

A Quantitative Study of Gen Y's Attitudes towards Advertising

Research Purpose:

To explore Gen Y's attitudes toward advertising and how demographic factors and advertising-related beliefs influence those attitudes.

Key Findings:

Gen Y generally tends to **distrust** advertising.

Gen Y respondents were **generally skeptical** about advertising being informative, with nearly 50% disagreeing or strongly disagreeing.

Attitudes **do not** differ by gender.

Belief in advertising informativeness **does not** differ significantly by income level, but it **does** vary by education level, with higher education level = more skepticism

Some beliefs about advertising **significantly predict** overall attitude

Research Questions / Proposed Hypotheses

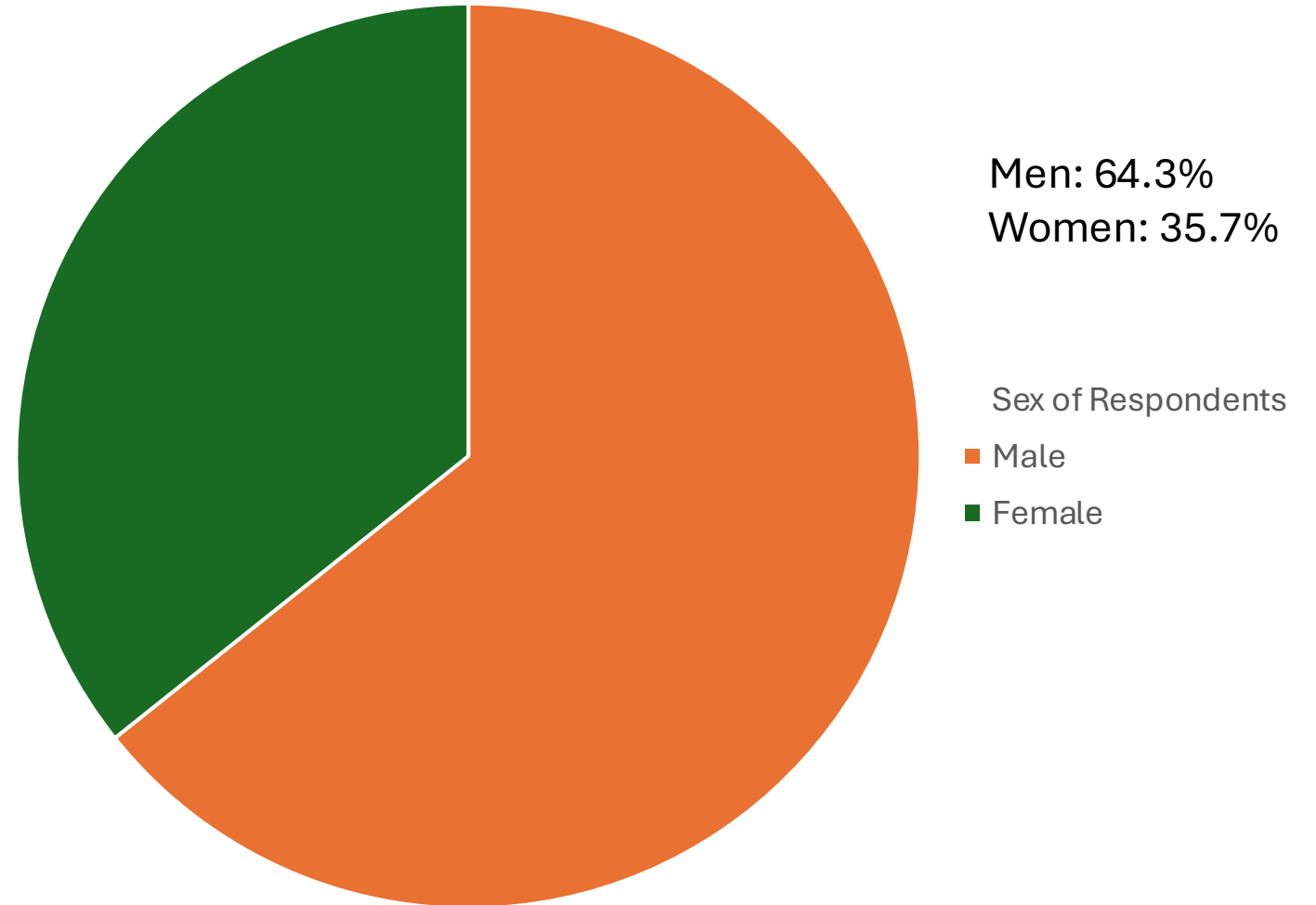
- What is Gen Y's general attitude towards advertising?
- Does gender affect attitude?
 - H1:** Males and females significantly differ in attitude towards advertising.
- Does income or education level shape belief in ads being informative?
 - H2:** Belief in advertising *informativeness* varies significantly across income levels.
 - H3:** *Education level* significantly affects belief in advertising informativeness.
- Do advertising-related beliefs predict attitude?
 - H4:** Consumer beliefs about advertising significantly predict overall attitudes.

Research Design

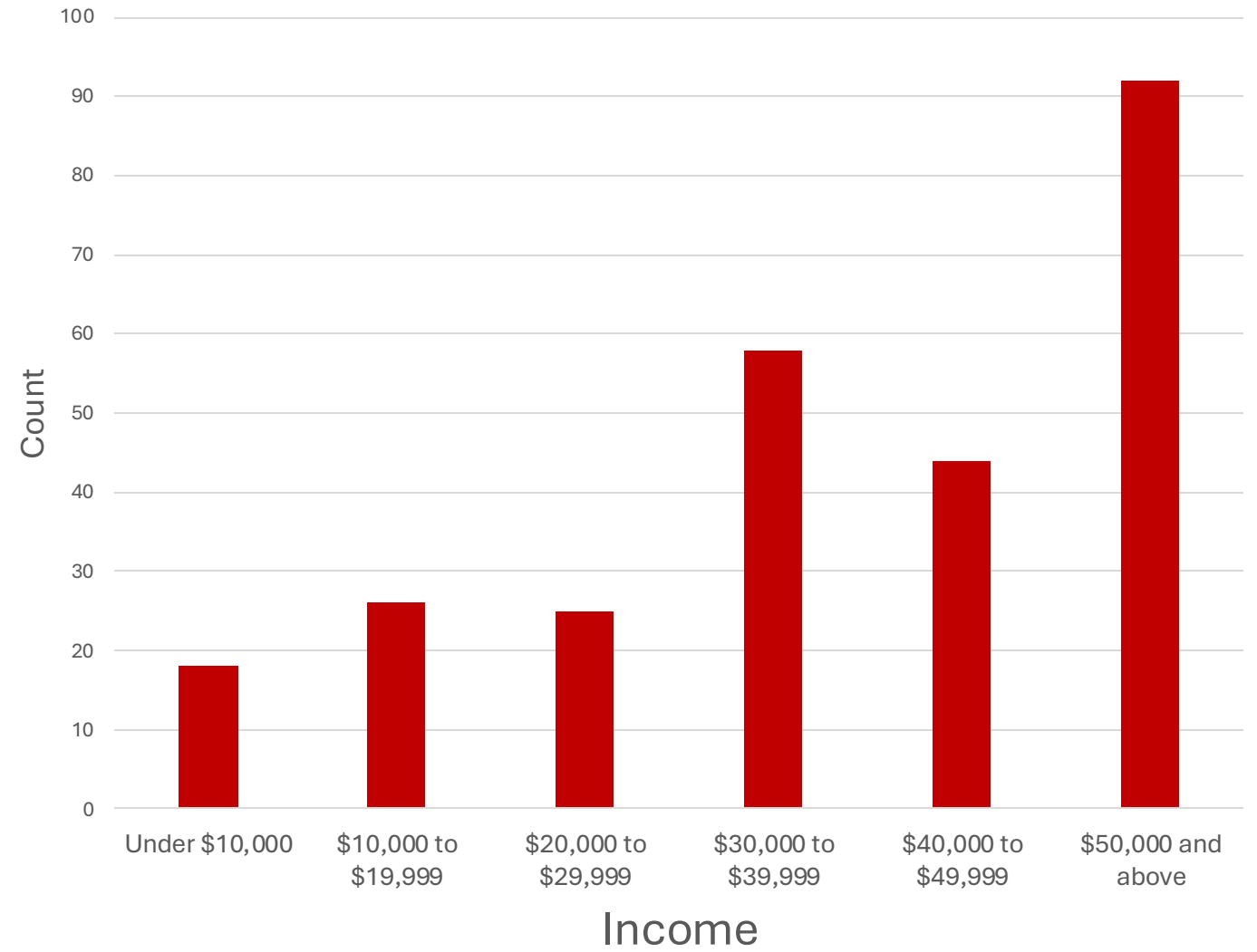
- Sample:
 - 266 working Gen Y adults (ages ~27-47)
 - 53% response rate from mailed surveys
- Questionnaire:
 - Measured beliefs about advertising, attitude, and demographic
- Method:
 - Cross-sectional, self-administered
- Analysis:
 - SPSS: Descriptive Stats, T-Test, ANOVA, Regression

Who are the
respondents?

Pie Chart of Sex of Respondents

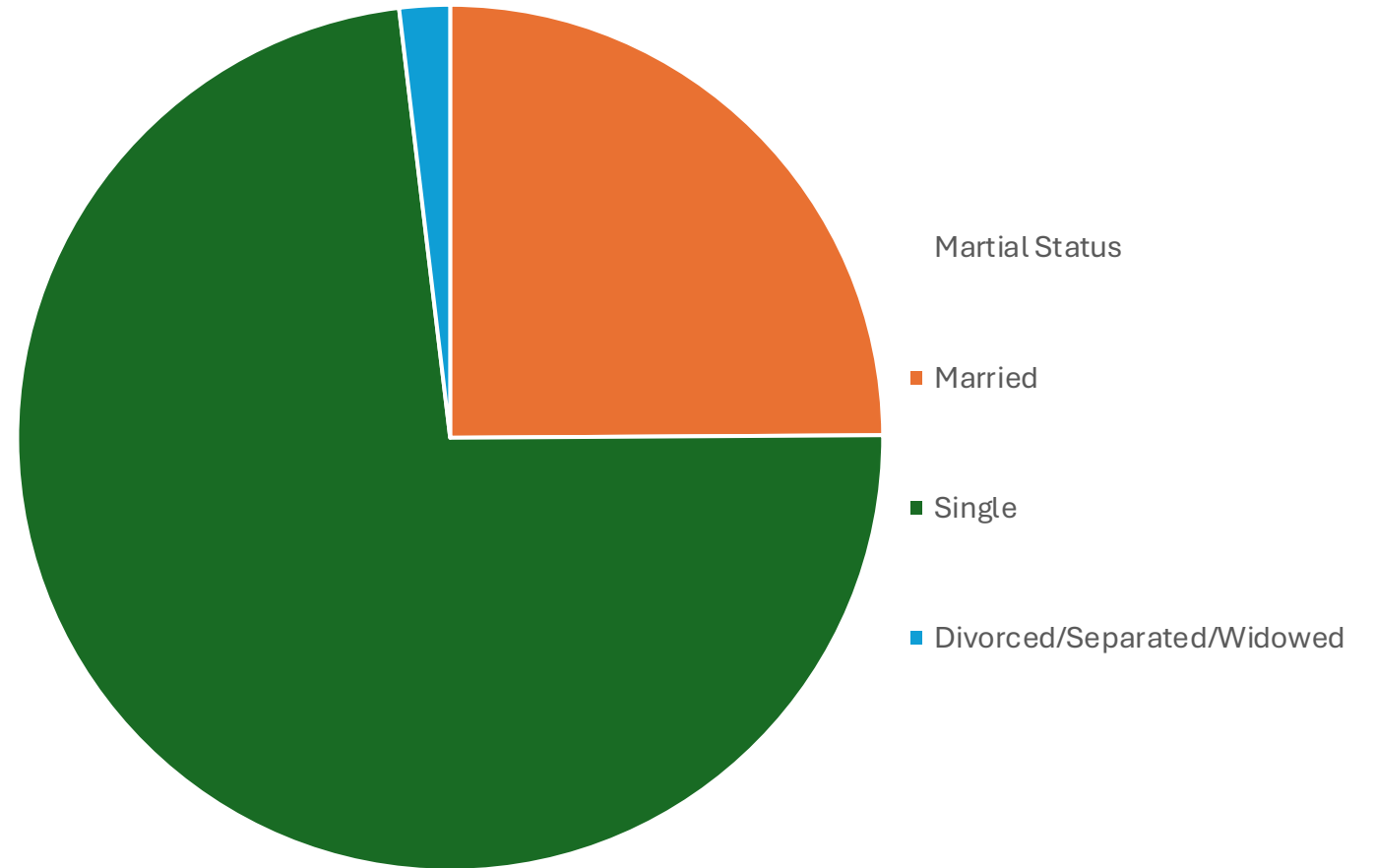



Who are the
respondents?



Who are the
respondents?

Pie Chart of Martial Status





Who are the
respondents?

Mean age: 28.5 years

Age range: 25 – 37 years

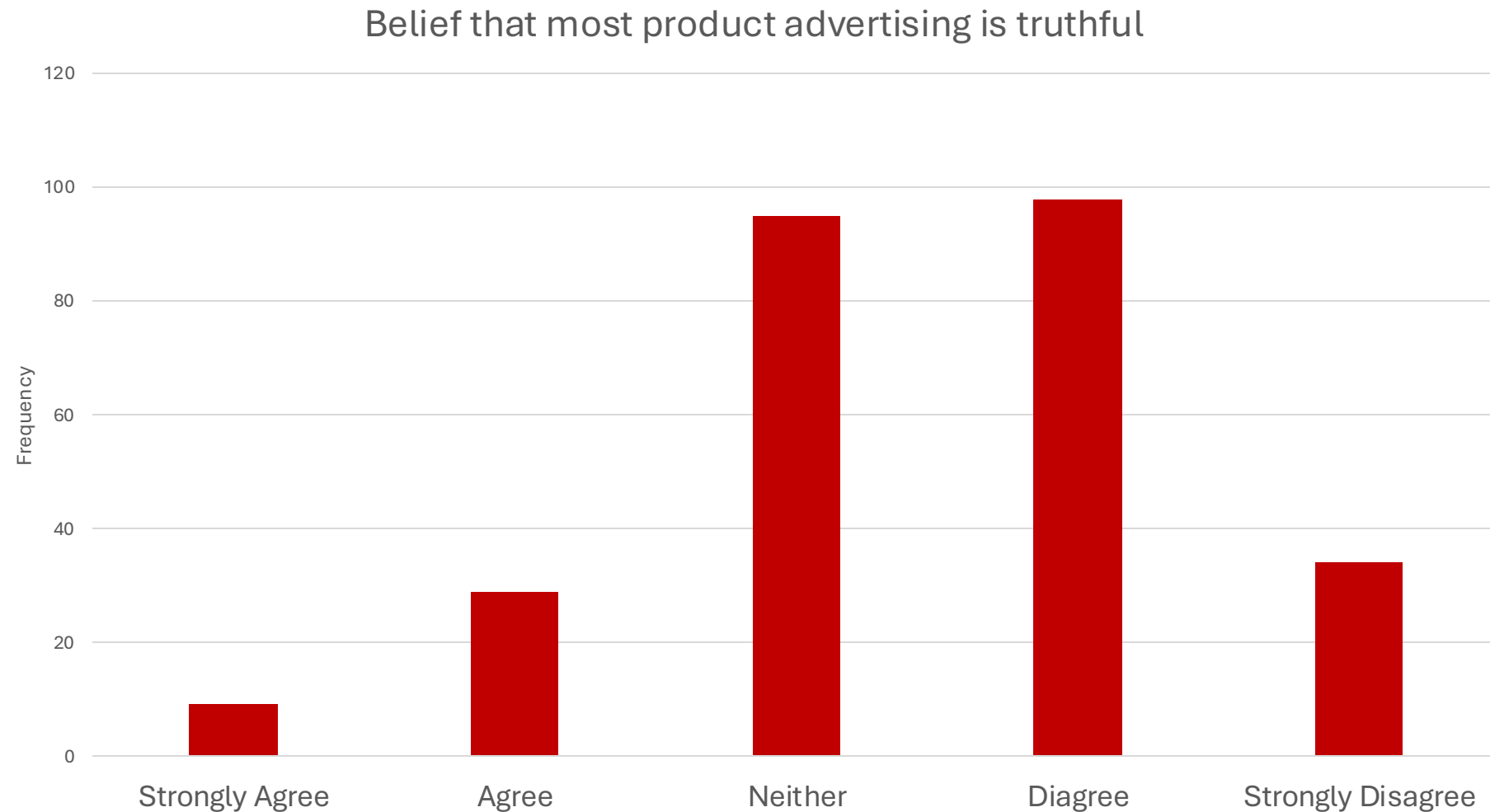
Standard deviation: 3.084

Most common age: 25 (16.2% of sample)

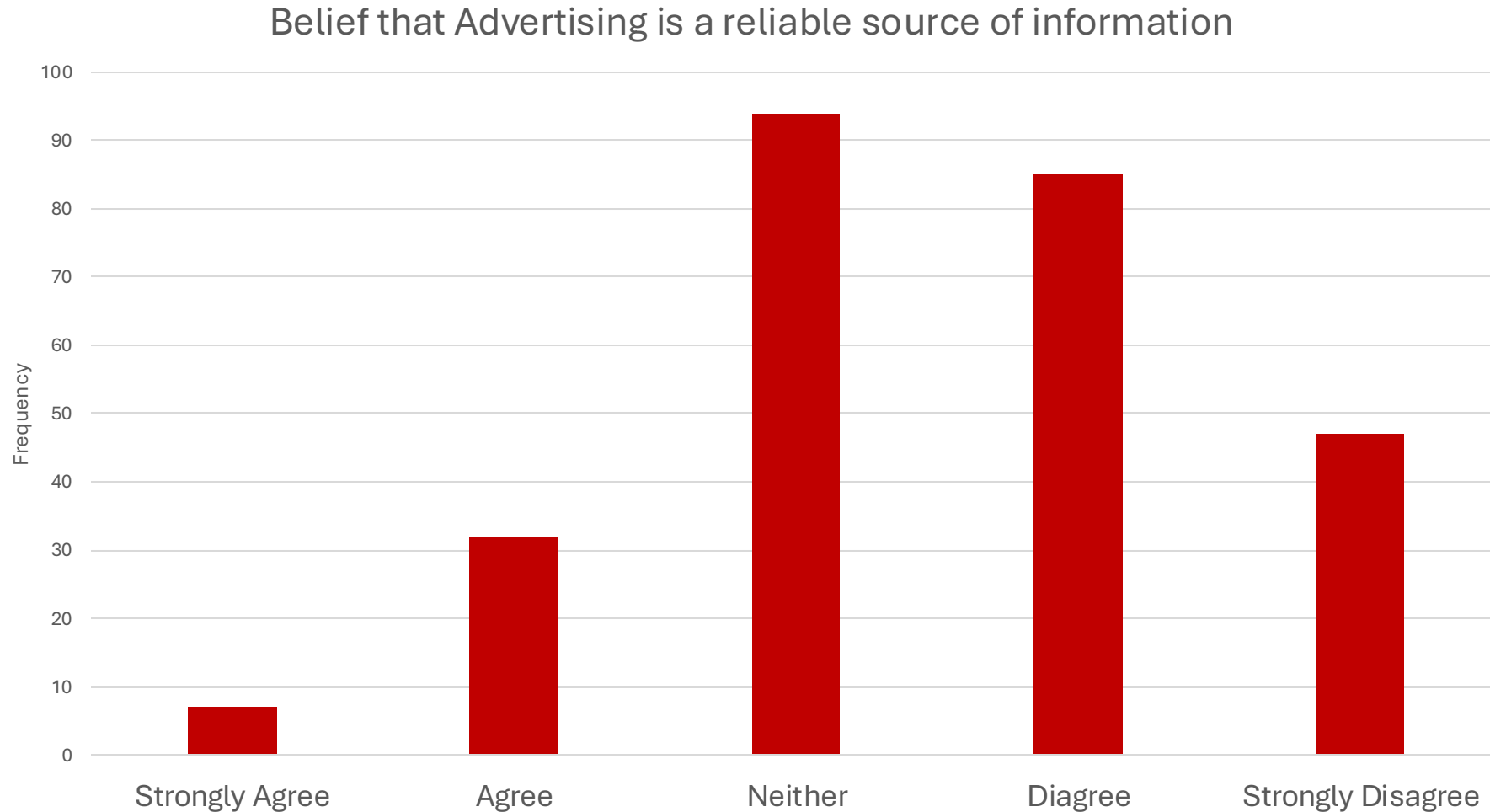
Gen Y's Attitude Toward Advertising

- The *Attitude Index* was created by reverse-coding three semantic differential items—Good–Bad (V1), Positive–Negative (V2), and Favorable–Unfavorable (V3)—so that higher values reflected more positive attitudes toward advertising (e.g., 1 = Negative, 7 = Positive). These items were then averaged to form a composite score, the *Attitude Index*.
- The overall mean attitude of the respondents was 4.36 (on a 1-7 scale)
- This suggests a **neutral or mixed** perception of advertising.

Few Gen Ys View Advertising as Truthful (14.3%)



Nearly half of the respondents expressed skepticism about advertising's informativeness.



Do Men and Women View Ads Differently?

- Overall attitudes toward advertising between genders were compared using an **independent T-test**.
- Females reported slightly higher attitude scores, but the difference is **not** statistically significant: **p = .660**
- Thus, gender is not a meaningful factor in shaping Gen Y's attitude towards advertising.
- Hypothesis 1 is *not supported*.



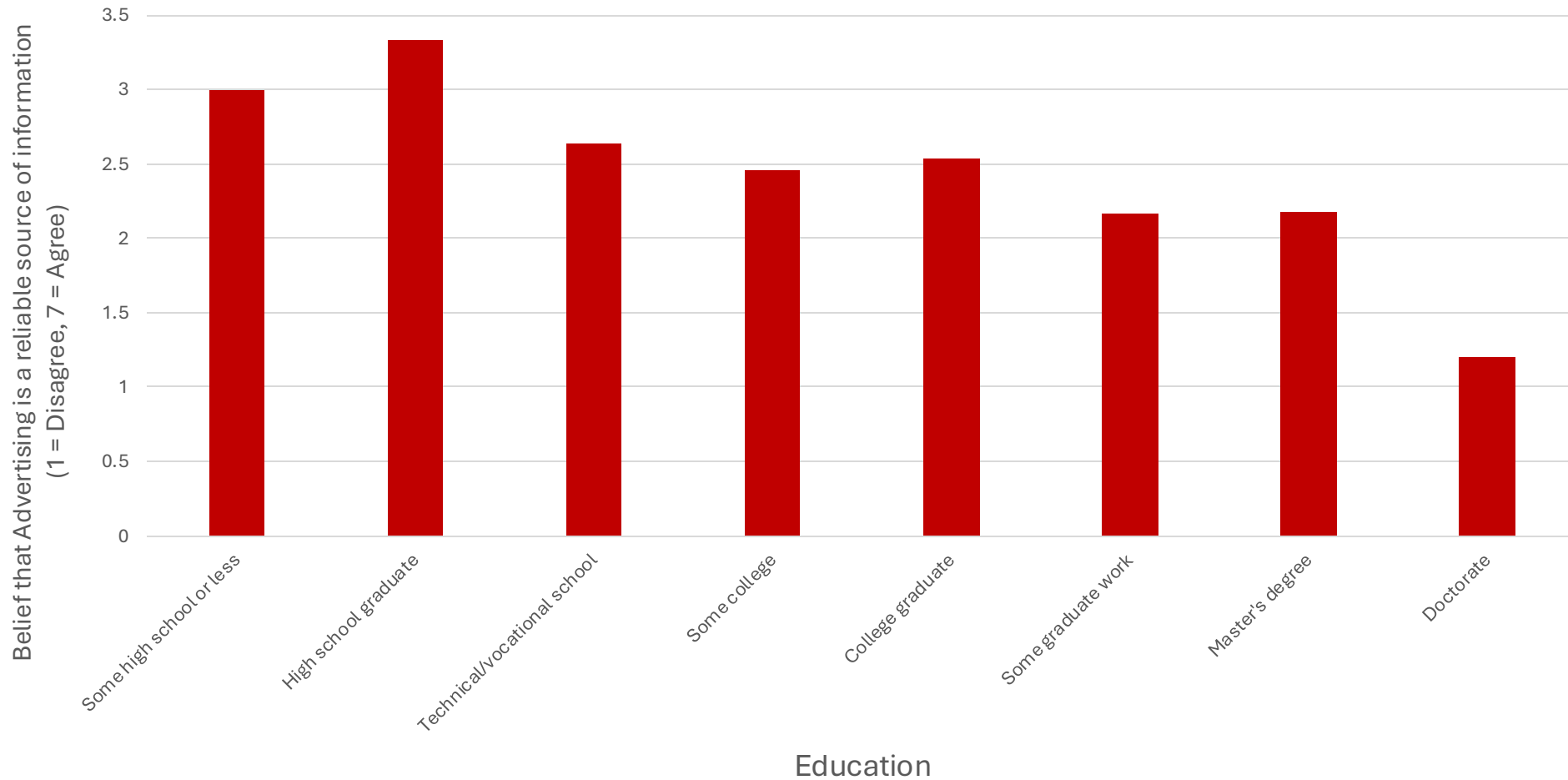
Does *Income* Affect the Belief that Advertising is Informative?

- A **one-way ANOVA** was conducted to compare mean informativeness beliefs across **six income groups**.
- The difference was **not statistically significant** ($p = .092$).
- Hypothesis 2 is *not supported*.

Does *Education* Level Affect the Belief that Advertising is Informative?

- A **one-way ANOVA** was conducted to compare mean informativeness beliefs across **eight education levels**.
- The difference was **statistically significant** ($p < .001$), indicating that belief in ad informativeness varies by education.
- **Post hoc tests** revealed that participants with a **doctorate** were **significantly more skeptical** than those with a **high school education**.
- This suggests a trend where **higher education is associated with lower trust in advertising**

Does Education Level Affect the Belief that Advertising is Informative?



Which Beliefs Drive Gen Y's Attitudes Toward Advertising?

Main Finding:

- A multiple regression model with 20 belief variables significantly predicted overall advertising attitude:

$$R^2 = 0.461, p < .001$$

Which Beliefs Drive Gen Y's Attitudes Toward Advertising? (cont.)

Additional Insight:

- Some beliefs about ads **predict** Gen Y's Attitudes.
- In the regression model, some beliefs **showed statistically significant relationships** with advertising attitude.
- Beliefs such as 'Advertising is informative' or 'Advertising is essential', among others, were **negatively associated** with overall attitude, indicating that respondents who **agreed** with these statements were likelier to view advertising favorably.

Significant Predictors of Gen Y's Attitudes

Belief Statement (Paraphrased)	Std. Beta (β)	Direction
Ads are essential (v04)	-.245	Negative
Ads insult intelligence (v05)	+.132	Positive
Ads present a true picture (v08)	-.154	Negative
Companies should show pros/cons (v12)	+.145	Positive
Ads are informative (v15)	-.252	Negative
Ads waste resources (v22)	+.136	Positive
Ad standards better than 10 years ago (v23)	-.115	Negative

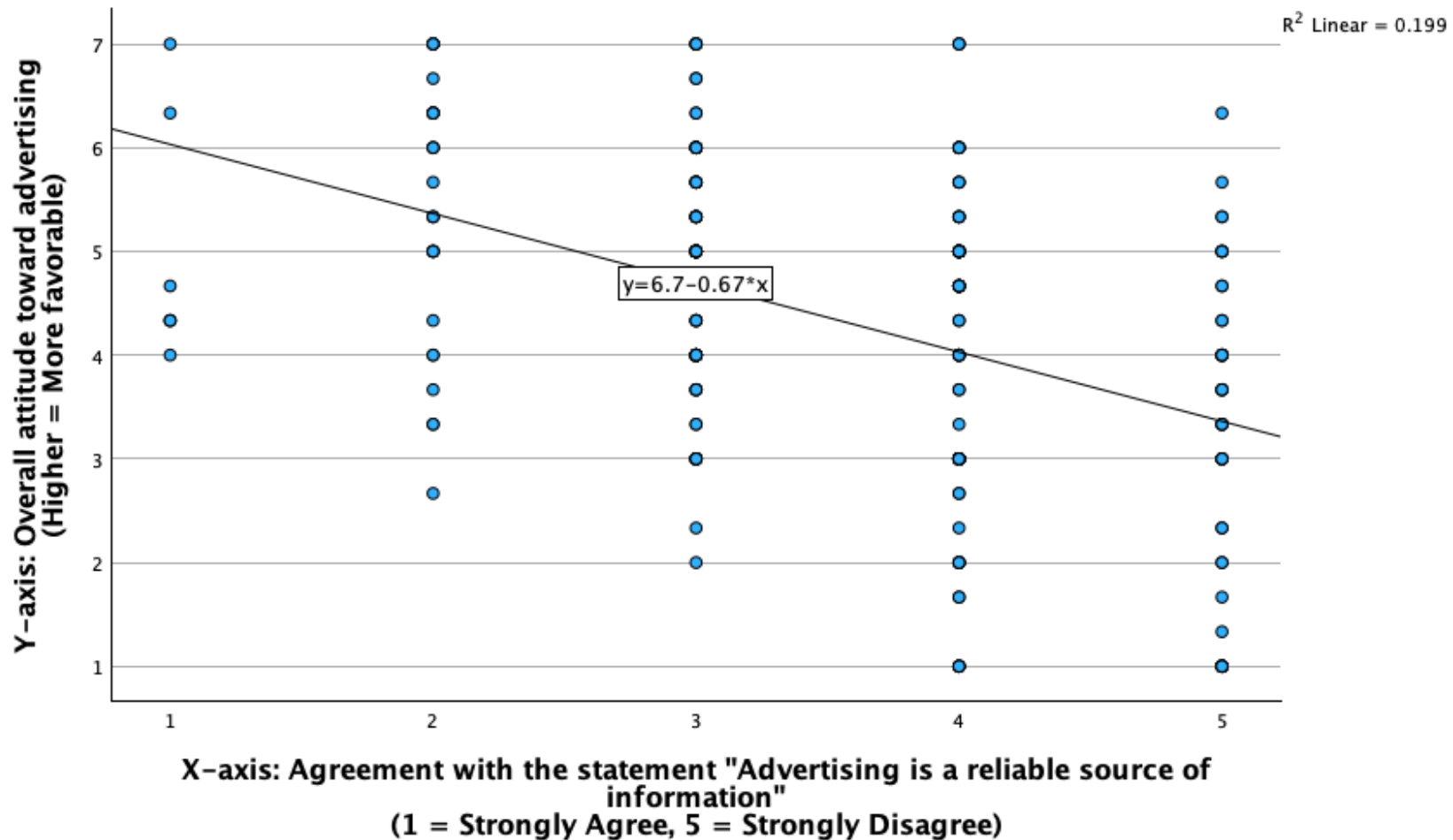
Positive β = Higher belief score (more disagreement) is associated with a **more positive attitude**

Negative β = Lower belief score (more agreement) is associated with a **more positive attitude**

(Note: Attitude scores were reverse-coded, so higher scores = more positive attitude)

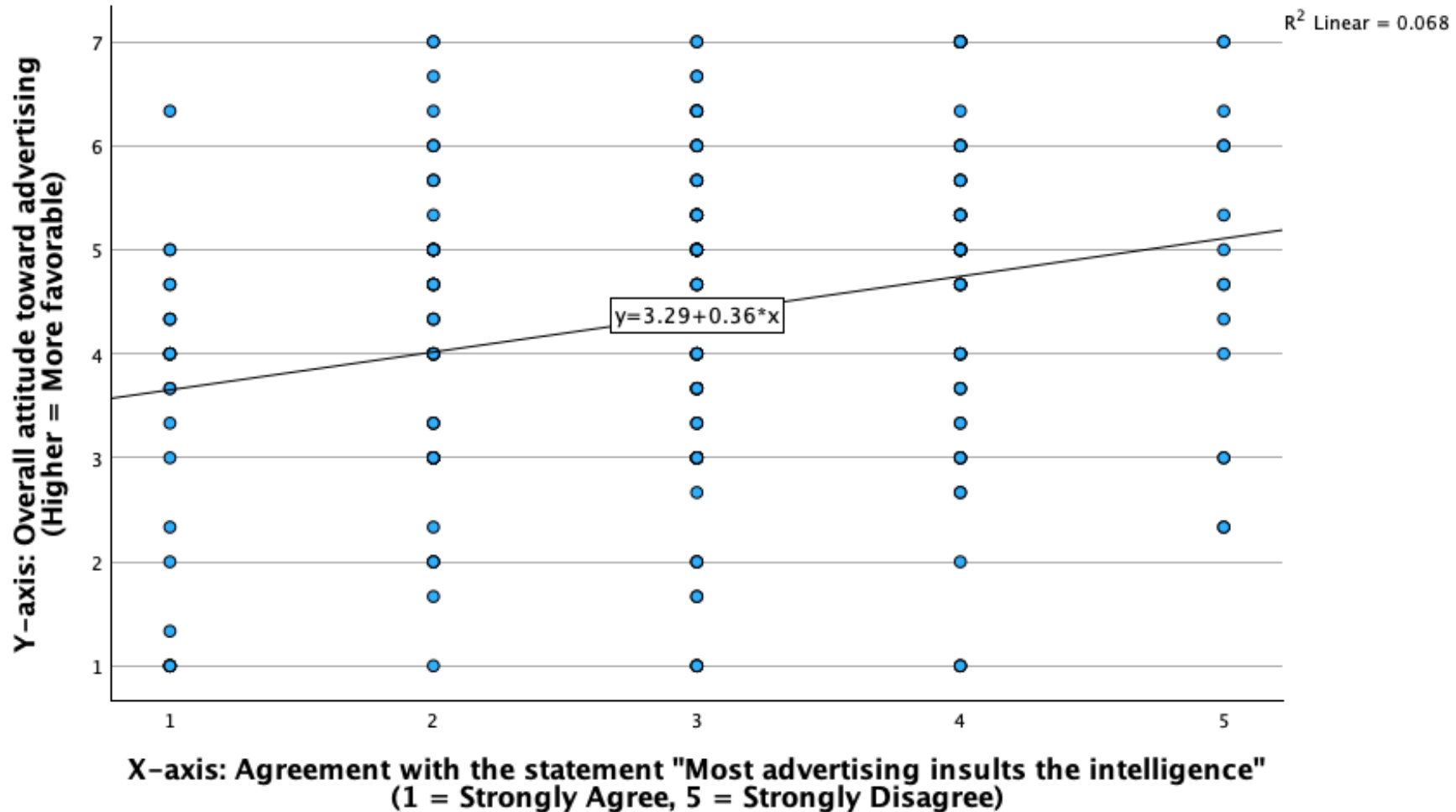
Example of a **negative** relationship

As belief in ad reliability decreases, so does favorability toward advertising



Example of a **positive** relationship

Those who disagree that “advertising insults intelligence” tend to view advertising more positively.



Insignificant Predictors of Gen Y's Attitudes

Belief Statement (Paraphrased)	Variable Code	p-value
Ads result in lower prices	v06	.086
Ads persuade unnecessary purchases	v07	.885
Ads improve standard of living	v09	.783
Ads improve product quality	v10	.079
Ads increase consumer costs	v11	.415
Most ads are truthful	v14	.578
Ads appeal to emotion	v18	.293
Among others.		

Where $p > .05$ indicates statistical insignificance

Managerial Implications

- **Target by mindset, not just demographics:**

Beliefs — especially those related to reliability and truthfulness — shape Gen Y attitudes more than gender or income.

- **Account for educational skepticism:**

Higher-educated audiences are less likely to find advertising informative. For this segment, use transparent, information-rich, and low-context messaging.

- **Use transparent, informative, and evidence-based messaging to convey your message effectively.**

Avoid emotional manipulation and focus on facts, comparisons, or certifications.

Managerial Implications (cont.)

- Respondents who believe that advertising is **essential** and **informative**, **presents an accurate picture of products**, and that **advertising standards have improved over the past decade** tend to report a **more favorable attitude** toward advertising.
- On the other hand, respondents who believe that **advertising insults their intelligence**, that **companies should disclose both pros and cons**, and that **advertising leads to wasteful consumption** tend to report a **less favorable attitude** toward advertising.
- Segment audiences by belief systems to better tailor message tone and content.

Appendix