

Public Attitudes Towards Advertising In An Emerging Southeast Asian Nation: An Empirical Study

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Abstract: This paper examines the attitudes of the public in Malaysia to advertising. Empirical research was carried out to study the general level of the public's personal confidence in advertising and assess the factors that influence consumers' attitudes towards advertising. The results, based on the analysis of data relating to 350 respondents, indicate that there is a moderately favourable view of advertising on a number of dimensions. The results indicate that the public look at most of the advertisements they are exposed to, generally find that advertisements provides useful information, moderately agree that advertisements could be trusted, and that it keeps up the promise as to quality and performance. The paper compares the findings of these results with previous studies and discusses the implications. Limitations of the study are highlighted.

Key words: advertising, attitude, Malaysia, public

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