

Public Attitudes Towards Advertising: an Empirical Investigation

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Key words: advertising, attitudes towards advertising, consumer behavior, viewers' behaviour during commercial break

JEL: M300.

1. Introduction

Since Bulgaria took the path to democracy and free market economy about sixteen years ago, the advertising industry has become an important "institution" of our times. The attitudes towards this "institution", however, are extremely polarized and contradictory. On one hand, advertising is praised as a virtue of capitalism, as a market economy accelerator and a factor for the enhanced welfare of potential customers. On the other hand, it is criticized for a lot of sins among which are popularization and promotion of harmful products, sexism, deceit, manipulation, intellectual and moral degradation, absence of ethics.

Against the background of the opposition between the proponents of advertising (which are usually advertising managers and advertising experts) and its critics (which are usually "the affected" or the so called advertising target audience), the question arises: How can advertising be more liked, more convincing, more honest, more moral, more ethical and, finally, to

perform better its purpose? Such an improvement of advertising activity would be beneficial for advertising specialists/advertising spenders, for customers and for society as a whole. The step that should be made in this direction is a study of consumer attitude towards advertising. It fully coincides with the purpose of the present study.

2. Previous research

Studies on consumer attitudes towards advertising have not been carried out in Bulgaria so far. Yet the topic has often been the subject of discussions in West-European countries and in North America. Back in 1959, Gallup conducted a study of consumer attitudes towards advertising in the USA, which demonstrated that, generally speaking, respondents tend to like advertising for many reasons: advertisements are informative and express consumer preferences for the products advertised as compared to the non-advertised ones¹. About ten years later, again in the USA, the first officially studied negative attitudes towards advertising were manifested: in 1968 Bauer and Greys reported that the larger part of respondents considers advertisements irritating because of too frequent repetitions². Later (1982), Barnes confirmed the growing negative attitudes towards advertising accounted for by the growing share of TV advertisements, where customers have the feeling that they have been misled and the number and power of

¹ The Gallup Organisation, *A Study of Public Attitudes towards Advertising*, Princeton, 1959.

² Bauer, R.A. Greys, S.A., *Advertising in America: The Consumer View*, Harvard University, Boston, 1968.

customer protection organizations is increasing³. Later in 1989, an article was published in the academic *Journal of Advertising*, proving that most of the respondents do not believe that advertisements present the objective truth with respect to products advertised. According to another conclusion in this article advertisements underestimate consumers' intelligence⁴.

A relatively recent study of the issue has been proposed by Mittal, who in an academic publication in 1994 states that customers in the USA are convinced that "advertisements lie" and "should not be trusted"⁵.

Some of the studies on attitudes towards advertising present data different from the already existing. According to a study conducted in Europe, 84 % of the respondents declare their positive attitudes towards advertising⁶. According to another study, carried out in the USA, Americans like rather than dislike advertising⁷.

In addition to the above-mentioned so called one-nation studies, a wealth of multinational and cross-cultural research has been published as a part of specialized literature. This type of research compares attitudes towards advertising in one country with attitudes in another country⁸.

The present study also has a cross-cultural character. It allows comparisons between Bulgaria, USA and Great Britain.

3. Research objectives

The research objectives of the project of studying attitudes towards advertising in Bulgaria can be classified in four groups:

3.1 Measuring **attitudes** towards **advertising** as a whole, as well as towards some aspects of it, which include: *information value* of the advertisements (how much useful information does it provide), *credibility*, i.e. to what extent advertisements should be trusted, *irritation* with respect to advertising (or the extent to which customers feel irritated), *economic effect of advertising* in the eyes of customers (to what extent advertising results in decreased prices and the quality of advertised products differs from that of the non-advertised ones), the moral and ethical value of advertisements (whether advertisements shows too much sex and to what extent they underestimate the intelligence of customers).

3.2 Examination of certain **advertising-related aspects of consumer behavior**, in particular, how often *advertising information* is used in the process of consumer choice, how often consumers *feel deceived and/or offended* by advertisements, how often the consumer has *avoided a certain product* only because he did not like its advertisement, how often consumers call telephone numbers, indicated in an advertisement.

3.3 Measurement and analysis of consumer behavior **during an advertising bloc** (on TV).

3.4 **International comparisons** between Bulgaria, USA and Great Britain with respect to attitudes

³ Barnes, M., Public Attitudes to Advertising, *Journal of Advertising* 1, 1982, pp. 119-128.

⁴ Andrews, J.C., The Dimensions of Beliefs towards Advertising in General, *Journal of Advertising* 18 (1), 1989, pp.26-35

⁵ Mittal, B., Public Assessment of TV Advertising: Faint Praise and Harsh Criticism, *Journal of Advertising Research* 34 (1), 1994, pp. 35-53.

⁶ Heyder, H., Musiol, K.J., Peters, K., Advertising in Europe – Attitudes towards Advertising in Certain Key East and West European Countries, *Marketing and Research Today*, March 1992, pp.58-67

⁷ Shavitt, S. Lowery, P.M. Haefner, J.E., Public Attitudes Toward Advertising: More Favourable Than You Might Think, *Journal of Advertising Research*, July/August 1998, pp. 7-22.

⁸ Rettie, R., Mojsa, M., Attitudes to Internet Advertising: A Cross Cultural Comparison, Kingston University, UK, 2003.

towards advertising. In this article, these comparisons have a limited presentation, because they are the subject of attention in another publication.

4. Research methodology

The study of consumer attitudes towards advertising in Bulgaria has been organized and performed by the department of "Marketing and strategic planning" at UNWE in 2005. The data gathering tool is a structured personal interview. The design of the questionnaire is simplified so that it can be filled out by the individual (i.e. it can be used as an inquiry, when necessary). Part of the questions in the questionnaire are analogous to those used in previous studies outside Bulgaria (USA u Great Britain). Thus comparability of results is ensured.

4.1. Sample procedure

The field work of data collection has been performed by over 100 students in the specialty of "Marketing" under the supervision of the author. The work done by students has been a part of their practical training in the discipline of "Marketing studies".

4.1.1. Target sample and sample size

The target sample includes the adult population over 18 years of age (18+), residents of the big cities (the regional centers). The work on data collection has been performed in the autumn (October – November) of 2005. A representative sample of 600 respondents over 18, residents of big cities of Bulgaria (regional centers) has been formed.

4.1.2. Selection of households by the random pass method

The households, among which respondents are to be selected, were determined according to

an initial point indicated by the supervisor of the study. Interviewers were instructed to turn their faces to the initial point and to start walking to the right of the latter. In streets where houses predominated, every fourth household was selected. Where more than one household lived in the house, the interviewer had to select one of them randomly. In streets with apartment buildings, interviewers selected every 10 apartment.

During the choice procedure, interviewers walked only on one side of the street. When they reached a cross-road, they would turn left or right in order to avoid moving in a circle. If at the first crossroad an interviewer had turned right, then at the second one he would turn left and so on. If the street ended with a non-resident site (factory, levels, etc.), the interviewers turned back and continued on the opposite side of the street.

4.1.3. Selection of persons in households by applying the Troidahl-Carter method

The Troidahl-Carter method is a version of the Kish procedure, where the choice of a person in the randomly selected household is determined by its composition. Thus, any possible interference on the part of the field assistant which could potentially distort the data was eliminated, on one hand; on the other hand, precise representation of the population in compliance with the key demographic characteristics was ensured by constructing the selection schemes. In the Troidahl-Carter method used in the present study, four indexes (schemes and tables) are applied for the selection of individuals⁹.

To select the individual to be included in the study, two questions were asked so as to determine the composition of the household:

⁹ The details on the practical application of the method Troidahl-Carter method see Katrandjiev, Hr., Segmentation of the television audience on the basis of viewers' habits, Ph. D. Dissertation, UNWE, 2005, p. 114-115.

- (1) How many persons of over 15 years of age did the household contain?
- (2) How many are male (or female respectively)?

In the cell checking answers by column and row there is an indication showing who should be included¹⁰. On the front page of each questionnaire there is an index number¹¹ that had to be applied to the respective household. The indexes had to be alternated, starting from the first up to the fourth. To this effect, the interviewer had arranged his/her questionnaires in this order in advance. In case the respective individual was absent for a longer time (military service, long business trip, emigration, etc.) or inability (damaged hearing, disease, etc.), these households were excluded. The same procedure was followed in case of outright refusal to participate in the study. In case of temporary absence, the field assistants were instructed to make three attempts to meet the person and take the interview, and if the third attempt failed, they would continue on the random pass.

4.2. Questionnaire design

Formally, the data collection questionnaire could be "divided" into three sections. The first section collects data on attitudes towards advertising, using 11 advertising-related statements and a 5-point Likert scale (totally agree – totally disagree). The five-degree scale was preferred because it had been used in similar studies abroad, which made it appropriate for international comparisons and analyses. In presenting the results, the scale was reduced to a three-degree one (agree – neither agree, nor disagree – disagree) with a view to easier understanding and interpretation of the data. The first section of the questionnaire gathers data necessary to perform the first group of research purposes (p. 3.1).

The second section of the questionnaire includes questions related to the customers' behavioral aspects with respect to advertising. The questions were of the type "How often....?", and the scale was again a 5-degree Likert (always-often-sometimes-rarely-never). Another question was included in the second section, aimed data collection on TV viewers' behavior during an advertising bloc: "What do you usually do when an advertising bloc starts?" The response options are 7:

- I immediately change the channel;
- I watch the whole bloc;
- I watch only one part of advertising;
- I leave the room;
- I turn down the sound;
- I switch off the TV;
- other.

The third section of the questionnaire includes the so called demographic questions gathering data on gender, age, family background, occupation and financial status of the interviewed.

5. Results

5.1. Public assessment of the information value, credibility, economic efficiency and moral and ethical value of advertising

Public assessment of advertising in terms of its **information value** has been measured by the question "To what extent do you agree that advertising provides useful information?" As it has been already mentioned above, the answers to this question vary from "I totally disagree" to "I totally agree" on a 5-degree Likert scale, which was transformed into a three-degree one (in presenting the results). As Fig. 1 shows, over half of the respondents (52 %) consider that the respective advertisement provides useful information. Over

¹⁰ Ibid.

¹¹ Ibid.

a fourth of the respondents (26 %) categorically reject this statement, and 22 % of them do not have a clear-cut opinion on the question.

Based on the presented data, it is possible to make the conclusion **that public opinion with respect to the information value of advertising is not too sympathetic: only half of respondents agree that advertising provides useful information, which in the author’s opinion is not an especially high score (approximately “average 3”). Moreover, one of the main functions of advertising is to inform people.**

The degree to which society **likes advertising** can be determined on the basis of the distribution of the answers to the statement “I like to watch advertisings”. Less than half of the respondents (49 %) give a confirmative answer, whereas 29 % of them categorically reject this statement. Another liking-related question was how irritating the advertising is. Half of the respondents agree with the statement that “most advertisings are irritating”. Compared to Great Britain this share amounts to 44 %¹².

An important question for both advertising spenders and advertising agencies serving their needs is: **“How much do customers**

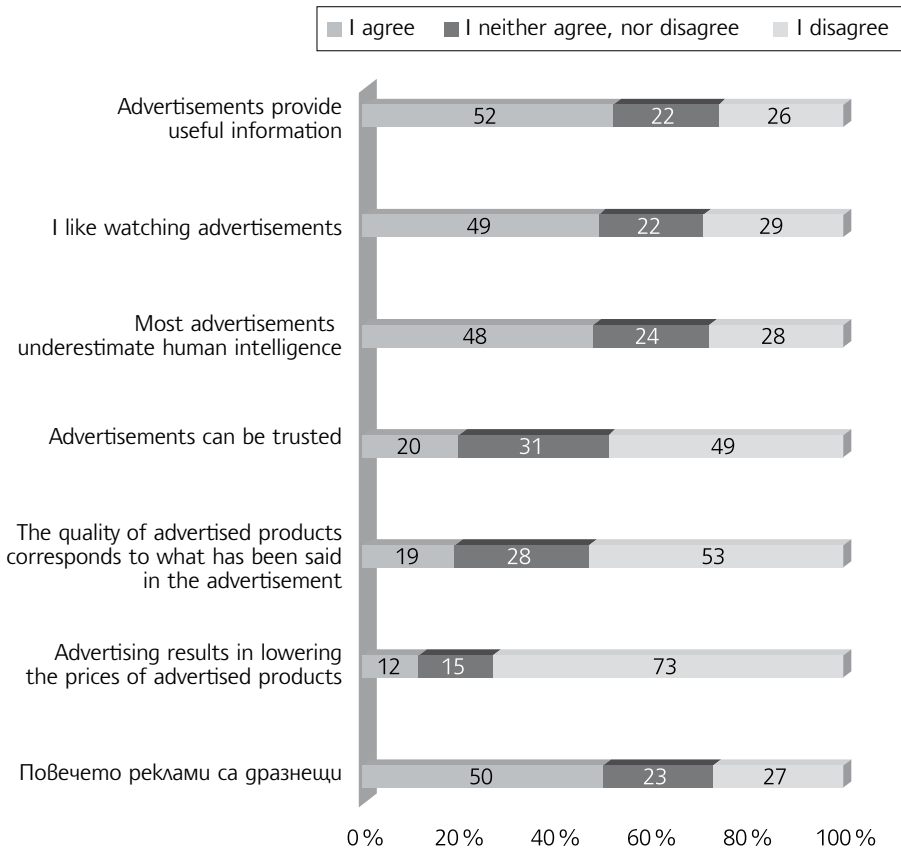


Figure 1. Public opinion and advertising

¹² Rettie, R., Mojsa, M., Attitudes to Internet Advertising: A Cross Cultural Comparison, Kingston University, UK, 2003.

trust advertising?” To assess public opinion with respect to the advertising’s credibility, two questions under the first section of the questionnaire were to be analyzed, namely: “To what extent do you agree with the statement that advertising can be trusted?” and “To what extent do you agree with the statement that the quality of advertised products corresponds to what has been said in the advertisement?” The analysis of the answers to the first question leads to the conclusion that **advertising definitely suffers from public distrust** – only 20% of the respondents tend to trust advertising whereas almost half of respondents (49%) categorically reject this option, and 31% are without clear opinion (Fig. 1). The conclusion of the poor public confidence in advertising is supported by the distribution of answers to the second question – only 19% of the respondents accept the statement that “the quality of advertised products corresponds to what has been said in the advertisement”.

This statement was categorically rejected by 53% of the respondents, and the remaining 28% did not provide a clear opinion on the question.

For a long time, one of the key arguments presented in favor of advertising has been the one related to its *economic efficiency* and, in particular, to the view that it contributes to a lowering of prices. This is a widely held argument found in almost all textbooks on advertising. Advertising associations even use it as a “convincing argument” in advertising itself. But how do consumers perceive advertisements? The data in Fig. 1 show that only 12% of the respondents tend to believe the statement that advertising results in lowering prices. And 73% categorically state that they do not share this

view. **Again, the conclusion seems obvious that society does not harbor a special trust to advertising – it rather tends to be skeptical towards what is stated by the advertisement and the economic (price lowering) effect.**

In the first section of the questionnaire, there are two questions with the purpose to determine two aspects of **moral and ethical nature**. They are related to the extent that advertising “underestimates people’s intelligence” and “there is exposure to too much sex”. Approximately half of the respondents (48%) agree with the statement that advertising underestimates their intelligence (Fig. 1). This share is almost identical with the share of those, who have answered in the same way in the USA (47%)¹³. If we continue the comparison between Bulgaria and USA, also with respect to the degree to which advertising is sexualized, we will find that the share of Bulgarian respondents (24,33%), for whom advertising too sexualized, about twice higher for the Americans (Fig. 2). This fact can

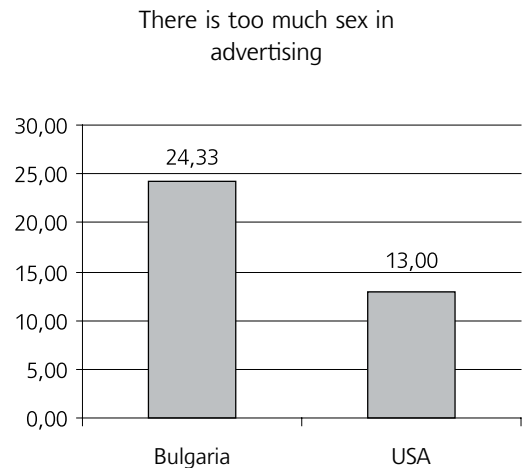


Figure 2. Comparison of public opinion in Bulgaria and USA with respect to sexualization of advertising

¹³ Shavitt, S. Lowery, P.M. Haefner, J.E., Public Attitudes toward Advertising: More Favorable Than You Might Think, Journal of Advertising Research, July/August 1998, pp. 7-22.

be accounted for in two ways – either American advertisements are not as sexualized as the Bulgarian, or Bulgarians have a lower sensitivity threshold to sexualized advertising messages than that of the average American.

5.2. Advertising and consumer behavior

As it has been already mentioned, the present study also aims at providing an explanatory account of some advertising-related aspects of consumer behavior. These aspects include past experience of people in their capacity of consumers. The data are gathered on the basis of the questions, contained in the second section of the questionnaire.

The results unambiguously demonstrate a **“bad” consumer experience related to advertising**. Otherwise the fact of such a high share of respondents (96 %) who answer that ‘they feel to have been deceived by advertisements’ (Fig. 3) can hardly be accounted for. In this context it seems logical that, as is

shown on (Fig. 4), 68 % of the respondents answer that “they feel to have been offended by advertisements”. It is evident that Bulgarian advertising in the past 16-17 years has incurred “grave sins” to its customers. In previous studies devoted to advertising costs, we have found an interesting relationship between advertising costs of Bulgarian banks and bank failures: it turned out that banks with the highest advertising budgets (before the wave of bank crashes in 1996-1997) were among the first to have gone bankrupt¹⁴. If we recall the numerous political advertisements and slogans, the advertisements of financial pyramids and all similar advertisements broadcast or published during the period of Bulgarian transition, we could then arrive at an at least partial explanation of the results presented in Fig. 3 and Fig. 4.

The next couple of figures (Fig. 5 and Fig. 6) present research results, related to the impact of advertising on consumer behavior and, in particular, on decision making to purchase or not a given product.

Have you felt deceived by advertising?

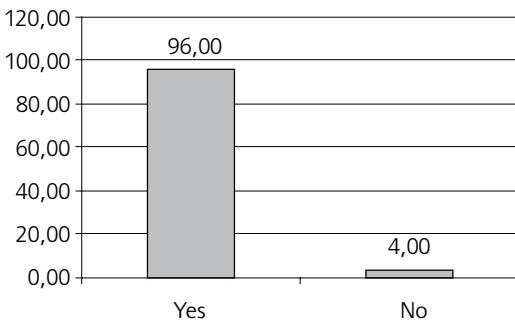


Figure 3 Negative consumer experience related to advertising deceit

Have you ever felt offended by advertising?

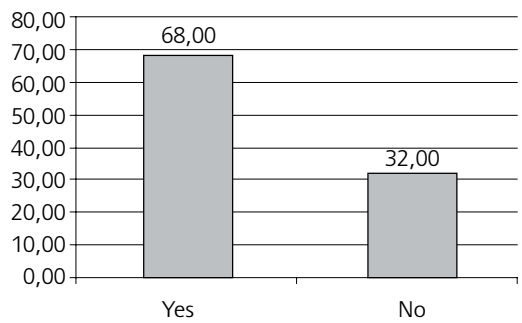


Figure 4. Negative consumer experience related to the feeling of offence

¹⁴ Details on the quoted study can be found in Katrandjiev, Hr., The link between advertising and product quality, Alternatives, No. 15-16, December 1998, p. 47-49.

Have you ever bought something only under the influence of advertisement?

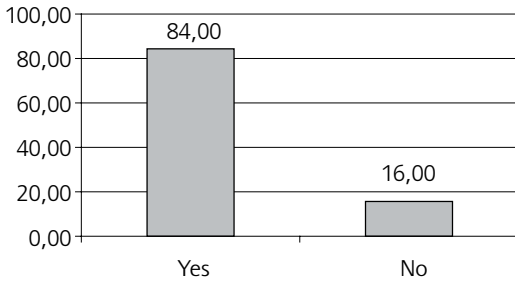


Figure 5. Ad influence on purchase decision

It can be seen in Fig. 5 that 84 % of the respondents provide an affirmative answer stating that they have bought something as a result of the sole impact of advertisements. It is obvious that the well-thought and skillfully developed advertisements maintain their strong impact on consumers (irrespective of any "bitter" previous consumer experience). This conclusion may sound as music in ears of advertisers; and yet there is another side of the coin: 80 % of the respondents state that "they have happened to avoid a product only because they did not like its advertisement". Therefore, advertising **has an impact on consumer behavior, but this**

Have you avoided a given product, because you did not like its advertisement?

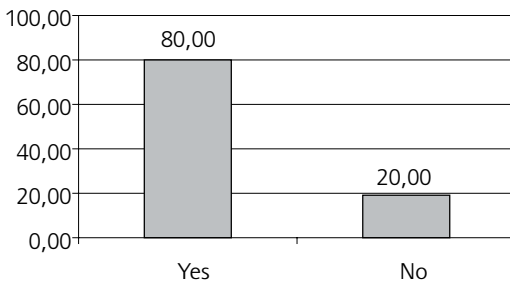


Figure 6. Impact of advertising on refusal of purchase

impact can be either positive (resulting in a purchase) or negative (resulting in avoiding the purchase of the product advertised).

This conclusion is to be considered by Bulgarian advertisers above all, and mostly by those who view advertising as an intra-company amateur activity, or a service to be provided by randomly chosen advertising agencies or consultants.

Finally, we will comment some results, showing the degree to which customers tend to react directly to advertisements and, more specifically, make phone calls to numbers indicated in advertisements (Fig. 7). Approximately one-third of the respondents (32 %) answer that at least once they have called a number given in an advertisement. This result might be of interest to direct marketing agencies, who develop communication programs, aimed at producing a direct consumer reaction. It may be concluded that their share depends on the specific features of the target group. However, to be more specific about the direct role of advertising, it is essential that the following be studied: the link between the propensity to react directly to an advertisement and the demographic characteristics of the target group; the number of advertising broadcasts or publications; the creative aspects of advertising; the media aspects of advertising, etc.

Have you ever called a phone number indicated in an advertisement?

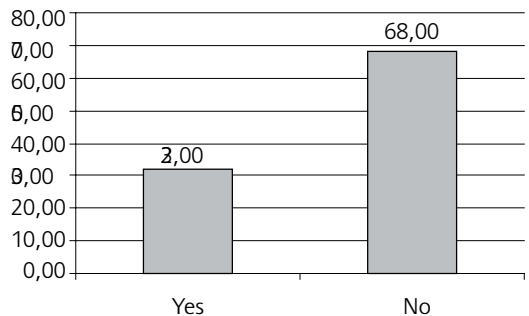


Figure 7. Propensity to direct reaction to advertising

5.3 Behavior of viewers during an advertising bloc

Since the TV remote control was developed, the efficiency of television advertising has been the topic of heated debates. One of the 'hot spots', where diverse and often conflicting interests of TV companies, advertising spenders and advertising agencies meet, is the issue of the TV viewing rate during an advertising bloc. One of the most controversial issues is the following: does the TV viewing rate fall during an advertising bloc? Or, in other words, what percentage of viewers of a given TV program tends to stop watching it at the start of an advertising bloc?

The question of the decreased watching rate during an advertising bloc is essential, since advertising rates are determined on this basis. The watching rate or the rating of television programs is measured by applying the peoplemetric technology, which uses a special device to record when a given TV set is switched on, to which channels, how long and at what time during the day/night it is switched off. This is how the declining number of viewers during an advertising bloc can be specified. But not quite! Because what peoplemetric experts measure is what the TV set, not the viewer, 'does' before the TV. There are cases when these two types of 'behavior' overlap, but there is often a 'mismatch'. What peoplemetric experts actually measure is the presence of viewers in the room, where the TV receiver is switched on, and not whether the viewer(s) is under the impact of the program. For instance, a viewer may be sitting before a TV set and yet be doing a number of activities, which in one way or another prevent his/her perception of the TV program. Peoplemetrics are not sufficient to give a comprehensive account of TV viewers' behavior. When a TV

set is on and there is a respective viewer to hypothetically watch it, this viewer might be performing at least one of the following activities:

- a) leave the room, where the television receiver is;
- b) switch to another channel;
- c) switch off the TV set;
- d) watch television;
- e) turn off or down the TV sound level;
- f) read a newspaper, a magazine, a book, etc.;
- g) talk to other people in the room (or on the telephone – note of the author).

Some of the above-mentioned activities can be recorded with the help of peoplemetric tools, whereas others cannot. Only in case the respondents deal correctly with peoplemetric tools¹⁵, can it be assumed that these activities under a), b) and c) can be recorded by these tools.

On the other hand, the activities under d), e), f) and g) cannot be recorded by peoplemetric tools, but can be measured in terms of partial or full perception of the broadcast television program.

With respect to the pros and cons (advantages and disadvantages) of peoplemetrics described so far, we consider it appropriate to propose an alternative approach for measuring the television watching rate, based on data collection related to viewers' habits during an advertising bloc¹⁶. However, we emphasize that we consider the different methods of measuring viewers' behavior as complementing each other. The comparisons between the data, obtained through different sets of methods, provide the basis for further in-depth analyses, guaranteeing a more detailed

¹⁵ Concrete dealing with peoplemetric tools in this case is understood as the specific pressing of individual button for "switch on" (i.e. the spectator starts watching TV) and за "switch off" (i.e. the spectator ends watching TV) from the part of the viewers in the panel.

and precise picture, which would otherwise be difficult to arrive at¹⁷.

In this context, we may claim that the methodology of studying viewers' habits during an advertising bloc employed herein can provide an alternative view on the television audience. The combined use of data about viewers' habits, and data obtained by the use of other sets of methods, can make the analysis of TV audience even more precise and comprehensive.

For the purposes of this study, a special question, gathering data about typical (habitual) behavior of viewers during an advertising bloc, has been included in the data collection questionnaire. Question types and answer distribution are presented in Fig. 8.

As the results show (Fig. 8), 23.8 % of the respondents would readily switch on to another channel upon the start of an advertising

bloc. Therefore when planning an advertising campaign, it would be logical to expect a decrease of 23.8% of the real rating of an advertisement. Therefore, we can speak about **potential rating** (the rating, expected on the basis of the rating of the program, within or after which the advertising bloc is placed) and **real rating** (showing the real share of viewers, who have seen the advertisement, and not the share of those, who have watched the program before the start of the advertising bloc).

Moreover, there are reasons to claim that the real rating is lower than the potential one by more than 23.8 %, since approximately half of the respondents (49.3 %) answer that they watch only part of the advertisements in the advertising bloc (Fig. 8). An there are 12.8 %, who answer that their typical behavior at the start of an advertising bloc is to be busy with other things such as reading a newspaper, a book, etc., i.e. attention from the TV screen is

What do you usually do, when a commercial break starts on TV?

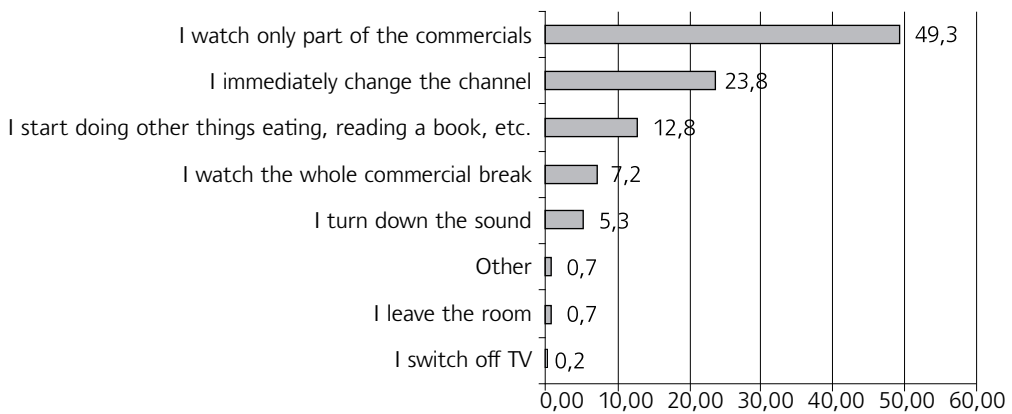


Figure 8. Viewers' behavior during commercial break

¹⁶ Details on the methods of studying viewers' habits can be found in Katrandjiev, Hr., Segmentation of the television audience on the basis of viewers' habits, Ph. D. Dissertation, UNWE, 2005.

¹⁷ See Bogomilov, I., How many aces are there in the pack of media studies?, www.mediatest.tv/Articles. See also Bachvarova, R., Cognitive capacities of media studies, www.mediatest.tv/Articles

distracted. About 5 % of the interviewed declare that they turn down the television sound at the start of an advertising bloc, which also prevents (at least partially) the perception of advertising. Indeed, only 7.2 % of the respondents answer that they watch the whole advertising bloc from beginning to end without deliberately avoiding the advertisement.

The analysis of the statistical significance of differences shows that it is younger people rather than older, who tend to change the channel immediately at the start of an advertising bloc: for respondents under 30 this share is 29 %, and for respondents over 30, it amounts to 17 % ($p = 0,01$, $z = 3,53$).

A statistically significant difference is observed in male and female behaviour: almost 20 % of women confirmed that at the beginning of an advertising bloc they immediately switch to another channel, whereas for men this share exceeded 31 % ($p = 0,01$, $z = 3,61$).

6. Conclusion

The main conclusion of the conducted study is unambiguous: prevalent attitudes among Bulgarian consumers to advertisements are not positive. This study throws light upon facts alarming for advertising experts: one of two customers does not trust an advertisement; one of two would readily adopt the view that “most advertisements are irritating” and they “underestimate people’s intelligence”. It can be said that at least half of Bulgarian consumers – residents of bigger cities perceive advertising as deceiving, annoying, irritating, and offensive. Moreover this opinion has been shaped during a consumer experience, which has undoubtedly left bad memories in people’s minds: 96 % of the respondents answer that they have happened to feel deceived by advertisements and 68 % of them have felt offended.

Public confidence in advertising is also undermined in terms of the latter’s economic function: over two-thirds (73 %) categorically reject the classical argument of advertising proponents related to the economic benefit of advertising, namely the statement that advertising results in decreasing product prices. Another result can be added to this one – almost 60 % of the respondents deny that advertised products have better quality than non- advertised ones.

As a result of such prevailing attitudes, the behavior of viewers during a TV advertising bloc seems logical: almost 24 % of the respondents answer that they would normally readily change channels when an advertising bloc starts on television.

7. Managerial implications

Taking into consideration the obtained results, the question that logically arises is: What can the advertising industry do to change public opinion and attitudes towards advertising in general, and boost advertising efficiency in particular?

Firstly, advertising agencies have to improve the quality of advertisements, i.e. the latter should be more informative in nature, provide a fair picture and, last but not least, be more creative in their design (funnier in nature).

Secondly, managers in charge of advertising budgets in organizations, as well as advertising agencies should reallocate more resources to a preliminary trial of advertisements and their potential effect on customers. That is how mistakes, which often imprint themselves in the consumers’ long-term memory, can be avoided.

Thirdly, the respective managers and experts should take measures to improve targeting of advertising campaigns. Thus consumer

irritation provoked by an advertisement can be minimized.

Fourthly, advertising managers and experts should be aware of the potential 'wear and tear' (or depreciation and obsolescence) of advertising messages; the latter should be updated or modified on a regular basis. Conducting market study of the tracking type may be an appropriate approach to achieve this goal.

Fifthly, the advertising industry as a whole should see to it that proof of the positive economic role of advertising is regularly published. It is recommended that such evidence be published by an independent source (so as to avoid conflict of interests).

In the sixth place, the advertising industry should allocate more resources for fundamental research in the field of advertising, which would answer questions related to issues such as 'How advertising works' or the dynamics of public attitudes towards advertising, the culture-specific features of Bulgarian target audience or how the latter may be used to boost advertising efficiency, consumer typology from a psychographic perspective and specific characteristics of consumer behavior;

In the seventh place, the advertising industry in Bulgaria should put effort in improving self-regulation (by establishing respective advertising associations) and adopting higher standards of social and moral responsibility. **VIA**