

Consumer Evaluation of Advertising in Bulgaria and Romania

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Introduction

The marketing environment in Central and Eastern Europe (CEE) has developed significantly in the recent years starting from a legacy of limited consumer choice, restricted knowledge of brands/products (Feick and Gierl, 1996) and little advertising (Manrai *et al.*, 1999). Average annual growth rates of advertising expenditure in certain CEE countries reached two digit figures in the period 2000-2006 (MultiChannel, 2002; AdMaker, 2006). For example, advertising spending in Romania was € 640 million in the first quarter of 2006 (The Marketer, 2006) whereas in Bulgaria advertising expenditure in 2005 reached € 2180 million (Bulgarian National Bank Bulletin, 2006). The institution of advertising has played a significant role in the transition to market across CEE. It has also assisted consumers to accept advertising as a new form of communication (Jeannet & Hennessey, 1995). Consumer lifestyles and arguably attitudes toward advertising and personal uses of advertising have become relevant concepts (FESSEL-GfK, 1997) in analyzing consumer markets in the region. Certain segments have benefited from market liberalization (e.g. “active professionals” and “sophisticated”) having greater potential to benefit from advertising, as the affordability in their choices is relatively unrestricted. Yet, the legacy of an environment with little advertising and limited number of TV and radio stations, magazines, and newspapers contrasts the colorful landscape of growing advertising spending and media channels. Arguably, the variability in the degrees of exposure to advertisements creates scope for a diversity of beliefs and experiences in processing ads, henceforth variability in attitudes toward advertising across diverse demographic groups.

It should be noted that difficulties associated with measurements of conventional segmentation variables are apparent in CEE. Against a background of significant proportion of shadow economy (reaching between 18 and 50 percent of the official GDP, Schneider, 2002), official income may not be a robust segmentation variable.

There are some studies on advertising in post-communist economies (Andrews *et al.* 1994; Pribova and Savitt, 1995; West and Paliwoda, 1996; vonDorn and Akimova, 1998; Koudelova and Whitelock, 2001, Orth and Holancova, 2004) addressing contextual specificity of advertising development over time. The post-communist economies of South-eastern Europe have been given limited attention.

Consequently, this research focuses on Bulgaria and Romania, two former communist Balkan neighboring countries. They became EU members on 1st January 2007. Bulgaria and Romania share common past, some economic and cultural similarities (Marinov *et al.*, 2001; Greenberg and Erdinc, 1999; Hofstede and Hofstede, 2004). Therefore it could be expected that consumers in these countries would have rather similar attitudes to marketing communications and more specifically toward advertising. Consequently, research into consumer attitudes toward advertising considering the effects of demographics and segmentation is justified.

The *purpose* of this paper is threefold:

Firstly, to identify underlying dimensions of attitudes toward advertising, personal uses and perceived socio-economic effects of advertising in Bulgaria and Romania; secondly, to investigate demographic variations in consumer beliefs and attitudes toward advertising in the two countries; thirdly, to identify clusters of consumers in each country based on the underlying dimensions and profile them according to key characteristics.

Conceptual framework

The economic and social effects of advertising were initially conceptualized by Bauer and Greyser (1968) and Lutz, (1975). Subsequent research studied the notion of economic and social predictors of advertising, and ‘personal uses’ of advertising (Pollay and Mittal, 1993; Mittal, 1994; Yang, 2000; Dávila and Rojas-Méndez, 2001). They have incorporated the perceptions people hold of advertising as a source of product information, social role, and source of pleasure/hedonic use. Sandage and Leckenby (1980) discussed the need to distinguish between the institution of advertising and the instruments of advertising. Attitudes-institution and attitudes-instruments have been viewed as direct antecedents of overall attitudes toward advertising (Durvasula *et al.*, 1993).

The empirical data were theoretically underpinned by a conceptual framework focusing on two major groups of predictors of attitudes toward advertising. Namely the perceived socio-economic effects of advertising and the primary determinants or “personal uses” of advertising (Pollay and Mittal, 1993), i.e., product information, social integration and hedonic/pleasure (see Figure 1).

Insert Figure 1 here

The generation of clusters based on determinants of advertising has been overlooked in literature with the notable exception of Pollay and Mittal (1993). In segmenting consumer markets the proposed study incorporates for the first time direct antecedents to advertising (attitudes-institution and attitudes-instruments) in addition to personal uses and general attitudes. It is argued that in the development of a free market economy these attitudes are crucial in the understanding and segmenting of consumers. It also incorporates a new concept of value incongruence/alienation and enhances the construct of social role of advertising.

Hypotheses

Early research on attitudes toward advertising contended that demographics are unrelated to the evaluation of advertising (Bauer and Greyser, 1968). Shavitt *et al.* (1998) reported that male and younger consumers of both genders as well as people with lower levels of income and education hold more favorable attitudes toward advertising. These results are convergent with the findings of Lee and Horn (2003) who have found out that younger people tend to have more positive views toward advertising. Arguably, people with higher levels of income are more able to discern the manipulative aspects of commercials and develop a more skeptical attitude to persuasive messages. Other authors (Alwitt and Prabhaker, 1994) argued that the interaction of demographics with consumer attitude to TV advertising influences the general attitudes toward advertising.

In the light of the above cited studies the following hypotheses have been formulated:

H1 Consumers with lower level of education have more favorable attitudes toward advertising than consumers with higher levels of education.

H2 Younger consumers have more favorable attitudes toward advertising than older consumers.

H3 Male consumers have more favorable attitudes toward advertising than female consumers.

These hypotheses have been tested in Bulgaria and Romania.

Methodology

Our methodology is based on an overview of the marketing literature on general attitudes toward advertising. More specifically the conventions recommended by Churchill (1979), Anderson and Gerbing (1988), and Hulland *et al.* (1996) in developing more reliable measures of marketing constructs, the pool of items on each dimension of the constructs has been generated using and a pilot study of university business students. The elicitation technique was used to identify underlying beliefs toward advertising. The original questionnaire was written in English, then translated into Romanian and Bulgarian and back-translated into English to increase instrumentation equivalence (Brislin, 1986; Nasif *et al.*, 1991). Given the exploratory nature of the research the fact that Bulgaria and Romania are countries with similar socio-economic environments minimizes the risk of construct non-equivalence (Craig and Douglas, 2000). Pilot studies have been used to refine and adjust the questionnaire for cultural differences. Double-barreled statements have been eliminated or redefined. The collaboration of researchers with knowledge of their respective culture/country as suggested by Cavusgil and Das (1997) has minimized the risk of functional non-equivalence (Craig and Douglas, 2000).

Consumer data were obtained by administering the refined and adjusted questionnaire in main urban areas of the two countries. The combined sample consisted of 787 usable answers from face-to-face interviews with adult respondents, of which 440 from Romania and 347 from Bulgaria.

The data collection method used was stratified random sampling. The sample frame consisted of a list of residential addresses in each town. Within each city, households' residential neighborhoods were stratified, and addresses in each district randomly selected. Within each household adult respondents have been selected based on a random procedure. Visits took place during weekdays as well as weekends in order to maximize the representation in the sample. When required the interviewers made subsequent visits in order to conduct the questionnaires with the selected respondent. The sample breakdown by age, gender and education represents an approximation of national statistics, although it slightly overstates younger persons, which reflects their share in the structure of the urban population in

the two countries. Trained interviewers from local market research institutes were employed to administer the survey. The composition of the sample in each country is presented in Table 1.

Insert Table 1 about here

Respondents working in advertising, market research or having participated in market research in the last six months have been excluded from the study.

Research design and psychometric properties of the constructs

All variables in the study are measured on multi-item scales as a typical application of the reflective indicator model (Jarvis *et al.*, 2003). The directionality of the relationships between latent variables, as hypothesized by Pollay and Mittal (1993) and Muehling (1987), has been respectively adopted.

Attitudes toward advertising are measured on seven-point semantic differential scales, while personal uses of and the perceived socio-economic effects of advertising are measured on seven-point Lickert scale from 1=strongly disagree to 7=strongly agree (see Sandage and Leckenby, 1980; Pollay and Mittal, 1993; Eagly and Chaiken, 1993),

The general attitudes toward advertising are measured with two items defined by Pollay and Mittal (1993), and one from Andrews *et al.* (1994), i.e., positive/negative which worked well in the study of advertising in Russia. The attitudes toward the institution of advertising are measured with valuable/worthless, important/unimportant and necessary/useless.

Two other items, i.e., advertising is essential and advertising is effective (Bauer and Greyser 1968), were measured but not included as they raised issues of instrumentality toward ambiguous ends, e.g., efficient for what purpose or group (similar problem was reported by Pollay and Mittal, 1993).

Product information is measured using the indicators suggested by Pollay and Mittal (1993). Two measures of information acquisition have been generated from the qualitative interviews, i.e., advertising is a useful source of information and advertising contributes to the knowledge of quality products. The second item is specific to the post-communist environments where the need for information emphasizes the requirement for intelligence on product quality. It is argued that advertising is seen as providing product information leading to consumer education (Calfee and Ringold, 1994). Nevertheless, the role of advertising in educating children can be viewed as a

component of children's socialization and their social integration in view of formation of role models, aspirations and social images. Thus, the item can be part of the social integration role and image as an extension of Pollay and Mittal's construct. The personal use of advertising as hedonic/pleasure is measured as suggested by Pollay and Mittal (1993). The indicator that compares the pleasure from advertising with the hedonic/pleasure of other media programs has been measured but not reported because it has a weak contribution to the hedonic scale (Hair *et al.*, 1998). An additional item, i.e., sometimes advertisements bring to my mind pleasant memories, was generated from the qualitative interviews.

The social effects of advertising have been measured on seven-point Likert scales (1=strongly disagree; 7=strongly agree) (Pollay and Mittal, 1993; Eagly and Chaiken, 1993). The perceived effects of advertising on the economy are measured on three items adapted from Bauer and Grayser (1968) and Pollay and Mittal (1993) to capture primary determinants as well as distal antecedents. One item was added to reflect the specifics of the Bulgarian and Romanian marketing environment in the context of market liberalization and marketization, namely "advertising is necessary in a free market economy" (Marinov *et al.*, 2001). Value corruption is measured with items from Pollay and Mittal, (1993). "Materialism" and "promotes undesirables" are measured with items from Pollay and Mittal (1993). The study extends the concept of undesirables by including two additional items generated from personal interviews and qualitative research in Bulgaria and Romania, namely "the ideal image of women from health and beauty products is offensive for the majority of females". Consumer concerns about violence in advertising have been highlighted in this region (CNA, 2004; Stoica, 2004). Concerns over sex and violence in TV advertising were hypothesized to contribute to the concept of offensiveness (Alwitt and Prabhaker, 1994) and reported as negatively impacting on attitudes to TV advertising and programming. Hence an additional item has been added, namely "there is too much violence in some advertisements". Falsity/misleading is measured as a single item construct (Pollay and Mittal, 1993). Finally a new construct has been developed in line with the value congruence from Mittal (1994). However unlike Mittal's construct there is a separation from criticism of sexual images in advertisements and a focus on the perceived lack of identification with values and

lifestyles depicted in commercials. This construct, labeled “alienation”, is aimed at tapping into the lack of identification of consumers with advertisements. During the qualitative fieldwork in Bulgaria and Romania it has become apparent that there is a perceived gap between consumer lifestyle and the lifestyles and values portrayed or implied by many western advertisements. Therefore, alienation is measured with the following items tested in the two observed countries: “foreign advertisements promote too many western values” and “most advertising promotes concepts/lifestyles that do not belong to the majority of population”.

Construct validation

The validity of the main latent constructs in the conceptual model was investigated following a two-stage approach (Ahire and Devaraj, 2001). First, series of Exploratory Factor Analysis (EFA) were conducted to identify underlying dimensions of the economic and social effects of advertising. Items with double loadings were removed (see Hair et al. 1998). Only the items that discriminated well against each other were retained in the subsequent stage.

Namely the economic effects regarded by Pollay and Mittal (1994) as primary determinants: good for economy with their associated distal antecedents; promotes undesirables regarded in the original model as a distal antecedent but enhanced with new items; and the proposed new construct of alienation drawing on the concept of value incongruence.

In a second stage, series of confirmatory factor analyses (CFA) were conducted in LISREL (Jöreskog *et al.*, 2001) to test the construct validity (Bagozzi *et al.*, 1991) and unidimensionality of concepts. Tables 1.1, 1.2, 1.3, 2.1, 2.2, 2.3, and 3.1, 3.2 and 3.3 summarize the performance indicators associated with the variables of the conceptual model.

Insert Tables 2.1, 2.2, 3.1, and 3.2 about here

The models using the Bulgarian and Romanian sample show acceptable reliability as indicated by composite reliability estimates. The chi-square fit of the hypothesized three-factor models were superior to the one and two-factor model. Thus there is evidence of discriminant validity for attitudes and personal uses of advertising (Bagozzi and Phillips, 1982). The goodness-of-fit indicators implied acceptable fits of the model to the data (Hulland *et al.*, 1996; Diamantopoulos and Siguaw, 1999). GFI

for all measurement models corresponding to each construct was above 0.9 indicating unidimensionality. The LISREL indices provide evidence of adequate fit for attitudes and satisfactory levels of fit for social effects and personal uses in both countries.

The meaning of the factors validated by the CFA and their consistency with the constructs of interest, as highlighted by previous studies (see Anderson and Gerbing, 1988), provides supportive evidence of construct validity.

Research findings

Demographic differences in general attitudes toward advertising, personal uses of advertising and perceived effects of advertising

The chi-square tests indicate consumer's age and education as significant predictors associated with attitudes toward advertising (Table 4).

Insert Table 4 about here

In Bulgaria, elderly and people with lower education attainment hold less favorable attitudes toward advertising. This was to be expected given that receptivity to advertising is associated with philosophies of life, which are arguably shaped by age. The relationship with income is more intriguing. Informants most reserved towards advertising are amongst the very low and the very high income groups. However, one should exert some caution as income in Bulgaria and Romania is often associated with additional sources embedded in the shadow economy (EIU, 2003). In Romania, only gender is a significantly discriminates general attitudes toward advertising. Romania female consumers have more positive general attitudes toward advertising than their male counterparts.

Hypothesis testing proves the following:

H1 is rejected in Bulgaria as Bulgarian consumers with lower level of education have less favorable attitudes toward advertising than consumers with higher education. This result is not in line with the previous studies on attitudes toward advertising in other countries. H1 is inconclusive in Romania.

H2 is rejected in Romania, confirmed in Bulgaria. This means that older Romanian consumers have more favorable attitudes toward advertising than younger ones while in Bulgaria elderly people have less favorable attitudes toward advertising than younger consumers.

H3 is rejected in Romania meaning that female consumers in Romania have more favorable attitudes toward advertising than male. H3 is inconclusive in Bulgaria.

In Bulgaria, the institution of advertising is accepted by highly educated consumers. At the same time high income consumers question the legitimacy of advertising. Younger consumers in Bulgaria embrace to a largest extent the institution of advertising, which can be explained by the fact they have been exposed to it during a larger part of their lives. Yet, they are highly critical to the applied techniques of advertising. Male respondents with lower levels of education and income have favorable attitudes toward the technique of advertising. This fact can be explained with the lower persuasion knowledge of advertisements which results in less skepticism to advertising (Feick and Gierl, 1996). Bulgarian consumers from older generations are not only very skeptical about the application of free market as well as the institution and instruments of advertising but also express high level of disbelief associated with their positive impact on the economy.

Cluster formation and analysis

The aim of the cluster formation and analysis is to identify distinctive segments of homogenous consumers who can be targeted with tailored marketing communications strategies. For this purpose the hierarchical clustering method using squared Euclidean distance as a measure of respondents' similarity and the complete linkage method (Pollay and Mittal, 1993) has been used. As a result four clusters have been identified by the examination of dendrogram. Factor scores were calculated based on the regression method.

In line with Pollay and Mittal (1993), seven personal and societal belief dimensions and their global attitude scores have been used for clustering. Moreover, the two primary determinants of general attitudes toward advertising, namely attitudes toward the institution and techniques of advertising have been applied. Table 5 shows the average factor scores in the four clusters validated by the quick cluster procedure with the final cluster centers corresponding to the four clusters used as seed points.

Insert Table 5 about here

Cluster C1 is that of *traditionalists*. In Bulgaria, consumers belonging to this cluster hold more negative general attitudes toward advertising than in Romania. Bulgarian traditionalists are highly

critical toward the institution of advertising. Bulgarian and Romanian traditionalists have similar attitudes toward the instrument of advertising and feel alienated from advertisements. However Bulgarian traditionalists are more skeptical about advertising as a source of product information and pleasure, and less enthusiastic about the positive role of advertising for the economy. They are particularly critical toward advertising as promoting undesirables and materialism which they perceive affects negatively the traditionally embedded value system of the Bulgarian society.

Cluster C2 is the one of *enthusiasts*. They accept advertising and its instruments. However Bulgarians are more reserved toward the institution of advertising than Romanians. Bulgarian and Romanian enthusiasts seem to hold quite similar attitudes toward the instruments of advertising. Compared with the traditionalist cluster in Bulgaria the enthusiasts are more likely to perceive advertising as a source of information and hedonic/pleasure and are appreciative of its positive role for the economy. Bulgarian enthusiasts are highly critical toward advertising as promoting undesirables and materialism and believe it is false and alienating. Romanian enthusiasts do not see the negative effects of advertising on values and are greatly entertained by advertisements regarding them as a source of information about sales, features, and a means to socialize.

Cluster C3 is the one of *reserved receptives*. In Romania like the enthusiasts their general attitudes toward advertisements are positive. They regard advertisements as an intrinsic part of free market institutions and highly value the informational dimension of advertising. They acknowledge the positive role of advertising for the economy, but perceive advertisements as misleading. In Bulgaria this cluster shows reservation toward advertising in general and its role as a source of hedonic pleasure, product information, and integration image. Bulgarian reserved receptives are receptive toward the institution and instruments of advertising but acknowledge advertising as promoting undesirables, alienation, and materialism.

Cluster C4 of *cynical critics* encompasses consumers in both countries highly critical to both the institution of advertising and the instruments used to further it. They see little informational and entertainment value in advertising. Cynical critics are highly skeptical towards the effects of advertising for economy, presumably because they have seen their incomes eroded during market

liberalization. They represent the least attractive segment for advertising agencies. They express concerns about the social effects of advertising, albeit the strongest concerns are associated with advertising promoting materialism.

Profiling clusters

Developing cluster profiles is both relevant and useful. This is analyzing of profile groups with similar characteristics (Table 6). The clusters emerged from the analysis are described here with the use of additional variables. This stage of analysis is thought to enhance the interpretation of clusters, but can also be viewed as a validation based on external variables (Saporta, 1991).

Insert Table 6 about here

The traditionalist cluster in Bulgaria (C1 B) consists predominantly of people with own businesses or public sector employees, generally consumers with very high income, 57 percent of those belonging to this cluster are male. The cluster does not contain any students. It is with the highest percentage of possession of satellite TV, PC, Internet access and cars. The educational level of the consumers is mostly high school or college. The respondents from this cluster belong to the second largest family size. C1 B cluster represents the most affluent consumers. C1 R cluster, Romanian traditionalists, consists mostly of female self-employed consumers. The high share of students accounts for the young profile of this segment. Romanian traditionalists tend to have more than one TV set and have the best access to satellite TV. C1 R cluster comprises a large share of low-income respondents, which is due to the large student population. However the penetration of cars, PC and mobile phones in this cluster is among the highest in comparison with other clusters.

Cluster C2 B, enthusiasts in Bulgaria, are the youngest and represent the smallest household size. Most of them are either self-employed or students with 53 percent of the total having very low income. This cluster has equal gender distribution. Many of the respondents in this cluster have college education. The cluster is with the highest penetration of mobile phones and car ownership is similar to that of traditionalists. Cluster C2 R, Romanian enthusiasts, consists predominantly of female consumers, has the largest share of entrepreneurs and employees in the public sector and the

smallest share of students. It is the most affluent segment in Romania in terms of both incomes and access to technology.

Cluster C3 B, reserved receptives in Bulgaria, consists of mostly retired people or public sector workers, with below average income. Cluster structure is male dominant. This is the cluster with most high school education holders, but less college education in comparison with the previous two clusters. The cluster is with lowest penetration of Internet and PCs. Cluster C3 R, Romanian reserved receptives, concentrates more pensioners and having therefore an above average age profile, this is the least affluent segment. The marked feature of this segment is with low level of education. Consistently, there is the highest penetration of old technology (black and white TV sets) and lowest access to modern communication technologies (Internet, mobile phones).

Cluster C4 B, the cynical critics in Bulgaria, comprises the oldest respondents. This is the most diverse cluster consisting of mostly retired people, but also of students, self-employed and public sector workers. The unifying feature is their low income level, the lowest among the four Bulgarian clusters. The cluster has equal gender distribution. Compared with the other clusters about a third of its representatives have primary school education. The consumers in this cluster have the highest possession of more than one TV. They have relatively low access to communication including Internet access, PCs and satellite TV. Cluster C4 R, Romanian cynical critics, comprises predominantly male consumers, has below average incomes and the largest proportion of unemployed. There is however relatively good access to communication (satellite TV, PCs, mobile phones) albeit the proportion of car ownership is the lowest compared with the other Romanian segments.

Conclusions and implications

All researched consumers seem to be rather critical of the social role of advertising, while generally acknowledging its economic effects. A harsher criticism of the social effects of advertising is apparent in Bulgaria and is valid for all clusters.

In Bulgaria and Romania, economic (good for economy) and social effects (impact on values and lifestyles) of advertising have been outlined. Convergent to Pollay and Mittal (1993) materialism, value corruption and falsity/misleading did not discriminate well. Nevertheless, unlike Pollay and

Mittal's study (1993), the promotion of undesirables (e.g., sex and violence) is well discriminated against the other constructs in the exploratory and confirmatory factorial model.

It is the distal antecedent "promotes undesirables" enhanced by the perception of violence which emerged a well discriminated social effect of advertising together with economic effects and alienation. The adaptation of Mittal (1994) construct of value congruence proved a significant social effect of advertising in Bulgaria and Romania.

The concept of value incongruence and alienation associated with it emerges as an important dimension of social effects of advertising. It is likely that lifestyle segments such a "rerootings" and "nostalgic traditionalists" (FESSEL-GfK, 1997; Petrovici and Neacsu, 2003) may have been less integrated in the institutional framework of the free market and are more likely to perceive alienation from advertisements portraying western values and lifestyles. An adjustment of advertising messages and appeals may be pursued by marketers in order to enhance the effectiveness of their advertising campaigns in the region.

The most affluent cluster in Bulgaria reflects traditional values and its members are critical of the social effects of advertising. People can afford high value purchases nevertheless they are not too appreciative of the informative and hedonic role of advertising. Therefore for consumers from this cluster the impact of advertisements could be enhanced by an emphasis on traditional and family values while advertising should possess subtle sales oriented content. The youngest cluster is the one of the enthusiasts which may have significant future potential to increase their income; however one should note that they are most skeptical toward the institution of advertising and are concerned about the social effects of advertising.

By contrast, the most affluent cluster in Romania is that of the enthusiasts. They take pleasure in advertising and are appreciative about its social and informative role. Advertising messages arising feelings of enjoyment and pleasure can be expected to work well for this cluster.

Future research may explore the demographic differences in personal uses and perceived social and economic effects of advertising.

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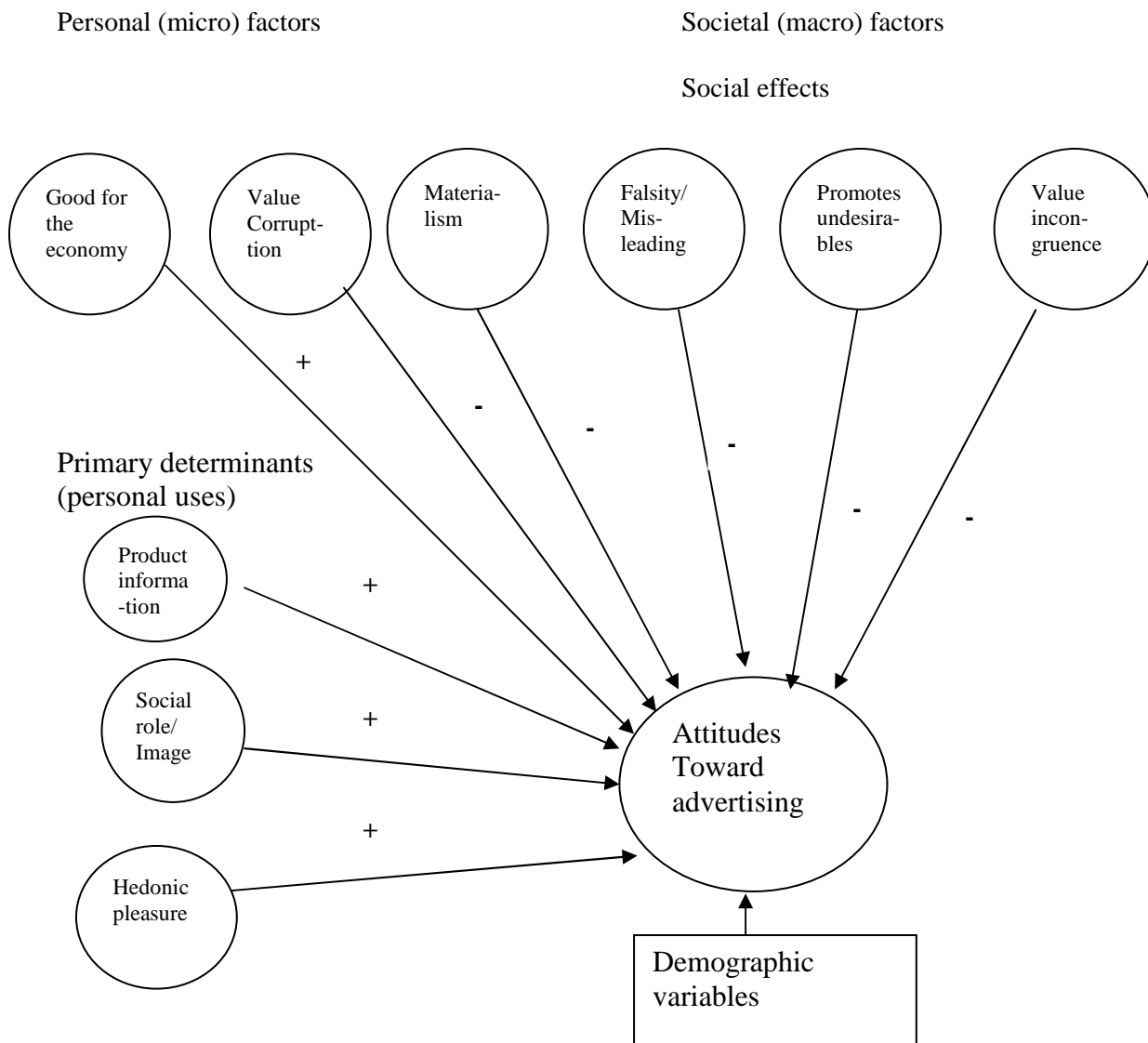
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Figure 1 A conceptual model of determinants of attitudes to advertising



Source: Adapted from Sandage and Leckenby (1980); Muehling (1987); Pollay and Mittal (1993); Shavitt *et al.* (1998) and personal interviews conducted in Romania.

Table 1 Sample breakdown by key socio-demographic characteristics

Gender	B	R	Age	B	R	Education	B	R
Male	54.9	41.6	≤ 34 years	46.5	45.7	≤ Primary	16.5	18.4
Female	45.1	58.4	35-54 years	26.6	36.6	Secondary	59.4	51.1
			≥ 55years	26.9	17.7	University	24.1	30.5

Note: B = Bulgaria, R = Romania

Table 2.1 Psychometric properties of the attitudes to advertising: Fit indices for the three-factor model

	Bulgaria	Romania
GFI	0.97	0.96
Normed χ^2	2.75	4.37
Standardised RMR	0.05	0.04

Table 2.2 Psychometric properties of the attitudes to advertising: Composite reliability and factor loadings

Items	Composite reliabilities and factor loadings	
	Bulgaria	Romania
<i>General attitude (advertising)</i>	(0.63)	(0.81)
Good/Bad	0.55	0.71
Positive/Negative	0.65	0.79
Pleasant/Unpleasant	0.59	0.79
<i>Attitude institution</i>	(0.69)	(0.77)
Valuable/Worthless	0.58	0.74
Important/Unimportant	0.79	0.84
Necessary/Unnecessary	0.56	0.58
<i>Attitude instrument</i>	(0.73)	(0.67)
Sincere/Insincere	0.61	0.71
Clean/Dirty	0.89	0.71

Note: All loadings were significant at 1% level.

Table 3.1 Psychometric properties of the personal uses of advertising: Fit indices for the three-factor model

	Bulgaria	Romania
GFI	0.90	0.90
Normed χ^2	5.38	5.73
Standardised RMR	0.06	0.06

Table 3.2 Psychometric properties of the personal uses of advertising: Composite reliability and factor loadings

Items	Composite reliabilities and factor loadings	
	Bulgaria	Romania
<i>Product information</i>	(0.70)	(0.72)
Square root (AVE)	0.57	0.57
Advertising is a valuable source of information about local sales/products	0.50	0.57
Advertisements are a useful source of information	0.57	0.68
Advertisements tell me which brands have the features I am looking for	0.69	0.54
Advertising contributes to the knowledge about quality products	0.51	0.66
Advertisements helps me keep up to date about products/services available in the marketplace	0.51	0.50
<i>Social role (integration)/Image</i>	(0.70)	(0.71)
Square root (AVE)	0.55	0.56
Advertising has an important role in the education of children	0.54	0.44
From advertising I can learn what is fashionable	0.51	0.86
Advertisements tell me what persons like me are buying or using	0.37	0.59
I like to talk to my friends about advertisements	0.45	0.40
Advertising keeps me up to date with trends from various fields	0.72	0.49
<i>Hedonic/pleasure</i>	(0.71)	(0.72)
Square root (AVE)	0.67	0.69
Advertising is often amusing and entertaining	0.60	0.64
Sometimes I take pleasure in thinking about what I saw, heard or read in advertisements	0.81	0.86
Sometimes advertisements bring to my mind pleasant memories	0.62	0.53

Note: All loadings were significant at 1% level.

Table 4 Cross tabulations by age, income, education, and gender

	X ² AG B	X ² AG R	X ² AI B	X ² AI R	X ² AT B	X ² AT R
Age	23.7***	7.9*	54.6***	9.1**	62.4***	25.2***
Gender	0.3	6.4**	2.7	1.2	9.1**	0.5
Education	32.7***	6.6	33.2***	11.7***	53.***	17.8***
Income	22.1***	8.1	14.2**	7.1	86.7***	18.3***

Probability values for parameters: *** $p < 0.01$; ** $p < 0.05$; * $p < 0.10$

Note: AG = general attitudes toward advertising; AI = Attitudes toward the institution of advertising,
AT = Attitudes toward the techniques of advertising.

Table 5 Average factor scores in the four clusters

Average values	C1 B	C1 R	C2 B	C2 R	C3 B	C3 R	C4 B	C4 R
Product information	3.81	5.58	4.28	5.46	3.67	5.06	3.54	3.97
Integration/image	3.47	4.66	4.42	4.42	3.49	4.39	3.82	3.15
Hedonic/pleasure	3.80	5.21	4.36	5.30	3.76	4.74	3.95	3.62
Good for economy	3.74	5.28	4.14	5.36	3.73	4.64	3.53	3.50
Promotes undesirables	5.08	4.45	5.58	2.14	4.73	3.69	5.64	3.67
Alienation	5.06	5.31	5.33	3.08	4.05	4.19	5.45	3.65
Falsity	3.00	4.00	5.00	3.00	4.00	5.00	6.00	4.00
Materialism	5.11	4.96	5.24	2.86	4.00	4.31	5.41	4.32
Attitude general	3.02	4.70	4.57	5.20	3.63	5.56	2.69	3.81
Attitude institution	2.92	4.26	2.01	4.74	4.70	5.6	3.32	3.49
Attitude instrument	3.33	3.54	4.46	4.36	4.36	5.71	2.21	3.35

Table 6 Profile of clusters based on additional variables

Average values	C1 B	C1 R	C2 B	C2 R	C3 B	C3 R	C4 B	C4 R
Age	45.9	37	29.29	39	44.88	42	50.68	39
Household size	2.14	2.47	1.88	2.44	2.27	2.38	2.02	2.25
Percentage of								
Respondents who own business	3.1	3.9	1	7.1	0	0	0	5
Self-employed	14.3	5.5	26.3	1.6	8.2	5.4	15	1.3
House-maker and unemployed	7.1	1.6	4.4	5.5	5.9	2.2	1.7	6.3
Students	0	28.1	20.2	11	3.5	15.1	11.7	26.3
Retired	13.3	12.5	0	15	25.9	29	26.7	21.3
Employee, public sector	21.4	14.1	7	19.7	16.5	15.1	15	8.8
Very low income	23.5	41.4	52.6	26	43.5	38.7	58.3	43.8
Very high income	24.5	8.6	4.4	24.4	2.4	7.5	3.3	11.3
Females	42.9	65.6	50	63	42.4	55.9	50	43.8
Primary school	2	18	0	15	0	26.9	31.7	15
High school	68.4	49.2	64	51.2	84.7	49.5	63.3	52.5
College	29.6	32.8	36	33.9	15.3	23.7	5	32.5
Household access to durable goods								
Radio	100	95.3	100	92.9	100	89.2	93.3	92.5
Black and white TV set	2	18.8	4.4	7.1	4.7	44.1	11.7	12.5
More than 1 TV set	25.5	40.6	30.7	29.9	30.6	22.6	46.7	36.3
Satellite TV	59.2	88.3	41.2	79.5	50.6	76.3	26.7	86.3
PC	50	57	42.1	49.6	15.3	34.4	26.7	50
Internet access	36.7	33.6	28.1	29.1	10.6	15.1	18.3	37.5
Mobile phone	65.3	75	73.7	75.6	56.5	57	41.7	70
Cars	67.3	48.4	66.7	48.8	55.3	30.1	51.7	35