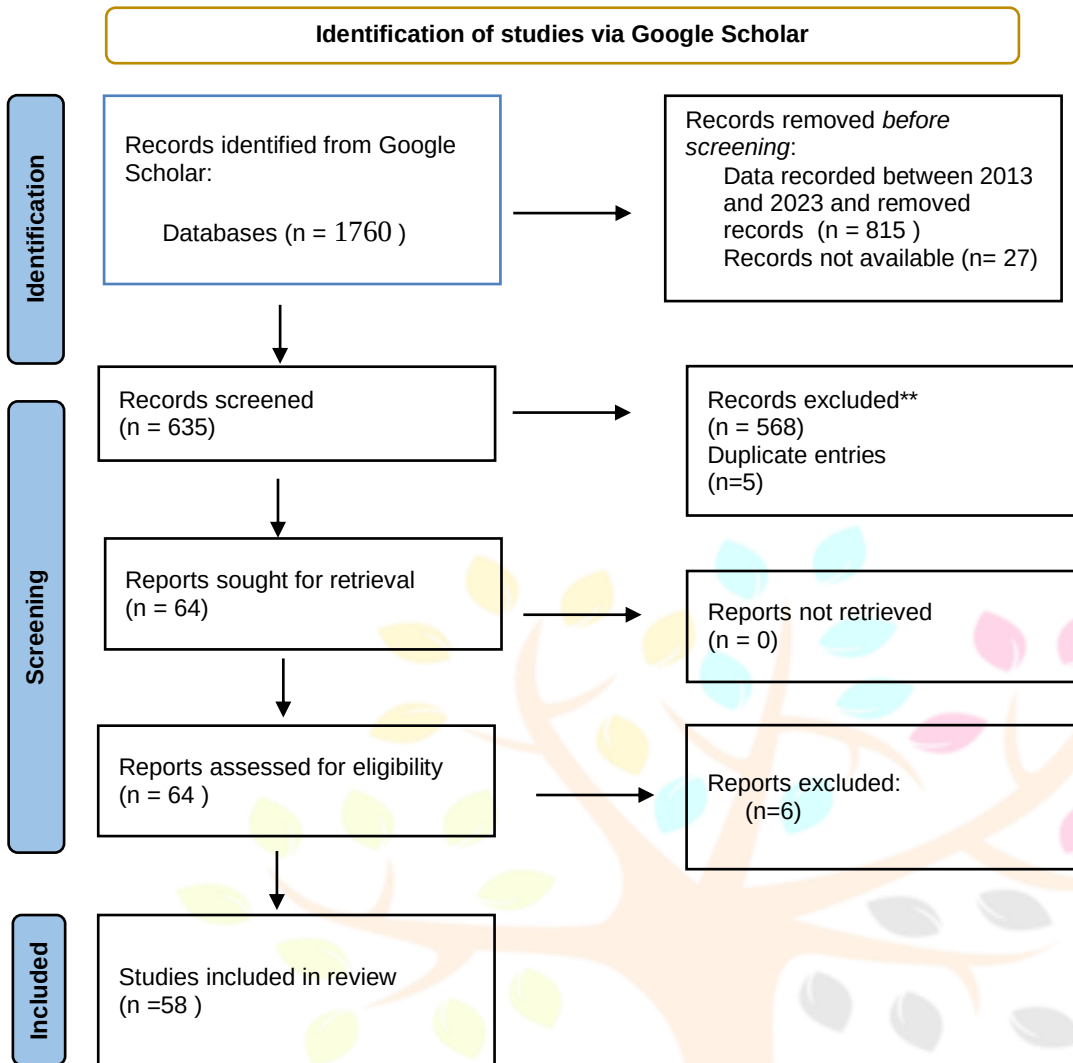
The study follows a systematic approach in exploring and studying existing literature. To systematically highlight status of research work done, and the scope for the future research, an investigation for the topics of attitude formation towards commercial brands through advertisements was searched from all the accessible/available published papers. This is done to systematically search, sort, and include pertinent studies only and eliminate studies that do not fall under the purview. In doing so PRISMA framework is used to perform the process in a structured manner (Liberati et al., 2009; Mengist et al., 2020; Shamseer et al., 2015). The template provided for updated PRISMA 2020 flow diagram framework is used for the purpose.

To conduct the study literature was searched on February, 2024. The search was done in academic search engine Google Scholar using boolean operator AND as "Brand attitude formation" AND "Advertising" and the search run was in English language which yielded 1760 results. The search was then narrowed down to consider results of 10 years from 2013 to 2023 and yielded 945 results. The search result yielded 635 academic journals, 17 Books, 43 Book chapter, 103 Masters thesis, 2 Honours thesis, 18 Graduate thesis, 24 conference paper, 47 PhD dissertation, 1 PhD abstract, 1 Faculty Lecture, 7 working paper, 1 National seminar proceedings, 1 report and 16 papers not available in the website and 7 papers in different language.

Out of 635 academic journals, the records were exported to excel sheet and examined by going through the title one by one. It was found that 566 academic journals were not pertinent to the relationship of advertising and brand attitude formation, 5 duplicate entries were found resulting in 64 records related to the study. The assessment of the 64 records were again done by examining the abstracts to check for exclusion criteria cited and from the 64 records only 58 records were found relevant for the study. Hence to present the data extraction, the records selected and characteristics extracted were:

1. Articles pertained to original academic papers, magazines, reports, conference proceedings, news items were excluded. [1602]
2. The articles were in english language but not limited to geographies of countries. [58]
3. The articles extracted were from the time frame of 2013-2023 [1760]

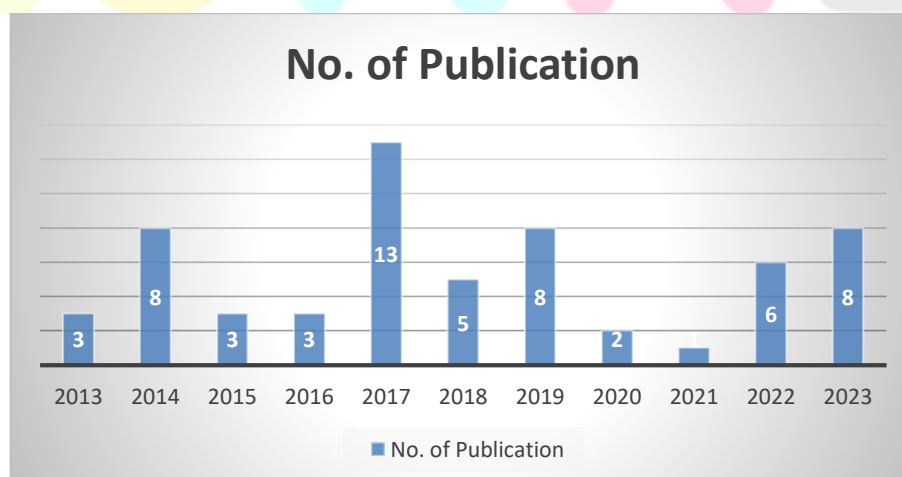
Source: PRISM 2020 Flow Diagram

**DESCRIPTIVE ANALYSIS:**

A thorough descriptive analysis was carried out for the 58 records in order to study the distribution of studies carried out through the years, journals, geographics and area of determining brand attitude via advertising attitude. This was followed by a careful analysis of each of the records to find the studies carried out.

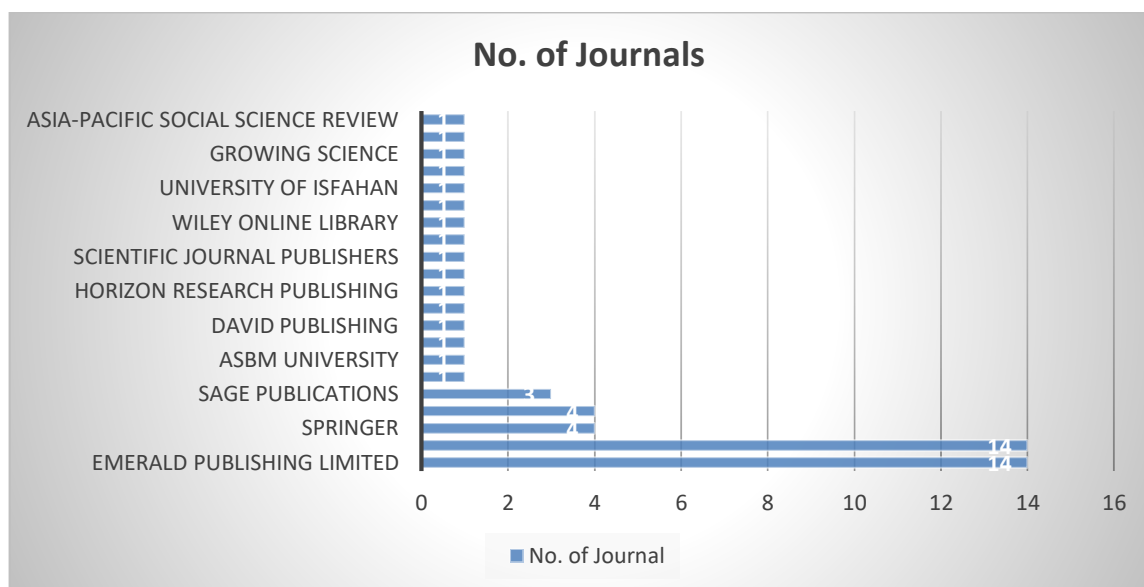
The bar representation in Fig. 1 depicts the year wise publication of research articles in the area of brand attitude and advertisement. The representation depicts that 2017 (13) has highest number of papers published followed by 2014 (8), 2019 (8) and 2023 (8). A comparatively higher number of publication is seen in 2017 which is an indication to conduct research on brand attitude formation and advertising in recent trends of digital marketing.

Fig 1: Year wise number of publication



The bar representation in Fig 2 depicts the no. of studies published from a publication house and indicates that Emerald Publishing Limited and Taylor & Francis has the highest number of publications on the topic.

Fig.2: No. of publication published from a publication house



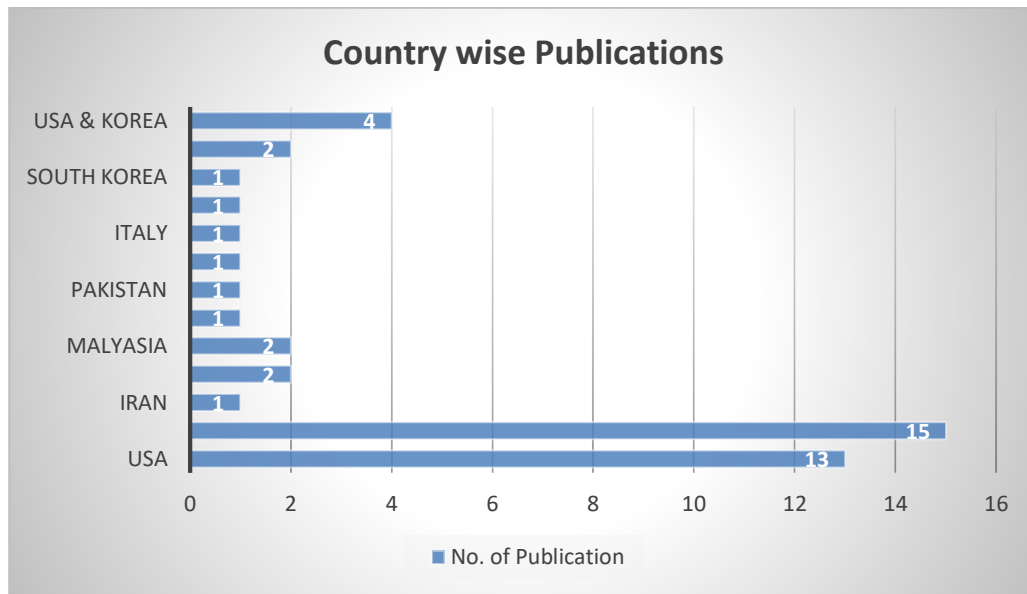
A keyword analysis was performed for the 58 articles to understand the occurrence of words across articles and the extant of scope of the articles as shown in Fig 3.

Fig 3: Keyword Analysis of the previous studies between 2013-2023



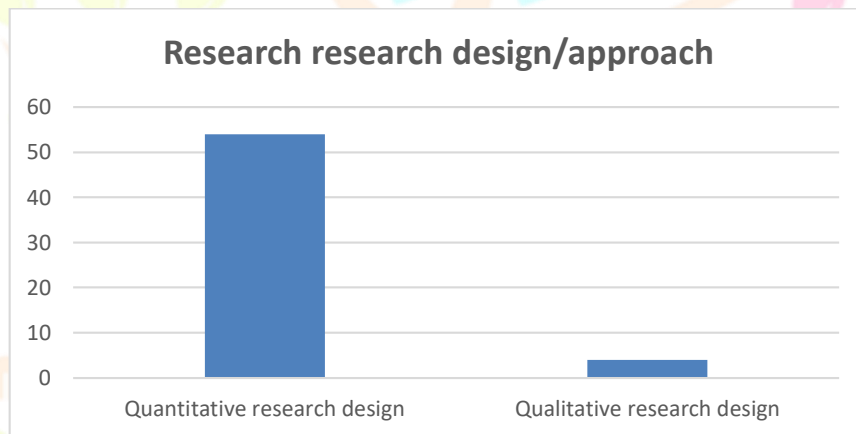
As evident, brand attitude finds the maximum number of occurrences (20) followed by advertising (15), attitude (14), purchase intention (7), advertising attitude (4) and brand (8).

A country wise distribution shows the highest number of publications in Fig 4 from India (14) followed by USA (13). Out of 14 articles from India, 12 are based on experiment and two are review of existing literature.



The bar representation in Fig: 5 shows that 54 nos. of research articles uses quantitative approach and 4 nos. uses qualitative research approach. Under quantitative research approach 37 nos. of articles uses experimental research design to examine the objectives of their studies, 17 nos. uses quantitative approach using structured questionnaire and 4 nos. of articles uses qualitative approach.

Fig: 5 Type of research design



Marketers use all the possible ways to convince consumers which may indirectly/directly forms a favourable attitude towards their brand (M Husnul Fikriand & Renny Risqiani, 2023). This study does an analysis of the 58 research articles (table 1) and reveals 12 specific areas of advertising used for study (Authors own construct): Advertising types (13), Advertising appeal (7), Advertising music (6), Advertising message source (5), Advertising message (5), Advertising media (3), Advertising formats (3), advertising creativity (2), advertising strategy (2), Advertising duration (1), Advertising sound (1) and Advertising values (1). Remaining research articles studies: exposure of news article before and after an online advertisement, impact of consumers age groups, two articles on product specific brand attitude formation via advertisement (ready-to-eat-food and luxury brand), marketing mix as an antecedent (where advertisement was one of them), relation between cognition, affection and behaviour in advertisements.

Table 1: Areas of advertisements (Authors own construct)

Sl. No	Main areas of advertising	Items	Years of publication	No. of Articles
1	Advertising Music	➤ Background music (3) ➤ Nostalgic music (1) ➤ Advertising Music (2)	2014 (1), 2019 (2), 2022 (2) and 2023 (1)	6
2	Advertising Message source	➤ Celebrity Endorsement (1) ➤ Number of endorsers (1) ➤ Race of endorser (1) ➤ Smile of the endorser (1) ➤ Vlogger as endorser (1)	2017, 2019, 2020 and 2023(2)	5
3	Advertising Appeal	➤ Advertising appeal (2) ➤ Emotional & Rational (1) ➤ Emotional (1) ➤ Humour & Drama (1)	2013,2014, 2018 (2), 2019 (2) and 2023	7

		➤ Sensory (1)		
		➤ emotional or rational (1)		
4.	Advertising creativity	➤ Ad creativity (2)	2014, 2018 and 2019	3
5.	Advertising types	➤ Elements of advertising (1)		
		➤ Tailored advertising (1)	2013,2014, 2015,	13
		➤ online advertising (1)	2016, 2017 (4),	
		➤ skippable video ads (1)	2018, 2021(2),	
		➤ CSR advertising (1)	2022(2) and	
		➤ In-film advertising (3)	2023(2)	
		➤ In-game advertising (5)		
		➤ Static or dynamic (1)		
6.	Advertising strategy	➤ Covert advertising (1)	2014 & 2023	2
		➤ Green Advertising (1)		
7.	Advertising Media	➤ Media Multi-tasking (1)	2017 & 2023 (2)	3
		➤ Social Media advertising (1)		
		➤ smart phone advertising (1)		
8.	Advertising Message	➤ Product Information in Advertising (3)	2013, 2016 2017, 2018 & 2023	5
		➤ Message sequencing (1)		
		➤ Message claims (1)		
9.	Advertising duration	➤ Advergaming played on a PC to normal 30 sec TV commercials (1)	2014	1
10.	Advertising sound	➤ Sonic logo (1)	2022	1
11.	Advertising values	➤ Variables: Informativeness, entertainment, and irritation (1)	2016 & 2018	2
		➤ Program-induced mood on advertising effectiveness (1)		
12.	Advertising Format	➤ Narrative versus Non-narrative(1)	2014 & 2017 (2)	3
		➤ Informational, positive emotional vs. negative emotional (1)		
		➤ entertaining & informative (1)		

DISCUSSION:

The study conducted revealed the areas considered in measuring the attitude of consumers towards brand through advertising. To answer RQ1 an analysis of medium of advertisement used for the study which shows that seventeen research articles use print advertisements as a stimuli for experimenting, seventeen other research article use video/television advertisements, one research article use sonic logo as stimuli before and after radio advertisement for experiment, five research articles use in-game advertisements as stimuli for experiment, four research articles use social media advertisements/interactive media advertisement for experiment, two research articles use brand placements in videos/TV as stimuli for experiment, three research articles use mobile display advertisement for experiment, two research articles use banner advertisement, five research articles experiment brand attitude formation via advertisement without using any particular medium for the study and one research article is a systematic review paper.

Table 1 extracts the area of study which is being studied to measure the brand attitude formation via advertising and extracts the broad areas of advertising which answers RQ2. These include brand familiarity as the moderator in strengthening the relation between attitude towards advertisements and Brand attitude (Rhee & Jung , 2018). Moreover, an advertisement music is one of the elements that effects advertisement attitude which influences brand attitude and also invokes purchase decision (Raja & Allan, 2023). Background music on the other hand has been used for study which indicates that it has a facilitating effects on brand attitude formation for low involvement participants (Hyun Hee Parka, 2015). Emotional ad strategies are also a moderator which bring changes in brand attitude (Lee & Burns, 2014). It is also found that high-interactivity conditions result in more favourable brand attitude than a low-interactivity condition in the context of in-game advertising (Vashisht & Chauhan, 2017). Advertisements with a happy sonic logo at the end has a positive brand attitude over sad sonic logo at the beginning of an advertisement (Scott, Sheinin & Labrecque, 2022). Tailored advertisement is found to be effective in influencing message attitudes, brand attitude and purchase intention (Maslowska et. al, 2015). It is also found in a study that attitude towards humorous storytelling advertisements contributes more to brand attitude formation than dramatic storytelling advertisement (Kasilingam & Ajitha, 2022). Most of the studies (37 nos.) were found to be using stimulus design in their experiments, which is generally used to infer a causality.

The study revealed diverse areas of advertisements and its elements which were studied from 2013 to 2023 to assess their effects on brand attitude formation. Table 1 reveals that the research articles are more concentrated to study on advertising types (13) followed by advertising appeals (7), advertising music (6), advertising message source (5), advertising message (5), advertising media (3), advertising format (3), advertising strategy (2), Advertising values (2), advertising duration (1) and advertising sound (1) and formation of attitude towards advertisements, attitude towards brands which leads to purchase intention. The study also revealed that maximum research articles use Brand placement/In-film Advertising/In-game advertising to measure brand attitude, advertisement attitude and purchase intention.

Lastly, to answer the RQ3 it is discussed that during 2013 to 2023 most of the research articles were published in the year 2017; 2021 is found to be the lowest one and spiked in the year 2023; secondly, Emerald Publishing Limited and Taylor & Francis publication house has the highest number of papers publications on brand attitude and advertising; thirdly India has the highest number of publication

on the topic, interestingly USA has collaborated with India and Korea in publishing papers. Fourthly, highest number of experimental studies were done on Brand Attitude and Advertising, as attitude is a change in a consumers behaviour toward a brand/advertising. Most of the research article uses experimental research design using factorial between-subject designs, which makes it easier to understand the concept of the causality in the studies. Moreover, Purchase intention is one of the outcome of brand attitude formation via advertisements in almost all the studies.

FUTURE RESEARCH DIRECTION:

Even though Brand attitude and advertising is discussed about in different dimensions in the last ten years, there are still some areas that need to be studied. This review revealed the possible gap for further study in brand attitude formation. Brand attitude formation is a multidisciplinary area of study so there are possible areas of collaboration to conduct diverse study using advertisements. The possible areas may include 1) experimenting the effectiveness of message source used in an advertisements in line with present trends such as influencers; Key Opinion Leaders (KOL), the most prevalent trend in China which influences consumers purchase intention (He & Jin, 2022), can be compared with Celebrity endorsement or individually to assess their effects on brand attitude formation. 2) Various elements of an electronic media or social media advertisements such as target audience segments, different platforms, advertising strategies in social media etc. can play a mediating role to assess brand attitude formation. Furthermore the low-involvement and high-involvement of the participants towards advertisements of electronic platforms such as social media apart from print and TV can be used for further study. 3) There are many chances to study the brand attitude formation of Gen Z via advertising and its different dimensions. 4) There can be more studies on Social Media advertising due to its diverse characteristics in different fields such as engineering, marketing, psychology, Media and communication etc. Such studies will be beneficial for the academicians as well as for the professionals related.

CONCLUSION:

The current study signifies a trend of searching more of advertising effectiveness on brand attitude, with evolution of new technologies. This study will help the marketing and communication professionals in decision making and choice of media. Lastly, the study is concentrated to Google Scholar database which is a limitation of the study but can be used with other database for a broader study.

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