

TWO-STAGE APPROACH USING PLS-SEM TO REANALYZE ATTITUDE TOWARDS ADVERTISING, ITS ANTECEDENT AND OUTCOME

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ABSTRACT

Purpose – The purpose of this paper is to reanalyse the attitude towards advertising by using PLS-SEM. Furthermore, this paper investigates antecedent and outcome on advertising.

Design/methodology/approach – Questionnaire-based survey was administered at universities in Gwalior and Bhopal region and 213 respondents were subsequently sampled Partial least squares structural equation modelling was performed to test the research hypotheses.

Findings – Outcomes of the present study depicts that the attitude of the young consumers of Gwalior towards advertisement is shaped by both positive and negative views. Specifically, personal belief factors square measure found to possess larger impact on their perspective and intention than social belief factors.

Practical Implications – current research is designed to indicate the belief-attitude-intention model in advertising research using two-stage approach in PLS-SEM (Ting and Hiraam,2015). Belief factors are built as formative measurements in the higher order variable model to form personal and societal belief factors.

Originality/value – A very limited work has been conducted to specify the dimensionality of belief factors in elucidation of attitude and intension to advertising in several emerging markets. Therefore, the misconduct of the model and oversight of procedures due to insufficiencies in analysis may likely lead to inappropriate assumption to familiarity and practices. Current research will going to fill this gap in the existing literature.

Keywords: Advertising; Attitude; Belief; Intention; PLS-SEM; Model Specification.

INTRODUCTION

Advertising is considered to be an important concept of Marketing. Various companies and organizations are spending huge amount of money on this tool of marketing. It has been considered as an important social and economic phenomenon (Polly and Mittal, 1993). Advertising not only provides social and economic activities it also put a lot of impact on the life of people, the way they live, communicates and behave. Thus it is believed that the attitude of consumers towards advertisement is considered as an important aspect to understand consumer behavior in an advertising study. As advertising has explanative capacities of successive actions, the concept has been continually researched in

marketing studies (Korgaonkar, Silverblatt and O'Leary, 2001; Kwek, Tan and Lau, 2010; Pollay and Mittal, 1993). Several studies as shown that behavioural intent is considered as the outcome and believes as an antecedent of advertisement. In advertising research models like belief- attitude- intention model is very well supported by the Theory of Reasoned Action (TRA) (Ting, De Run and Ramayah, 2015). More explanation towards attitude and intention in advertising is understood by decomposed believes in advertising. Seven - factor belief model which was given by Pollay and Mittal (1993) is widely used to explain advertisements. Similarly, past researchers have been developing a belief factor as an independent variable which points directly to

advertisement it as a dependent variable in various ways (Korgaonkar, et al., 2001; Ramaprasad and Thurwanger, 1998; Ting et al., 2015).

In order to predict the intention of advertising in a single model, a limited work has been done. Advertising studies with belief factors are mainly done in North American- European context (Ashill and Yavas, 2005; Walters, 2001; Wang, Sun, Lei and Toncar, 2009). These types of deficiencies lead to model misassumptions and precipitate oversight of trials that is the reason the theoretical inferences and hands-on significance of the theme in diverse situations have been done.

With the limitations of the first generation analysis and the advancement of the algorithm in latent variable Structural Equation Modelling (SEM), the current study is focused to re-examine advertising belief- intention-attitude model with the use of the two-stage approach in Partial Least Square Structural Equation Modelling (PLS-SEM). The aim of the current study is to not only offer methodological input to the study but also provide practical implementation and understanding of advertising belief- intention-attitude in terms of developing market.

LITERATURE REVIEW

Attitude towards Advertising

Generally, attitude can be described as a mental state used by an individual to structure the way they see their environment and guide the way they respond to it (Aaker, Kumar, and Day, 2001). This concept is an important concept in research on marketing. Attitude is something which is not instinctive rather it is considered something which is based on past experience or knowledge. In such line predisposition, the person responds to an object, an idea or a matter with permanent evaluation, emotional feeling and action (Aronson, Wilson and Akert, 2002; Kotler, 2000) It is considered that individuals who hold a certain attitude will always demonstrate behaviour that is consistent and compatible with their attitude (Hussain, 1984; Olson and Zanna, 1993).

Advertisement is widely acknowledged as “a learned predisposition to respond in a consistently favourable or unfavourable manner to advertising in general” (Lutz, 1985,

p. 53). Advertising has been for long focuses of attention and interest in marketing research (Mittal, 1994; O'Donohoe, 1995; Pollay and Mittal, 1993). Studies on Advertisement is perpetuate by continuous confirmation that shows the positive relationship between advertising attitude and advertising effectiveness (Greyser and Reece, 1971; Kotler, 1988; Mehta, 2000; Mehta and Purvis, 1995), and its effect on attitude towards particular brand and advertisement (Lutz, 1985). Moreover, Advertisement is also considered to have direct consequence on contact and attention to advertisements (Shavitt, Lowrey and Haefner, 1998), and purchase intention and actual behavior (Bush, Smith and Martin, 1999; Ha, et al., 2011). In addition, it is claimed that the understanding of Advertisement can bring in better social policy initiatives (Calfee and Ringold, 1988, 1994; Pollay and Mittal, 1993), thus benefitting the society at large (Pollay and Mittal, 1993; Rotzoll, Haefner and Sandage, 1986). Thus, it is very important to understand and keep close track to Advertisement, given the fact that so much has changed due to rapid societal development and the escalating use of complicated communication devices (Jeong and Lambert, 2001; Chopra and Wallace, 2003; Khatibi, Haque and Karim, 2006).

Beliefs about Advertising

In order to understand the formation of Advertisement, earlier studies have been done in order to experience and determinants. One of the most recognized preceding variables found in earlier empirical studies is the belief about advertising. Belief is largely described as specific statement about the attributes of an object (Brackett and Carr, 2001; Ducoffe, 1996; Pollay and Mittal, 1993; Wang, et al., 2009). One of the most widely adopted models on belief about advertising is the seven-factor belief model by Pollay and Mittal (1993). The model has been extensively used because of its comprehensiveness and validity (Korgaonkar, et al., 2001; Munusamy and Wong, 2007; Rama Prasad and Thurwanger, 1998). Two categories of factors are proposed in the model, and they are personal (micro) factors and societal (macro) factors. These factors are reviewed in the following paragraphs.

Personal Belief Factors

Personal belief factors can also be called as micro belief factors, these factors are made up

of seven micro factors they are as Product Information, Social Role and Image, Pleasure, Good for Economy, Materialism, Sense and Value Corruption etc. There has been lot of debate about the role of advertising some believe that it provides information to the public in general, some believes that its role to maximize profit for the company or organization (Eze and Lee, 2012; Wang and Sun, 2010). Various empirical studies have shown that there is positive effect of advertisement on product information (Eze and Lee, 2012; Munusamy and Wong, 2007; Taylor, Bonner, and Dolezal, 2002; Wolin, Korgaonkar, and Lund, 2002).

Social and lifestyle image is another important component of advertising (Korgaonkar, et al., 2000). It is believed that these factors affects people's lifestyle and glorifies the current social status and trends (Wang, et al., 2009). Products those are advertised tried to make them relate with the lifestyle of the consumers. By this consumers tries to relate them and feel the association with the product. If idea and message applies to the consumers then they desire to get social image and lifestyle (Tan and Chia, 2007). Advertisement provides up-to-date information about the product which is considered to the positive effect of advertisement (Yaakop, et al., 2011). It is also believe that in order to flaunt their status consumers are ready to pay higher price for the products (Pollay and Mittal, 1993).

Societal Belief Factors

Societal belief factors are also known as macro factors. These factors are made up of four factors they are as Good for the economy, materialism, value corruption and falsity. Advertising motivates the consumers to buy new products and provides employment opportunities, promotes healthy competition among various companies and organizations and raises standard of living of the consumers that is why this is good for the economy (Belch and Belch, 2009). Advertisements done on internet or social media advertising is being widely being used by various companies in order to spread information about new and innovative products more effectively and efficiently in today's competitive world (Korgaonkar, et al., 2001).

These are some of the positive aspects of advertising there are some negative aspects

also (Singh and Vij, 2007). It is believed that this technique of promotion is responsible for promoting materialism and makes society more materialistic (Belk, 1988). Advertising is more often use to create false wants. Consumers get fascinated by the coloured and fancy advertisements and tries to relate themselves with that and in this they turn up to be more materialistic (Pollay and Mittal, 1993). And this will end up buying them products which are not needed by them (Pollay and Mittal, 1993). Advertising also believe to provide somewhat false information to the consumers. Falsity in advertising can be said as providing fallacious information about the product and services to their consumers (Greyser and Reece, 1971). This technique has also been regarded as a continues attempt to misguide the consumers point of view and understand about the product (Pollay and Mittal, 1993). Some authors have describe advertising as misleading and manipulative (Alwitt and Prabhaker, 1992; Mittal, 1994). It is believed that advertisements provides positive message but it is also true that negative aspects of the advertisement is easily being remembered by the audience (Munusamy and Wong, 2007). Past empirical studies have also supported that value corruption negate Advertisements (Munusamy and Wong, 2007; Tan and Chia, 2007; Wang and Sun, 2010). It is therefore put forward that value corruption will also cause advertisement to be unfavourable.

Theoretical Consideration

Fishbein and Ajzen in the year 1975 provide a theory as theory of reasoned action (TRA) which gives important aspects to understand and predicts the social behavior. Marketing researchers use this model to understand and predict the consumers attitude and behavior (Bobbit and Dabholkar, 2001; Choo, et al., 2004; Chung and Pysarchik, 2000; Page and Luding, 2003; Soderlund, Vilgon and Gunnarsson, 2001). TRA model states that behavior of individual is determined by intention to perform it and intention is being predicted by attitude and attitude is considered as positive or negative evaluation of performing behavior (Fishbein and Ajzen, 1975). Current study will look only at relationship between beliefs, attitude and intentions of consumers towards advertising. This study will re-specify the model so that it

can provide practical understanding towards the advertisements.

Methodological Consideration

Various advancements in statistical techniques mainly in Partial Least Square Structural Equation Modelling (PLS- SEM) permits the development of parsimonious predictive-based research model (Hair, Ringle and Sarstedt, 2011; Becker, Klein and Wetzels, 2012; Hair, Hult, Ringle and Sarstedt, 2013; Hair, Hult, Ringle and Sarstedt, 2016). As Compared to covariance-based SEM (CB-SEM), which is more confirmatory oriented, PLS-SEM uses variance-based technique and relaxes assumption on sample size, number of indicators as well as data normality, thus making theory development possible and relevant in different contexts of study (Barroso, Carrión and Roldán, 2010).

CB- SEM is being complemented by PLS-SEM in several ways like in the field of marketing it addresses various issues which are related to model specification (Jarvis, MacKenzie and Podsakoff, 2003) also it facilitates the use of formative dimensions of the model which increases the validity of the results claimed by the various researchers. The current study is being conducted by using Meta data analysis, Jarvis et al. (2003) analysed that in marketing study 32% is the rate of mis- specified model. Before the use of second generation statistical analysis techniques, researcher had found that higher order construct (HOC) is not feasible to use. After coming of CB-SEM technique which

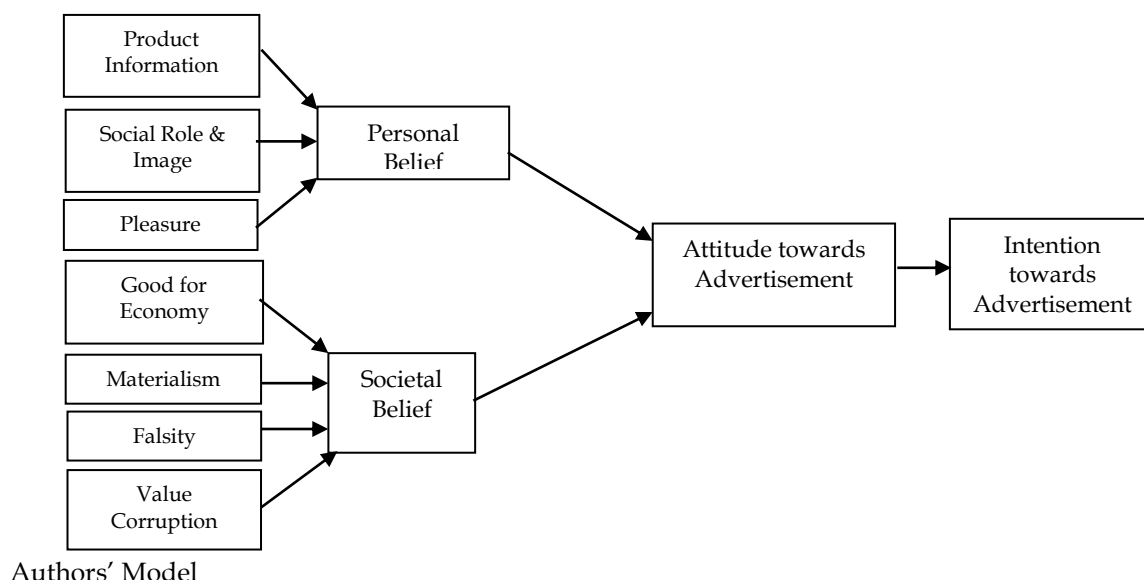
mainly deals with dimensions those are reflective in nature. But when the real research is being conducted then higher constructs are actually formed by different dimensions because they are found to have low correlation with one another. In HOC model of specification PLS- SEM have an advantage because it permits the combination of reflective and formative measurement in the same model (Becker, et al, 2012).

The main purpose of current research is to test advertisement model with HOC's by considering belief-attitude-intention in consideration with developing countries. Frame work proposed by Pollay and Mittal (1993) as the base of current research which says that product information, social role and image, pleasure from personal that is micro belief factors which are good for economy, materialism, no sense and value corruption use to form macro belief factors creating a reflective formative HOC. PLS-SEM uses composite factor technique which is better suited to analyse the model under investigation.

RESEARCH MODEL AND HYPOTHESES

From the above discussion model that is developed as shown in Figure 1. Advertisement is the main construct of the research, having each belief factor points directly towards advertisement, HOC are used to focus on personal belief factors and societal belief factors.

Figure 1. Research Model



Based on the literature review which are related to belief, attitude and intention in various studies related to advertising functional hypotheses has been formulated to investigate the relationship between these factors. As researcher has used HOCs that is why only three hypotheses has been formulated which are stated as:

H1: Beliefs about advertising have positive impact on attitude towards advertising.

H2: Societal beliefs about advertising have positive impact on attitude towards advertising.

H3: Attitude towards advertising has positive impact on intention towards advertising.

METHODOLOGY

After analysing the research problem researcher has used Quantitative technique to investigate advertisement and its relationship with beliefs, intentions and attitude. As India is considered one of the growing markets amongst the developing countries which provides ideal environment for advertising research .Researcher have selected only university students (from north India) for the research. As they represent the most meaningful segment of the target population (Beard,2003). As these young adults are growing they are developing and consolidating their own personalities and manners of living (Holbrook & Schindler, 1989; Rogler,2002).Therefore it is believed that this particular section could easily influence the people around them (Leslie, et al.,2001).

Judgmental sampling technique was used to ensure that Indian University students were sampled purposefully to accomplish the objective of the study (Onwuegbuzie and Leech, 2007). For collection of data a self-administered questionnaire has been designed and has been circulated among the students of North India mainly from the city of Gwalior. Five-Point Likert scale has been used in which 1 indicates 'strongly disagree' and 5 indicates 'strongly agree'. As model is consist of both reflective and formative measures so the common method variance is not used (Hair, et al., 2014).

Pre-test was conducted before finalizing the questionnaire on five respondents by debriefing method so as to eliminate problems with questionnaire design so that it would be

comprehensive about instructions and statements that has been used (Bazera, 1996; Hunt, et al., 1982). Total of 300 questioners has been distributed mainly in three universities campuses of North India and amongst them 213 usable copies were collected during the month of March- 2020.

Collected data were then keyed into Statistical Package of Social Sciences (SPSS) .Subsequent analyses have been done by using SmartPLS 3.3.2 (Ringle, Wende and Becker, 2015).

To cater the impact of HOCs in the model ,two stage approach technique in PLS-SEM was used (Becker, 2012). Hair et al. (2014) have highlighted the need to have a clear forethought on model specification to avoid erroneous modelling which would lead to Type 1 and Type 2 errors (Edwards and Bagozzi, 2000). Current study utilizes reflective-formative HOC model on the basis of TRA and Polly & Mittal's framework to accommodate distinct belief factors.

FINDINGS AND DISCUSSIONS

Demographic details of 213 young consumers sampled from universities from Gwalior, response rate of 71% suggests appropriate administration of data collection process.

Table 1 Respondent Profile

<i>Variable</i>	<i>Frequency</i>	<i>Percent</i>
Gender		
Male	123	57.7
Female	90	42.2
Age		
15-20 (years)	61	28.6
21-25 (years)	50	23.4
26-30 (years)	44	20.6
31-35 (years)	33	15.4
36 and above	25	11.7
Region		
Gwalior	130	61.0
Bhopal	83	38.9

Author's Calculations

Above table shows the differentiation in questioner on the basis of gender, age and region 57.7 percent male and 42.2 percent female have respondent . Age group that has been taken is 15-20 years , 21-25 years , 26-30 years , 31-35 years and 36 years and above.

Region that has been taken is Gwalior and Bhopal.

Assessment of Measurement Model

Table 2 depicts the evaluation of construct reliability and convergent validity of the constructs in this study. As illustrate, the composite reliability (CR) values of 0.921 (ATT), 0.920 (INT) and the dimensions of societal belief factors (COR (0.907), FAL (0.904), MAT (0.888), ECO (0.838)), as well as personal belief factors (INF (0.890), SOC (0.892), HED (0.852)) indicate that these constructs possess internal consistency. Similarly, these constructs also demonstrate adequate convergent validity after removing items with low loadings. Hence, they achieve the minimum threshold value of 0.5 for average variance extracted (AVE), which indicates that the items loaded to the

respective constructs explain more than 50% of the constructs" variances (Hair, et al., 2014).

The table 3 and table 4 demonstrate the assessment of discriminate validity. To date discriminated analysis is assessed using the Fornell and Larcker (1981) criterion and Henseler's heterotrait-monotrait (HTMT) (2015) criterion. In terms of Fornell and Larcker criterion, it is found that the square root of AVE for each of the constructs are larger than the correlation estimates of the constructs. This signifies that the constructs are particularly different from one another. Similarly, Henseler's HTMT criterion, which imposes more stringent assessment than the earlier criterion, suggests that all constructs are distinctively different at HTMT0.90 threshold (Henseler, et al, 2015).

Table 2 Internal Consistency and Convergent Validity

<i>Construct</i>	<i>Item</i>	<i>Loading</i>	<i>CR</i>	<i>AVE</i>	<i>Validity</i>
Intention	INT 1	0.858	0.920	0.821	YES
	INT 2	0.933			
	INT 3	0.936			
Attitude	ATT 1	0.903	0.921	0.811	YES
	ATT 2	0.835			
	ATT 3	0.913			
Product Information	INF 1	0.833	0.860	0.721	YES
	INF 2	0.831			
	INF 3	0.821			
Social Role and Image	SRI 1	0.811	0.831	0.721	YES
	SRI 2	0.889			
	SRI 3	0.818			
Hedonic/Pleasure	HPI 1	0.781	0.821	0.623	YES
	HPI 2	0.821			
	HPI 3	0.871			
Good for the Economy	GFO 1	0.841	0.828	0.732	YES
	GFO 2	0.827			
	MET 1	0.764			
Materialism	MET 2	0.832	0.881	0.671	YES
	MET 3	0.822			
	MET 4	0.832			
Falsity	FNS 1	0.911	0.902	0.821	YES
	FNS 2	0.909			
Value Corruption	VCR 1	0.911	0.903	0.821	YES
	VCR 2	0.903			

Author's Caculations

Table 3 Fornell and Larcker Criterion

	ATT	COR	ECO	FAL	HED	INT	MAT	INF	SOC
ATT	0.904								
COR	-0.001	0.922							
ECO	0.608	0.091	0.831						
FAL	-0.138	0.615	0.081	0.918					
HED	0.656	0.167	0.573	0.071	0.0809				
INT	0.671	0.072	0.421	0.006	0.467	0.912			
MAT	0.021	0.520	0.195	0.643	0.206	0.108	0.815		
INF	0.572	0.044	0.571	-0.023	0.522	0.456	0.089	0.845	
SOC	0.521	0.113	0.421	0.004	0.411	0.488	0.166	0.421	0.867

Note: Diagonal elements highlighted in bold represent the square root of AVE. Off diagonal elements are bivariate correlations between the constructs.

Author's Calculations

Table 4 HTMT Criterion

	ATT	COR	ECO	FAL	HED	INT	MAT	INF	SOC
ATT									
COR	0.033								
ECO	0.821	0.128							
FAL	0.184	0.778	0.114						
HED	0.831	0.221	0.834	0.113					
INT	0.743	0.085	0.577	0.013	0.576				
MAT	0.117	0.636	0.256	0.745	0.259	0.124			
INF	0.677	0.062	0.831	0.071	0.671	0.538	0.129		
SOC	0.613	0.130	0.571	0.057	0.521	0.578	0.198	0.518	

Criteria: Discriminant validity is established at HTMT0.90

Author's Calculations

Assessment of Formative Second Order Constructs

Table 5 provides assessment of formative second order construct. That is why collinearity issue for Personal Belief Factors (PBF) and Societal Belief Factors (SBF) are being analysed. Constructs do not measure the same belief factors that are why evaluation of co linearity is important estimate. Variance Inflation Factors (VIF) which are shown in table for each of formative constructs are lower than threshold value of 3.3 (Diamantopoulous and Sigma, 2006), which suggest that these constructs are distinct which measures different belief aspects.

Table 5 Collinearity Assessment

	PBF	SBF
INF	1.511	
SOC	1.288	
HED	1.462	
ECO		1.041
FAL		2.022
COR		1.670
MAT		1.732

Author's Calculations

Significance of weight for each of the formative constructs is consequently assessed in explaining the first order constructs. Tables

6, which understand the bootstrapping results using sub-samples of 5000 cases, indicates the weights and path co-efficient for each of the formative second order constructs (Hair, et al., 2011).

Results of bootstrapping show that all belief factors are found to be significantly related to personal and societal belief factors respectively. Good for the economy (ECO) is found to be marginally significant at one-tail. Since ECO is in formative measurement, which indicates the relevance of ECO in forming societal factors in advertising, the result is not an issue.

Table 6 Path Co-Efficient Assessment

	Direct Effect	Standard Error	T-statistic	P value
INF \diamond PBF	0.421	0.022	20.838	0.000
HED \diamond PBF	0.431	0.023	18.377	0.000
SOC \diamond PBF	0.401	0.021	19.835	0.000
COR \diamond SBF	0.293	0.016	21.245	0.000
ECO \diamond SBF	0.081	0.046	1.634	0.049
FAL \diamond SBF	0.315	0.017	19.765	0.000
MAT \diamond SBF	0.543	0.019	30.323	0.000

**p< 0.01, *p<0.05 (one-tailed)

Author's Calculations

Assessment of Structural Model

Before assessing structural model, it is important to make ensure that there is no collinearity issue in the inner model of the study. Outcome of collinearity test is present in Table 7. VIF values is below 3.3 for each construct.

Table 7 Collinearity Assessment

	ATT	INT
PBF	1.042	
SBF	1.042	
ATT		1.000

Author's Calculations

Table 8 illustrates the results of path co-efficient assessment using bootstrapping procedure for the hypothesized relationships. The relationships are found to be all significant (Personal Belief Factors \rightarrow Attitude, $\beta = 0.774$, $p < 0.01$; Societal Belief Factors \rightarrow Attitude, $\beta = -0.137$, $p < 0.01$, Attitude \rightarrow Intention, $\beta = 0.682$, $p < 0.01$). Hence, it is concluded that all three hypotheses are supported.

Table 8 Path Co-efficient Assessment

	Direct Effect	Standard Error	T-Statistic	P-Value
ATT \rightarrow INT	0.672	0.033	19.866	0.000
PBF \rightarrow ATT	0.773	0.035	23.560	0.000
SBF \rightarrow ATT	-0.138	0.045	2.873	0.004

** $p < 0.01$, * $p < 0.05$ (one-tailed)

Author's Calculations

IMPLICATIONS AND CONCLUSION

It is important to understand how advertising beliefs influence advertising and intention to advertise. Belief-attitude-intention model validating the use of TRA in advertisement research in emerging markets like India. The results communicate to previous results that information about the product, social role and image, and hedonic/pleasure (which make up personal belief factors) are stronger predictors of advertisement than societal belief factors (Ting, De Run and Jee, 2015). In spite of the fact that specific convictions about publicizing of shoppers in their late pre-adulthood and early adulthood are discovered to be generally certain in a territory of India (Ting and De Run, 2015), different aftereffects of the current examination discover that it isn't significant for the youthful grown-up buyers in India. Truth be told, what is demonstrated compares

to concentrates by Pollay and Mittal (1993), Korgaonkar et al. (2001) and Wolin et al. (2002) whereby Indian youthful grown-ups additionally have both positive and negative convictions about promoting. In any case, different discoveries utilizing a two-stage approach show that individual conviction factors have more effect on notice than cultural conviction factors. This shows that however youthful shoppers in India accept that publicizing advances realism, gives mistaken data and undermines human qualities in certain cases, they actually recognize promoting in an ideal way (Yaakop, et al., 2011).

Notwithstanding the way that particular feelings about publicizing of customers in their late pre-adulthood and early adulthood are found to be commonly sure in a region of India (Ting and De Run, 2015), unique eventual outcomes of the current assessment find that it isn't huge for the energetic adult purchasers in India. Believe it or not, what is shown looks at to concentrates by Pollay and Mittal (1993), Korgaonkar et al. (2001) and Wolin et al. (2002) whereby Indian young adults also have both positive and negative feelings about advancing. Regardless, various revelations using a two-stage approach show that singular conviction factors have more impact on notice than social conviction factors. This shows that anyway young customers in India acknowledge that publicizing propels authenticity, gives mixed up information and subverts human characteristics in specific cases, and they really perceive advancing in an ideal way (Yaakop, et al., 2011).

Furthermore research from hypothetical, methodological and exact points of view, it has a couple of impediments which underscore the requirement for additional examination. Right off the bat, the current examination is restricted to taking a gander at promotions as a rule, instead of notices of specific brands and items. Besides, purposive inspecting is being utilized and the determination of college understudies in the investigation might diminish the generalizability of the discoveries to the populace. Accordingly, upcoming investigations are recommended to bargain into notices of explicit brands and items and analyse its commercials by ages and ethnic gatherings in order to enlarge and broaden the

utilization of attitudinal or conduct speculations in promoting research. As non-industrial nations like India are ascending as a potential and beneficial district for global promoting and business exercises, the comprehension of ads in current and dynamic social orders utilizing efficient model may end up being critical to publicizing techniques and adequacy.

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