



**INFLUENCE OF ENTERPRISE PUBLIC SERVICE ADVERTISING ON
BRAND ATTITUDE OF COLLEGE STDUENTS**

BIN SHI

5917195032

**AN INDEPENDENT STUDY SUBMITTED IN PARTIAL FULFILLMENT
OF THE REQUIREMENTS FOR
THE DEGREE OF MASTER OF BUSINESS ADMINISTRATION
GRADUATE SCHOOL OF BUSINESS
SIAM UNIVERSITY**

2017



**INFLUENCE OF ENTERPRISE PUBLIC SERVICE ADVERTISING ON
BRAND ATTITUDE OF COLLEGE STUDENTS**

Thematic Certificate

To

BIN SHI

This Independent Study has been approved as a Partial Fulfillment of the Requirement of International Master of Business Administration in International Business Management

Advisor: _____

Qiu Chao

Date: _____

2017 / 12 / 27

(Assistant Professor Chao Qiu)

(Associate Professor Dr. Jomphong Mongkhonvanit)

Acting Dean, Graduate School of Business Administration

Date: _____

29 / 03 / 2018

Siam University, Bangkok, Thailand

Abstract

Title: Influence of Enterprise Public Service Advertising on Brand
Attitude of College Students

By: Bin Shi

Degree: Master of Business Administration

Major: Business Administration

Advisor: *Bin Chao*

(Assistant Professor Chao Qiu)

..... *2017 / 12 / 27*

In recent years, with the rapid development of public service advertising in China, the pursuit of the consumers on brand image and enterprise society responsibility (CSR) makes enterprises become the advertisers of Public Service Announcement (PSA). The business investment in public service advertising not only embodies the sense of enterprises social responsibility but also enhances its corporate identity. This article mainly studies the effect on the brand attitude of university students when some enterprises invest in the public service ads. The main body of this paper consists of three parts. Firstly, the first chapter of this paper mainly sorts out the conception of public service advertising and brand attitude and summarizes the previous research on public service advertising and brand attitude. Secondly we use SPSS17.0 to analyze the sample data collected, and finally come to conclusions based on the data analysis and give some recommendations.

Keywords: Public service advertising, Brand, Brand attitude

摘要

题目: 论企业公益广告对大学生品牌态度的影响

作者: 石斌

学位: 工商管理硕士

专业: 工商管理

导师:

邱超

(助理教授. 邱超)

2017 / 12 / 27

近年来随着全球经济的迅速发展,市场竞争越来越激烈,企业若想成功的塑造消费者认可并接受的品牌,必须在有效的传播产品的同时体现企业的社会责任感,与消费者进行深层次的沟通。公益广告作为近些年发展迅速的广告形式,企业逐渐成为公益广告的广告主,以公益性的广告内容方式进行传播,能有效的提升企业的品牌形象。企业投资公益广告既体现企业的社会责任感又有利于提升企业形象,本文主要探讨企业公益广告对大学生品牌态度所产生的影响。本文的主体主要分三部分阐述,首先对公益广告与品牌态度的概念及研究文献进行梳理分析,然后运用 SPSS17.0 对问卷收集的样本数据进行数据整理与分析,最后得出分析结果并在所得结论的基础上给出建议。

关键字: 公益广告; 品牌; 品牌态度

Acknowledgement

Time flies, two years of master's life will be shortly over this period. However, at this moment, however, I have inadvertently remembered the ups and downs of life and love and hate in the Institute in the past two years. Of course, these will be the clouds of the past and now there is only full of gratitude.

During these two years, I not only have learned professional knowledge, but also cultivated the struggling spirit and life attitude. Here, I appreciate my teachers who have instructed me and my classmates who have accompanied with me in these ups and downs. Because of you, my school life in the foreign country has become enriched, abundant and significant.

First of all, I would like to thank Mrs. Zhu Yingli and Mrs. Wang Jing who have accompanied with us in SIAM University for two years. With chariness and responsibility, they cared about students and became good teachers and helpful friends in our study and life. They helped us to solve all kinds of difficulties in our study and life. Like relatives, these teachers gave selfless care and warmth to us in the foreign country, so that we could become familiar and adaptive from being fresh and strange. They also taught us to form the rigorous academic spirit and positive life attitude.

I appreciate my supervisor Mr. Qiu Chao for his wholehearted dedication and patient guide. Mr. Qiu Chao is a person of infinite literature, has rigorous academic pursuit and teaches seriously and carefully. As writing the thesis, Mr. Qiu Chao gave me lots of assistance and I really want to appreciate him.

I want to express my gratitude to all teachers who instructed me in SIAM University. Your profound academic deposits and vivid classroom teaching are the huge spiritual treasure that I have harvested in SIAM University. I appreciate your earnest instructions.

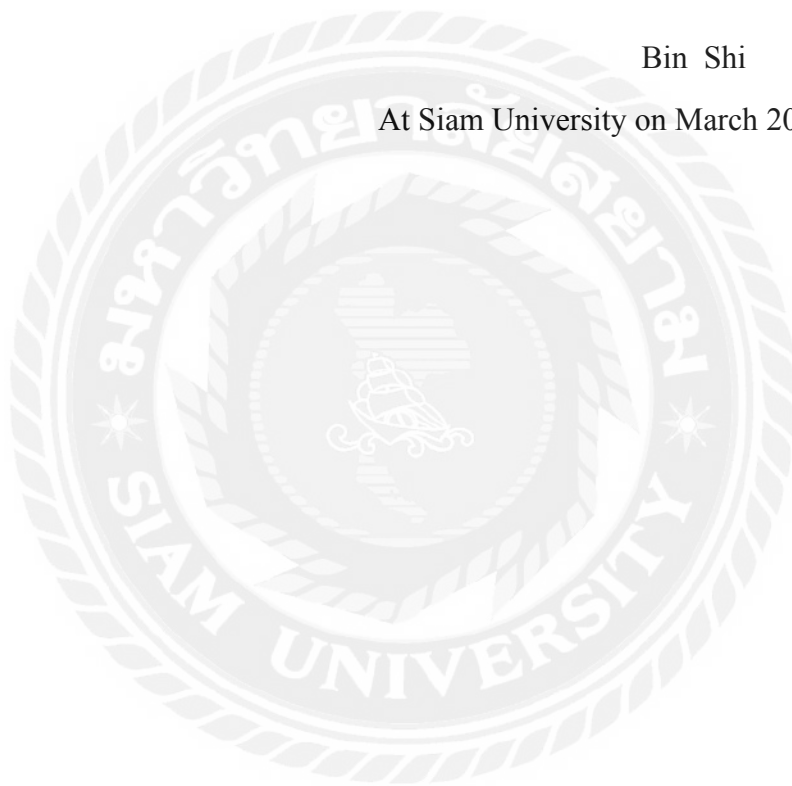
Also, I thank my dearest father and mother. With hers support, I can devote myself wholeheartedly to the research and writing of my master's thesis. Thanks to Yu Dan accompany me to complete the essay, mutual encouragement and support, let me have more

motivation to complete the dissertation. At the same time, I would like to share this achievement and joy with all the relatives and teachers who give me support and interest in this document.

In the end, I am thankful for these classmates who have accompanied with me for these two years. I am glad that I got acquainted with you in the most beautiful stage of my life. I appreciate your support, containment and encouragement. Thank you so much!

Bin Shi

At Siam University on March 20, 2017



Content

Abstract.....	ii
Chinese Abstract.....	iii
Acknowledgement.....	iv
CHAPTER 1 INTRODUCTION.....	1
1.1 Research Background.....	1
1.2 Research Purposes.....	3
1.3 Research Significance.....	3
1.4 Theoretical Framework.....	4
CHAPTER 2 LITERATURE REVIEW.....	7
2.1 Literature Review of the Enterprise PSA.....	7
2.1.1 The Concept of the PSA.....	7
2.1.2 The Definition of the Enterprise PSA.....	8
2.1.3 Effects of the Enterprise PSA.....	8
2.1.4 The Status of the Enterprise PSA.....	9
2.2 College Students' Brand Cognition and Consumption Status.....	10
2.3 The Literature Review of the Brand Attitude.....	11
2.3.1 The Concept and Contents of the Brand Attitude.....	11
2.3.2 The Research Literature of the Brand Attitude.....	12
2.4 The Literature Review of the Enterprise PSA Influences on the Brand Attitude.....	13
2.5 The Relation of the Enterprise PSA on the Brand Attitude of College Students.....	14
CHAPTER 3 RESEARCH METHODS.....	15
3.1 Research Method.....	15
3.2 Study Variable Settings.....	16

3.3 Questionnaire Design and Payment.....	16
CHAPTER 4 RESEACH AND ANALYSIS.....	18
4.1 Sample Analysis.....	18
4.2 Reliability and Validity Analysis.....	20
4.3 College Students on the Basic Issues of Public Service Ads.....	22
4.4 College Students Sponsored Public Service Advertising Brand Awareness.	27
4.5 University Students' Attitude to Corporate Brand Affecting PSA.....	30
4.6 An Analysis of University Students' Tendency to Corporate Brand Behavior in Sponsoring Public Service Advertisements.....	32
4.7 Regression Analysis.....	33
4.7.1 The Impact of Corporate Brand Cognition on Behavioral Inclination	34
CHAPTER 5 CONCLUSION AND SUGGESTION.....	36
5.1 Basic Conclusion.....	36
5.2 Suggestions.....	38
5.3 Deficiencies and Prospect.....	39
REFERENCES.....	41
APPENDIX.....	43

Table Contents

Table 4.1 The sex distribution.....	18
Table 4.2 Major distributions.....	18
Table 4.3 The age distribution.....	19
Table 4.4 Month Consumption Level Distribution.....	19
Table 4.5 Reliability Analysis of the Variables.....	20
Table 4.6 The KMO and Bartlett's Test the Brand Attitude.....	21
Table 4.7 Total Variance Explained.....	21
Table 4.8 Analysis of College Students Contact the Mass Media.....	23
Table 4.9 Students Watch Public Advertising Media Distribution.....	24
Table 4.10 College Students' Attention.....	25
Table 4.11 Single Sample Statistics.....	27
Table 4.12 Independent Samples Test (Gender).....	28
Table 4.13 Group Statistics for Related Variables (Gender).....	32
Table 4.14 Single Sample Statistics.....	30
Table 4.15 Professional on Brand Attitude ANOVA Test.....	31
Table 4.16 Single Sample Statistics.....	32
Table 4.17 Professional on Brand Attitude ANOVA Test.....	33
Table 4.18 Model Summary.....	34
Table 4.19 Model Goodness of Fit Test (ANOVA).....	34
Table 4.20 Regression Analysis (Coefficients).....	35

Figure Contents

Figure 1-1 Research Flow Chart.....	6
Figure 4.1 Students at Public Service Advertising Frequency.....	22
Figure 4.2 College Students Focus on PSAs.....	25
Figure 4.3 Students Talking About Public Service Ads.....	26
Figure 4.4 Defects of Public Service Ads.....	27



CHAPTER 1

INTRODUCTION

1.1 Research Background

Advertising has always been a marketing tactic advertisers will use when launching new products and services and is seen as a mass communication concept that delivers any message about the product to consumers. In addition, advertising also possesses two functions of selling products and creating meaning, and is often used by advertisers as a commercial text and media tool. Advertisements act as a medium for transmitting information when marketing, through advertisements, so that consumers receive Generate buying desires and behaviors (He, 2006).

Advertising is used to attract the attention and interest of consumers and to try to influence consumer attitudes and emotions about products or services. The main purpose of advertising is to inform core values of consumer products, such as: function, practicality, price and quality, in order to arouse the interest of consumers and at the same time improve the advertising effectiveness. According to the research on the public service advertising (PSA), the result shows that the content of PSA is not significantly related to the advertisement memories, but there is a strong correlation between the PSA and purchase intention. That is to say, they love the products in their advertisement. Enterprises rely on the positive or negative sentiment of consumers to stimulate the purchase.

In recent years, public service advertising has had the rapid development in China. And PSA has already become an important constituent part in Chinese public welfare establishments. However, PSA in China is encountered with some bottlenecks in the development process, such as capital shortage, insufficient manufacturing expenses, resulting in the serious influences on the quantity and quality of PSA in China. The expense issue has already become the shackle to restrain the PSA development in China (Zhou, & Qin, 2011). Under the background, enterprise PSA emerged at the right moment. With the enhancement of corporate social responsibility and enhanced consciousness on the business value of PSA, enterprises start to become advertisers of PSA. In other words, investment in

PSA is good for setting up the corporate image, while assuming the corporate social responsibility for the differential competition. At present, enterprise PSA in China has the rapid development. To subsidize and make PSA has already become an advertising form favored by enterprises. In addition, public welfare of commercial advertising and commercialization of PSA have already become a popular topic in the advertising field. At this stage, Lou ChuiXin mentioned that majorities of enterprises pay more attention to increasing the public benefit association with images, brands and products, so as to improve consumers' positive attitude and purchasing intention for enterprises or brands, further obtain profits and achieve the non-profit goal (Lou, 2011).

Business is a war without bullets. The old saying goes, "the person that gets common feelings of people gets the world". PSA should be easier to capture the consciousness of consumers and destroy consumers' mental prejudice that enterprises "have eyes to the main chance", so that consumers can accept it mentally, praise and approve such a type of advertising, so as to rapidly gain acceptance and support from consumers. When enterprises implement PSA, if they can apply the rational marketing strategies, it will be rooted in customers' mind. In this way, PSA will shape a brand and gain values for enterprises. In today's society with information fragment, users' attention has already become a scarce resource. Therefore, PSA undoubtedly is the best way to arouse customers' inner resonance. Users like contents, instead of advertising, thus advertising should be firstly changed into contents or advertisers should integrate advertising with contents in a special manner. In this way, it is possible to defeat other contents, so as to gain the extensive communication.

With the in-depth development of the reform and opening-up, the economy realizes the rapid development. And educational level is increasingly high. National colleges started to expand enrollment in a large scale since 1999. The number of students studying abroad is also presenting the rising tendency year by year. In 2016, the total number of students studying abroad in China was 545,500. Until now, according to the data in State Statistics Bureau, the number of college students in 2016 was about 46 million, including postgraduates, junior college students and students studying abroad. Moreover, 170 million consumers have the university degree (Deng, 2010). College students are

continuously increasing and they have become the mainstream consumers in the society. As a result, to discuss the PSA study on brand attitude of college students will greatly improve corporate competitiveness and provide the guiding suggestion on enterprises.

The thesis is based on such a background. The author hopes to study PSA influences on brand attitude of college students through the empirical analysis.

1.2 Research Purposes

Since PSA was generated in China, scholars have been indulging themselves in exploring the relevant theories of PSA and have acquired considerable research achievements. The current studies mainly focus on the function, originality, operation and management of PSA, as well as enterprise participation in PSA. Moreover, the studies on enterprise PSA in the academic circles mainly begin with the corporate perspective, but seldom start from consumers to analyze consumers' opinions on enterprise PSA and influences of enterprise PSA on consumers (Jiang, 2009).

The purpose of this study is to explore whether college students' brand attitude will be influenced by corporate public service advertisements based on the huge consumer market of college students. Whether the brand attitude determines college students' satisfaction and willingness to buy? And try to provide theoretical basis for enterprises in market marketing of the industry.

The purpose of this study:

1. To explore the university students on corporate public service ads view.
2. Corporate public service ads on the college students' brand attitude will have an impact?
3. Brand attitude is affecting the consumer behavior of college students?
4. Trying to provide theoretical basis for enterprises in the market marketing of the industry.

1.3 Research Significance

Corporate marketing applies the PSA to improve the corporate image and embodies the corporate social sense of responsibility and sense of mission to greatly

compensate for the increasing reduction of commercial advertising credibility, helping enterprises to greatly realize the marketing target and to assist the brand construction. In today's society, when consumers are more sensitive to the hard advertising with strong commercial information and their contradict psychology is increasingly enhanced, enterprises should reflect on how to apply the PSA to make the brands become closer to consumers. A PSA team and brand promotion may not have the effect of improving sales instantly, like commercial promotion advertising, but it is worth noting that the excellent PSA stands for the level of spiritual civilization. Enterprises can significantly improve their brand image, while supporting for the PSA.

With regard to companies, brand loyalty is an important strategy to gain the sustainable competitive advantages. Firstly, enterprises with the customer brand loyalty can reduce the enterprises' commercial investment in the market. Secondly, the brand expansion has the small risks for enterprises with the existing brand loyalty. Thirdly, brand loyalty can enhance enterprise market occupancy and gain the high returns. As a result, only to seize customers can enterprises establish a valuable brand with the competitive advantages, successfully develop new customers, and maintain loyal customers.

As an important constituent part in the consumer market, college students are special consumer groups. On the one hand, consumer psychology and consumer behaviors of college students will cause an important influence on the future social consumption activities. On the other hand, consumer psychology and consumer behaviors of college students are important embodiment of the current life quality and also play an important guiding role on their future development. Therefore, they become the potential groups strive by numerous enterprises. Based on it, it is necessary to study these college students. In this thesis, the author hopes to explore the influences of enterprise PSA on the brand attitude of college students from the perspective of college students.

1.4 Theoretical Framework

In this study, the author mainly applied the combined method of theoretical analysis and empirical analysis to study the influences of PSA on the brand attitude of

college students, including literature study method, questionnaire method and statistical analysis method (SPSS).

Chapter 1: introduction: The author discussed the research reality and theoretical background, as well as realistic significance and theoretical significance, elaborated the entire research contents and structural arrangement, introduced and stated the research methods and technical routes. (The first chapter is the introduction, which mainly analyzes the theoretical background and purpose of the research content, and discusses the theoretical and practical significance of the full text. Then, the content and structure of the whole study are described. At last, the research methods and technical routes are introduced and explained.)

Chapter 2: theoretical foundation and literature review: firstly, the author defined and evaluated the definition of PSA. Secondly, the author defined and reviewed the theories in enterprise PSA and elaborated the influences of enterprise PSA on the consumer brand attitude. Thirdly, beginning with the consumer groups, the author analyzed college students' cognition on the brand attitude. Fourthly, the author summarized the research achievements and status of domestic and overseas brand attitude from the academic perspective. Fifthly, by combining with the studies in enterprise PSA and brand attitude, their correlation was discussed. In the end, the author system and summarized relevant studies of enterprise PSA on the brand attitude of college students and proposed the theoretical framework of this thesis on the basis of the above-mentioned theoretical foundation and literature review.

Chapter 3: research methods: first of all, the research purposes were elaborated. Then, according to the domestic and overseas research status, the research hypothesis was proposed. Next, the author set up the research methods and variables. At last, the author designed and granted the questionnaires.

Chapter 4: data processing and analysis: To begin with, SPSS software was used to analyze samples. And then, the author analyzed validity and reliability. Next, the author analyzed the basic problem of college students for PSA, college students' brand cognition of sponsoring PSA enterprises and college students' corporate brand emotion attitude for sponsoring the PSA. In the end, the author analyzed the college students' corporate brand behavior tendency on sponsoring PSA.

Chapter 5: Conclusions and suggestion: Firstly, based on the above-mentioned data analysis results, the author conducted the systematic summary and theoretical elaboration, and then extracted and summarized research innovation, proposed the corresponding management practice suggestion in line with main research conclusions, and finally drew the shortcomings in this study and looked forward to the research direction in the future.

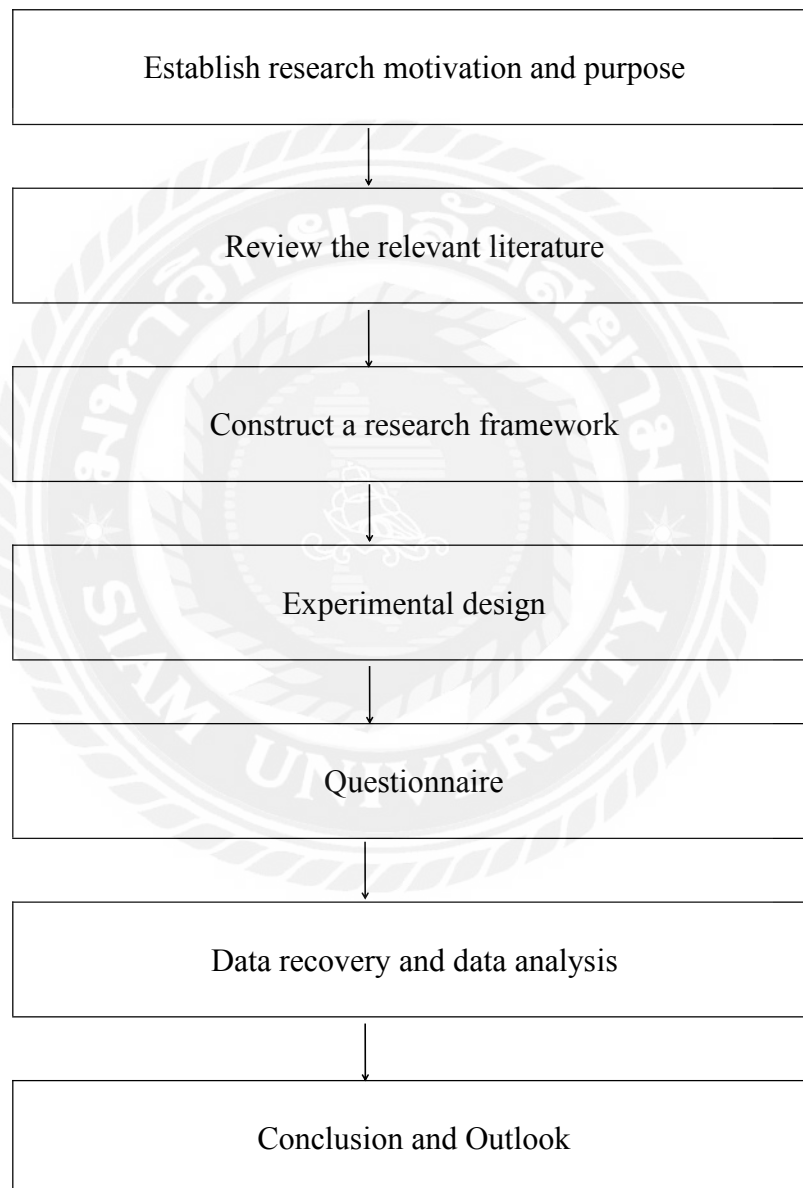


Figure 1-1 Research flow chart

CHAPTER 2

LITERATURE REVIEW

2.1 Literature Review of the Enterprise PSA

2.1.1 The Concept of the PSA

The concept of the PSA was generated as early as the 1940 in the USA by the American famous advertiser James Young, who proposed a brand idea that “the mission of advertising is the promote benefits of the public. As a powerful communication mode, advertising helps people to respect the commerce and economic system that they live on (Liu, 2013).” Chinese scholars have discussed on the concept of the PSA and probably summarized the definition of the PSA as four parts: to stand out the receivers and acceptors in the definition of the PSA; to value the social roles and influences of the PSA; to emphasize on the advertising contents and propaganda role; to stand out the communication means of the PSA (Zheng, 2004).

In the earlier developed countries where public service advertisements appeared, the researches on public service advertisements have matured. Unlike domestic researchers, foreign public service advertisements do not pay attention to the definition of public service advertisements, but mainly relate to the creativeness and appeal of public service advertisements, Advertising effectiveness, public service marketing, public service advertising ethical research (Li, 2010) , of which public service marketing research results compared with other aspects less, mainly due to foreign public service ads and did not too many business factors (Yang, 2014).

So far, there are only four academic monographs on public service advertisements in our country, including Gao Ping's "Initial Public Service Advertising", Ni Ning's "New World Advertising", and " Introduction to Public Service Advertising "and Zhang Mingxin's" Mystery of Public Service Advertising. " At the same time, there are relatively few academic papers on public service advertising research in our country. The research on public service advertising in China focuses on the functions of public service ads, the public

service advertising ideas, the operation and management of public service advertisements, and the enterprises' participation in public service advertise (Yu, 2013).

2.1.2 The Definition of the Enterprise PSA

The enterprise PSA has the basic elements owned by advertising. It is sponsored by enterprises for manufacturing and playing and advertising information is issued through the specific media. General contents are related to the social morality, order, politics and law. Moreover, the spread information is selected with the targets, and finally it can set up the good corporate image for consumers. Meanwhile, it is good for improving the corporate reliability, friendliness, taste and influence.

2.1.3 Effects of the Enterprise PSA

Effects of the enterprise PSA help to realize the good harvest in both corporate economic benefits and social benefits. In other words, corporate products or services can gain the favorable public praise in the society. The customer satisfaction is higher. Meanwhile, more profits can be obtained. The PSA not only can standardize behaviors of the public, but also can set up the high corporate image and promote enterprises to achieve the business purpose. In other words, if enterprises produce the PSA, they kill two birds with one stone. The specific performance includes the following two aspects:

1. Standardize the social behaviors and promote social progress

With the development and progress of human society, the economy can speed up the process of social development. Social development aims to provide people with material guarantees. People are the epitome of social civilization. Human development, social civilization, and economic development are mutually influential and counterproductive. Public service ads are the inevitable result of the three chains. They regulate people's behavior in the form of public's publicity, improve people's quality, develop social civilization and promote economic development.

The PSA of enterprises face to the public, target at the current malpractice, guide with the goodwill, maintain morality and order, promote normal social operation, promote social harmony, provide humanistic and ecological environment for economic development. The PSA is centered on people. It refers to human perfection and quality improvement, thus the PSA is consistent with the social development. That is to say, it is the product of the

economic development and also the embodiment of the society. On the contrary, it can drive the civilized development.

2. Set up the corporate image and realize the business purpose

The corporate social responsibility is to support for the public activities. Excellent enterprises will produce and broadcast the PSA and fulfill the social responsibility, set up the public image, enhance the corporate brand value, and realize a win-win result between economic benefits and social effects.

The enterprise PSA is advantaged with more audiences and high arrival rate. It can enhance the corporate image in the wider range and the higher level. Though it can't be achieved by one step, it definitely will generate a great influence through perseverance. In the end, it will win the public approval for the corporate brand. The enterprise PSA can weaken the corporate gainful image, thus customers will appreciate and admire enterprises and thus enterprises will achieve their business purposes.

2.1.4 The Status of the Enterprise PSA

The enterprise PSA makes a great progress in both quantity and quality with the economic rapid development. However, making a general survey on the enterprise PSA in Chinese market, relative to the PSA of overseas enterprises, it still has lots of shortcomings:

1. Small scale, fewer quantity and high repetition rate

Compared with commercial advertisements, public service advertisements of our country are not only small in size but also small in number. Take the example of microblogging in social contact networks, the average ratio of daily commercial advertisements to public service advertisements is 19:1, and commercial advertisements are absolutely Sexual advantage, and public service ads in the more obvious location of the corner appeared, the scale and diversity are less than commercials.

2. Instant benefits and gainful

There are still many enterprises in our country that still have the quick success of making public service advertisements. We always want to establish a good brand image quickly, sell more commodities again, and do not really make progress for social civilization. The content of public service advertisements invested by enterprises is not in line with the reality, Counter-provoking antipathy.

3. Rough production and shortage of creativity

Public service ads in our country have progressed, but the production level is rough, which is caused by the enterprise does not pay attention to public service ads. Public service advertising on domestic enterprises can be found in the browse, many ads still remain in the slogan slogan or preaching, can not attract the attention of the public customers, but also can not change the level of public awareness, should have a vivid specific artistic performance of the public Advertising, vulgarity made is unattractive.

4. Weak public benefit consciousness of enterprises

The development of market economy in our country is too rapid. The ideology of entrepreneurs lays in the pursuit of the greatest economic benefits and does not recognize the important conditions for the development of enterprises in the social environment. Therefore, there is a lack of enthusiasm for social welfare activities and a lack of social responsibility Responsibility.

2.2 College Students' Brand Cognition and Consumption Status

As the most potential consumer groups in the society, majorities of college students depend on their parents and relatives to complete their schoolwork and have the stable actual incomes. They are young and special and have the exuberant consumption ability, so college students will purchase their favorite brands in their daily life necessities. On the one hand, this meets the actual demands. On the other hand, they hope to increase their attention through brands. College students advocate the rational consumption, but they will still select brand products under the allowable economic conditions (Liu, 2013).

The consumption of college students keeping up with the trend of the times, the pursuit of trendy fashion, stimulated by external environmental factors significantly, a large number of impulsive consumption and random consumption. Do not experience life honed, do not know the hardships of life, the vast majority rely on parents, if the business through the public service ads to guide the behavior of college students, not only reflects the corporate social responsibility to enhance, but also to promote business and consumers A virtuous circle. If an enterprise wants to achieve real success, it must take the interests of the general public and consumers as the center and use it to standardize its business activities.

Marketing rules also tell us: only when the corporate image and brand value enjoys popular support for the community and consumers love is, companies can get the ultimate success.

According to the characteristics of college students consumer behavior related research shows that their purchase of products, the general situation will be based on their previous purchase experience, mainly by the brand image, external environmental information input and other factors, when the information collected to a certain extent , College students will be assessed and considered, after selection, resulting in consumer behavior. When discussing consumer behavior, brand attitude is often used as a measure of consumer behavior.

2.3 The Literature Review of the Brand Attitude

2.3.1 The Concept and Contents of the Brand Attitude

For the definition of the brand attitude, scholars hold the different opinions, which can be summarized as follows: the brand attitude is the positive or negative overall comment on certain brand through consumers' direct experience and indirect media or other people's propaganda and emotional experience (Fu, 2013). The attitude is the mental tendency of individuals for certain thing, concept or other people and it is composed of three components, including cognition, emotions and behavioral tendency (Dong, 2013). The brand attitude is the consumers' overall comment on the brands that meet their demands and target ability, including the lasting system for cognition, emotion and behavioral tendency. In addition, scholars also show that the brand attitude should have four features: the brand attitude is affected by the motivation; the brand attitude is composed of emotion and cognition; cognitive element is formed by some benefit belief; and the brand attitude is a relative concept (Yang, 2008).

Therefore, understanding the customer's brand attitude is very important for the enterprise to accurately grasp the customer's needs. Especially in the brand communication activities, based on the customer's brand attitude, the enterprise can know what kind of information should be transmitted so as to be transmitted to whom it is effective to formulate Brand Operation Strategy.

2.3.2 The Research Literature of the Brand Attitude

At present, the formation of the consumer brand attitude is of great concern for researchers. For this reason, scholars have given relevant explanations, which probably can be summarized into two opinions: the learning theory opinion for the brand attitude formation and the inducement theory opinion for the brand attitude formation (Wang, 2011). Through the practice of researchers, it is proven that the brand attitude is the common result of the consumers' perceptual cognizance and rational cognition.

At the same time, influence factor analysis of the consumer brand attitude is also greatly concerned by numerous scholars. Most of them have conducted the influence analysis for the brand attitude from consumer brand desire, knowledge structure and social experience (Lu, 2013). Moreover, some scholars also have divided the brand attitude into the implicit brand attitude and the explicit brand attitude (Chuai, 2010). The study of Maison and Greenward pointed out, the research achievements of many scholars indicated that we must consider unconscious motivation and automatic processing, while comprehending the consumer attitude and decision-making (Fang, 2013).

Brand attitudes refer to the customary tendencies that consumers learn to react to and reinforce their acquisition of a brand in a way they like or dislike, and form the basis of a consumer's brand behavior, such as brand choice, that shows the consumer (Tian, & Yuan, 2013). The overall evaluation of a brand is the most abstract, but it is the highest level of brand associations.

The brand attitude of the consumer usually depends on the particular consideration of the attributes and brand value of the brand. For Hilton Hotels, for example, consumers' attitudes toward Hilton come from the extent to which they perceive the brand as having the desired value of the hotel chain (e.g. convenient location, comfortable rooms, design, quality of service, Recreational facilities, catering services, safety, prices, etc.). In addition, direct behavior or experience is more likely to form a brand attitude than indirect behavior experience (e.g. simply receiving information from the outside world). Moreover, easy to form the brand attitude is very easy to see the brand at the same time be activated, and lead to the appropriate brand choice.

Brand attitudes not only affect consumers' brand buying intent and buying behavior, but also affect brand communication effectiveness and consumer awareness of other aspects of the brand. Moreover, once the brand attitude is formed, it will be more stable and can not be easily changed. Therefore, to promote consumers to form a good brand attitude is very important.

2.4 The Literature Review of the Enterprise PSA Influences on the Brand Attitude

The enterprise PSA was presented in China quite late. It is an advertising activity that enterprise subsidizes to improve and solve existing problems in the society, hoping to achieve the common benefits in the society (Cheng, 2013). Nowadays, China has a few studies on the enterprise PSA, including the Reflection on Shaping the Corporate Image by the Enterprise PSA in China, the Business Value of the Enterprise PSA, and the Brief Analysis of the Enterprise PSA the Developmental Advantages in China. In the Business Value of the Enterprise PSA, it shows that the enterprise PSA has the implicit appealing function. Enterprise advertisers apply these appeals in the PSA to affect audiences and reach the long-term business purpose.

As early as 1997, Brown & Dacin C pointed out that the consumers' good attitude for organizations would bring the good result of purchasing behaviors or brand loyalty (Li, 2010). In 2000, Speed & Thompson showed that the consumers' attitude towards the sponsorship activities would further affect the sponsorship brand attitude. For influences of the PSA supported by the enterprises on the consumer brand attitude (Cao, Dai, & Zhao, 2012). Creyer showed that consumers are willing to pay for the higher price for products or services that conform to the moral behavioral standards. For those products or services that don't conform to the moral behavioral standards, they are only willing to pay for the lower price. In addition, the study of Baronet also indicated that when numerous competitors have the smaller price difference in products or services, consumers will tend to purchase the products or services that support the charity marketing (Wang, 2009).

Keller also proposed the important guiding thought on carrying out the charity marketing—to select the public welfare establishments that are easy to arouse resonance for consumers. In his opinions, the success of charity marketing has a positive relation on

consumers' attitude or self-absorption degree for public welfare establishments. In addition, also showed that consumers' good perception on motivation of enterprises participating in the public welfare program also would positively affect the evaluation. However, if the perceptual information is negative, it will result in the negative prejudice on the evaluation (Zheng, 2004).

2.5 The Relation of the Enterprise PSA on the Brand Attitude of College Students

As previously mentioned, Enterprises through public service ads can enhance corporate brand image, corporate brand image not only reflects the company's own image, but also can affect the customer's brand attitude. Fair cloth and Capella study also proved that brand attitudes could have a direct impact on the brand image, thus indirectly affecting the value of corporate brand equity (Li, 2013). The corporate brand image refers to the college students' overall evaluation on enterprise and overall impression in their mind, showing that when customers hear of the corporate name, they will think of the corporate image. Therefore, the corporate image will directly affect college students' purchasing psychology, so as to affect the purchasing behaviors.

The enterprise PSA is the important performance of marketing. It refers to various advertising activities proposed by enterprises to subsidize to improve and solve public benefit problems. It has the good brand image and gains long-term benefits, while improving the social benefits.

For college students, the charity marketing gets rid of the gainful corporate image, but also sets up the favorable corporate image, establishes the trust link with college students, and reaches the favorable market effects. In the short time, college students approve products. In the long term, they will repeatedly purchase products and abandon other brands.

CHAPTER 3

RESEARCH METHODS

3.1 Research Method

This research mainly focuses on undergraduates and studies the impact of corporate public service advertisements on undergraduates' brand attitudes. To obtain accurate and scientific experimental data, scientific research methods must be adopted. The methods used in writing are as follows:

1. Document search method.

In the written process, through the Internet download access to relevant academic papers at home and abroad, periodical literature, news reports, as a theoretical basis. In the course of collecting information, we have a more thorough understanding of the theoretical knowledge of public service advertisements and brand attitudes. In the process of reading all kinds of essays and journals, I explored a research direction that my predecessors did not study and chose it as the content of my dissertation.

2. Questionnaire.

It is a quantitative research method and is widely used in many theoretical studies. Questionnaire survey design and distribution, the author and the instructor repeated discussions on the questionnaire on the indicators and variables on the selection of the questionnaire, adopted the guidance of the guidance, to take a pre-survey method to summarize the survey questionnaire problems, after careful The final formation of "on public service ads on college students brand attitude questionnaire." Finally, questionnaires were distributed to the undergraduates through Internet and randomly, and the questionnaires collected were analyzed. The data about college students' attitudes toward corporate branding of investment advertisements were obtained.

3. Mathematical Statistics Analysis.

After the initial data were obtained, the data of the questionnaire was described on the basis of SPSS statistical analysis software to describe the line analysis, reliability

analysis and validity analysis. The regression analysis was used to test the proposed hypotheses and determine the relationship among the variables.

3.2 Study Variable Settings

According to the simple statistics and analysis of college students' public service advertisements, the main variables were set according to the three dimensions of brand cognition, brand emotion and brand behavior tendency. The questionnaire design mainly used Likert 5 scale, Based on their own actual situation evaluation. Mainly focus on the public service advertising public service areas, commercial elements, corporate reputation, and duration of college students' brand attitudes to investigate the impact.

3.3 Questionnaire Design and Payment

The survey adopts the sample survey method, the main face of the object is undergraduates, the main way to issue a questionnaire online survey, the questionnaire for the assessment using Likert 5-level scale, the quantitative score of 1-5 for each project in the range, the meaning: 1 is not in line with, 2 is does not meet ,3 is in general ,4 in line with ,5 is consistent.

The survey questionnaire contains three parts:

The first part: mainly the introduction of the questionnaire thanks and fill in the description, this part of the main purpose of receiving the questionnaire and the corresponding method of filling, so that customers have some understanding of the questionnaire.

The second part: the main part of the questionnaire, including the public service advertising awareness survey, college students brand awareness scale.

The third part: the basic situation of individual under investigation, including age, gender, monthly income and so on.

The survey from June 19 to June 29, 2017, the sample collected is two parts; one is through domestic WeChat and foreign facebook for domestic and foreign college students' randomized questionnaires. Second, commissioned by the university students around the questionnaire. 120 questionnaires were distributed online and 104 valid

questionnaires were returned. The overall efficiency of the questionnaire was 86.67%. The details of the questionnaire format and content see appendix.



CHAPTER 4

RESEARCH AND ANALYSIS

In this chapter, SPSS17.0 is mainly used to process and analyze the valid samples collected in this survey. First, the descriptive statistical analysis of the basic information of the samples obtained from the survey is carried out. Then the reliability and reliability of the collected data are analyzed. Validity analysis, and finally for the questionnaire on the basic issues and scale questions for further data processing and analysis.

4.1 Sample Analysis

The survey sent a total of 120 questionnaires to recover the questionnaire 119 of which 104 valid questionnaires, the effective sample of the basic situation analysis.

Table 4.1 the sex distribution

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	47	45.2	45.2	45.2
	Female	57	54.8	54.8	100.0
	Total	104	100.0	100.0	

As can be seen from the data in Table 4-1, 45.2% of men and 54.8% of women in this survey sample have basically balanced proportions of men and women.

Table 4.2 major distributions

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Liberal Arts	41	39.4	39.4	39.4
	Sciences	40	38.5	38.5	77.9
	Managemen t	23	22.1	22.1	100.0
	Total	104	100.0	100.0	

According to the data analysis in Table 4.2, it can be seen that there are 39.4% of liberal arts, 38.5% of sciences and 22.1% of management subjects in this sample. Liberal arts and sciences generally flat; the proportion of economics and management profession is relatively small.

Table 4.3 the age distribution

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Under 18 years old	2	1.9	1.9	1.9
18-21 years old	32	30.8	30.8	32.7
21-24 years old	56	53.8	53.8	86.5
Over 24 years old	14	13.5	13.5	100.0
Total	104	100.0	100.0	

As can be seen from the data in Table 4.3, the effective sample of the age distribution of at least 18 years of age accounted for only a minimum of 1.9%, 18-21 years of age accounted for 30.8%, 21-24 years accounted for the largest proportion of 53.8%, 24 years of age Accounting for 13.5%. The age distribution of valid samples in this survey is generally in accordance with the age of college students.

Table 4.4 month consumption level distribution

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Under 600 yuan	8	7.7	7.7	7.7
600-1000 yuan	29	27.9	27.9	35.6
1000-1500 yuan	55	52.9	52.9	88.5
Above 1500 yuan	12	11.5	11.5	100.0
Total	104	100.0	100.0	

As can be seen from the statistical analysis in Table 4.4, monthly consumption of valid samples is mainly distributed in the range of 1000-1500 yuan, accounting for 52.9%, followed by 27.9% of those with 600-1000 yuan. The result of the distribution of consumption level is mainly because the college students still did not participate in the work at this stage, and the main source of income was their parents. The data shows that the monthly consumption level of college students is more consistent with the current college students' consumption.

4.2 reliability and validity analysis

The purpose of the reliability measurement is to test whether there is consistency in measuring the interior of the cross-section, that is to say the stability of a questionnaire. In order to ensure the reliability and validity of the analysis data, before the data analysis, three questionnaire data Conduct reliability analysis and validity analysis.

1. reliability analysis.

Reliability refers to the stability and consistency of the data measured by the measurement tools used in the study. In this research, Cronbach's Alpha coefficient was used to carry out the reliability analysis of the scale in the questionnaire using SPSS 13.0. In general, Cronach's is above 0.6, which means that the reliability of this scale is acceptable. If it is above 0.7, it shows high reliability.

Table4.5 Reliability analysis of the variables

Variable	Test	Cronbach's Alpha
Brand recognition	Q1,Q2,Q3,Q4,Q5,Q6,Q7,Q8	0.724
Brand emotion	Q9, Q10, Q11, Q12, Q13	0.789
Behavioral trends	Q14, Q15, Q16, Q17, Q18, Q19, Q20	0.745
Overall indicators	Q1—Q20	0.862
Overall questionnaire		0.811

From the data analysis results in Table 4.5, it can be seen that the three scale variables of the questionnaire and the overall Cronbach's a value of the questionnaire are greater than 0.7, and the Cronbach's a value of the overall questionnaire exceeds 0.8, the reliability of the questionnaire is ideal and the questionnaire reliability is high.

2. Validity analyses

Validity refers to the extent to which measurement indicators can accurately reflect the true meaning of sample measurement concepts. Validity analysis includes two parts: content validity and construction validity analysis. In this paper, exploratory factor analysis is mainly used to measure the structural validity of questionnaires. Foreign scholars

generally believe that the value of KMO greater than 0.7 can be carried out factor analysis, China's Ma Guoqing have a detailed definition of this: 0.5 the following is not suitable, 0.5-0.6 very reluctantly, 0.6-0.7 not suitable, 0.7-0.8 Suitable, 0.8-0.9 is very suitable, more than 0.9 is very suitable.

The KMO sample measure and Bartlett's sphere test are first used to test whether the item is suitable for factor analysis.

Table 4.6 the KMO and Bartlett's Test the brand attitude

Sampling Sufficient Kaiser-Meyer-Olkin metric		.804
Bartlett's Sphere Test	Approximate chi square	866.160
	df	190
	Sig.	.000

From the results of Table 4.6, we can see that the KMO value of the sample is 0.804, greater than 0.7, and the significance of the Bartlett's test of spherical shape is 0.000 <0.01. The spherical assumptions of each scale are rejected. The tested variables are related with each other. The sample data in this study is suitable for factor analysis.

Table 4.7 total variance explained

Ingredient	Initial eigenvalue			Extract square and load		
	Total	Variance %	accumulation %	Total	Variance %	accumulation %
1	6.337	31.686	31.686	6.337	31.686	31.686
2	2.193	10.964	42.650	2.193	10.964	42.650
3	1.658	8.288	50.939	1.658	8.288	50.939
4	1.227	6.136	57.075	1.227	6.136	57.075
5	1.058	5.288	62.363	1.058	5.288	62.363
6	.927	4.637	67.000			
7	.913	4.564	71.564			
8	.833	4.164	75.727			
9	.757	3.783	79.510			

10	.642	3.209	82.719
11	.624	3.121	85.840
12	.480	2.398	88.237
13	.450	2.249	90.486
14	.389	1.946	92.432
15	.356	1.780	94.212
16	.302	1.510	95.722
17	.264	1.320	97.042
18	.224	1.121	98.162
19	.188	.939	99.101
20	.180	.899	100.000

Extraction method: principal component analysis..

It can be seen from the above table that the eigenvalues of the first five principal components are greater than 1, with a cumulative contribution rate of 62.363%. The cumulative contribution rate is not very high, probably because some items in the scale are not highly correlated.

4.3 college students on the basic issues of public service ads

1-college students see the frequency of public service ads

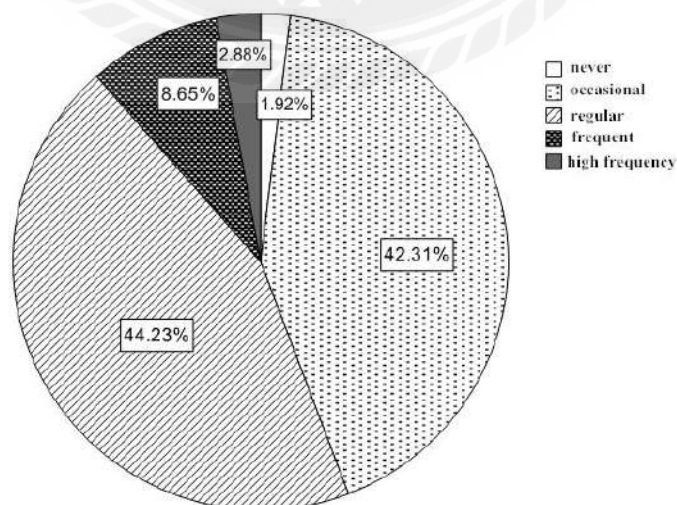


Fig.4.1 students at public service advertising frequency

It can be seen from Figure 4.1 that college students see the frequency of public service ads mainly in "occasional" and "regular", the proportion of the two accounted for 42.31% and 44.23%, followed by "frequent" 8.65%, the remaining two samples Less choice, never choose to see the public service ads only accounted for 1.92%, indicating that public service ads are pervasive, and our lives are closely related.

2.The main media analysis of college students' daily contact

Table 4.8 analysis of college students contact the mass media

	Response		
	N	percentage	Case percentage
Contact media TV	74	31.8%	71.2%
Internet	96	41.2%	92.3%
Magazine	9	3.9%	8.7%
Broadcast	11	4.7%	10.6%
Newspaper	18	7.7%	17.3%
Outdoor display	22	9.4%	21.2%
Others	3	1.3%	2.9%
Total	233	100.0%	224.0%

a. The value of 1 when the tabulation of the two groups.

It can be seen from Table 4.8 that in daily life internet and TV are exposed to more media among college students. most of the student watch PSA on internet and televisions, the result showed accounting for 41.2% and 31.8% respectively, accounting for 73% of the total media, followed by outdoor displays screens and newspapers The two media also occupy a certain share of 9.4% and 7.7%, other relatively small proportion of media did not reach 5%, this distribution is mainly determined by the contemporary college students' lifestyle.

3. The Main Media Analysis of College Students Viewing Public Service Advertisements.

Table 4.9 students watch public advertising media distribution

		Response		
		N	percentage	Percentage of cases
Watch the media	TV	68	34.5%	65.4%
	Internet	80	40.6%	76.9%
	Magazine	3	1.5%	2.9%
	Broadcast	8	4.1%	7.7%
	Newspaper	15	7.6%	14.4%
	Outdoor display	21	10.7%	20.2%
	Others	2	1.0%	1.9%
Total		197	100.0%	189.4%

a. The value of 1 when the tabulation of the two groups.

Table 4.9 shows that college students mainly watch public service announcements on television and the Internet, accounting for 75.1% of the total, followed by outdoor displays and newspapers. Compared with Table 4-9, we can see that there is no obvious difference in the distribution of media among university students exposed to public service advertisements.

4. An Analysis of College Students' Focus to Public Service Advertisements.

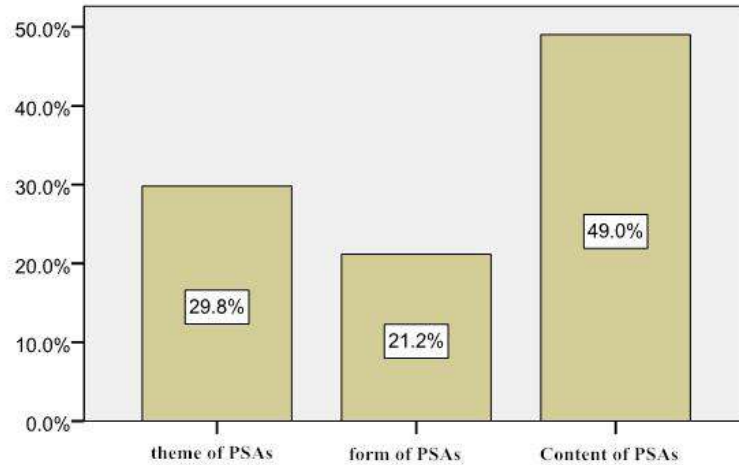


Figure 4.2 college students focus on PSAs

As can be seen from Figure 4.2, college students pay more attention to the content of public service ads when they watch public service ads. The data shows that 49.0% of sample data focuses on public service advertising, followed by 29.8% of the topics concerned with public service advertisements, and finally the content of public service advertisements 21.2%. At the same time, the survey on whether college students watch public service ads will pay attention to the source of public service ads that investors conducted further investigation, the survey results are shown in Table 4.10, 67.3% of students occasionally will notice, followed by regular attention to 17.3% Never mind that 14.4% of them pay attention to the smallest percentage of options each time.

Table 4.10 college students' attention

		frequency	percentage	Effective percentage	Cumulative percentage
Effective	Never	15	14.4	14.4	14.4
	Occasionally	70	67.3	67.3	81.7
	Often	18	17.3	17.3	99.0
	Almost every time	1	1.0	1.0	100.0
	Total	104	100.0	100.0	

5. College Students' Attitude to Public Service Advertising

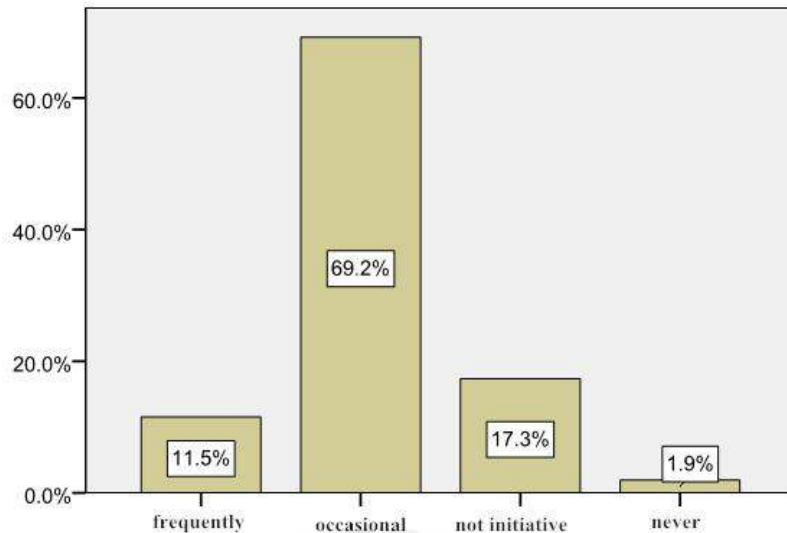


Figure 4.3 students talking about public service ads

As can be seen from Figure 4.3, 69.2% of students talked about occasional talk of life when they encountered what they considered to be good public service announcements. 11.5% of college students said they frequently talked about public service announcements that they thought were good, 17.3% of undergraduates said they would not take the initiative to talk about, only 1.9% of college students never talk about it that is great for public service ads.

At present, there are many deficiencies in public service advertisements in our country. This survey investigates the main shortcomings that college students think exist in public service advertisements in our country. Nowadays, there is a difference between male and female students on public service advertisement defects. Can be seen in the picture of college students generally believe that there are less public service ads in China at present, and the government advocated more of this shortcoming, but also can be seen that college students pay more attention to male students pay more for public service ads lack of creativity and face two shortcomings.

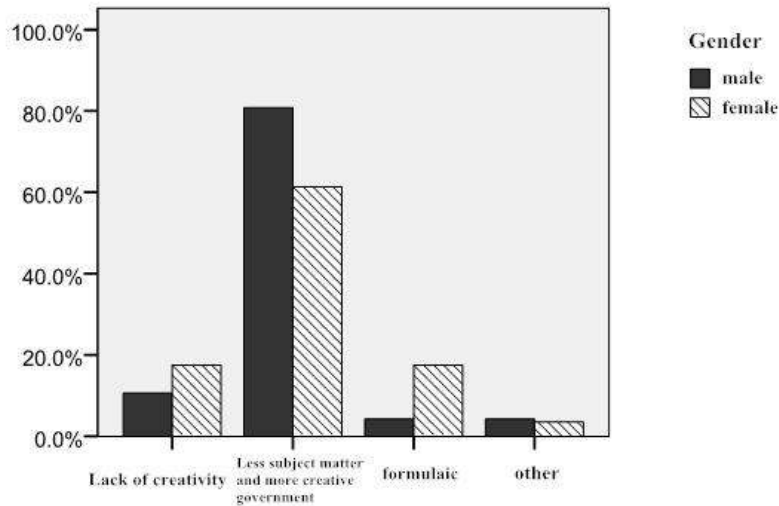


Figure 4.4 defects of public service ads

4.4 college students sponsored public service advertising brand awareness

Table 4.11 single sample statistics

	N	Mean	Standard deviation	The standard error of the mean
Corporate behavior is a manifestation of social responsibility	104	3.13	.972	.095
For commercial purposes, still make a contribution	104	3.94	.857	.084
The purpose of the business is to allow consumers to buy their products will still have a good impression on it	104	2.74	.985	.097
The public welfare behavior of the enterprise is true and credible	104	3.60	.807	.079
Can accept businesses in PSA implanted commercial elements	104	3.05	.969	.095
Commercial advertising using public benefit elements is an innovation	104	3.59	.808	.079
I think the company's continued public behavior is commendable	104	3.63	.894	.088
I would have been aware of the brand sponsorship PSA I will pay more attention	104	4.00	.870	.085

It can be seen from Table 4.11 that if an enterprise often supports the sponsorship of public service undertakings, it will affect college students' corporate brand recognition.

The results show that college students most agree that "they still make contributions for commercial purposes" and " I would pay more attention to these two views, the mean of the two views reached 3.94 and 4.00. Secondly, college students more agree that "the public behavior of the enterprise is convincing," "the use of public interest elements of the commercial Advertising is a kind of innovation " and " I think the company's ongoing public behavior is commendable" these three versions, the average is mostly around 3.60; but" corporate behavior is a manifestation of social responsibility." The view of " business aims to allow consumers to buy Their product will still have a good impression on it "and" accept the enterprise in public service ads implanted commercial elements "and other three kinds of point of view is not high recognition, of which the lowest is "business purpose is to allow consumers to buy their products will still have a good impression, " the average is only 2.74.

The T-test of the brand cognitive scale with gender as a group variable found that there was only a significant difference in the ability to accept that the enterprise embeds the commercial elements in the public service advertisement. The results are shown in Table 4.12. The independent sample T The probability of test is 0.021 less than the significance level of 0.05, then the variance of the two populations can be considered significant differences, so the T test results should be obtained in the case of unequal variance, the corresponding probability value of 0.007 less than the significance level of 0.05, refused the null hypothesis holds that there is a significant difference between the means of the two populations, that is, there is a significant difference between male and female undergraduates in their acceptance of this argument. From Table 4.13, it is clear that the average acceptance rate of male undergraduates is 3.32, which is significantly higher than that of female undergraduates, 2.82.

Table 4.12 Independent Samples Test (gender)

T test of mean equation

		Levene test of variance equation						The 95% confidence interval for the difference		
		F	Sig.	T	Df	Sig. (Bilateral)	Mean difference	Standard error difference	Lower limit	Upper limit
Can accept businesses In PSA implanted commercial elements	Suppose the variance is equal	5.474	.021	2.666	102	.009	.495	.186	.127	.863
	Suppose the variance is not equal			2.741	100.977	.007	.495	.180	.137	.852

Table 4.13 Group Statistics for related variables (gender)

	Gender	N	Mean	Standard Deviation	Standard error of mean
Accepting companies to embed commercial elements in public service announcements	Male	47	3.32	.783	.114
	Female	57	2.82	1.054	.140

4.5 University Students' Attitude to Corporate Brand Affecting PSA

Table 4.14 single sample statistics

	N	Mean	Standard deviation	Standard error of the mean
Enterprises to support my concern for public welfare, will have a good impression on it,	104	4.02	.788	.077
Enterprises no matter what kind of public welfare support, will have a good impression on it	104	3.42	.821	.080
I would think that the business is more responsible for its products	104	3.85	.911	.089
I think the company's employees can provide more satisfactory service	104	3.39	1.018	.100
I believe the company will continue to support public welfare	104	3.66	.961	.094

It can be seen from Table 4.14 that if an enterprise often supports the sponsorship of public service advertisements, the university student agrees with the brand's emotional attitude toward the enterprise, and the students will feel "favorable to the enterprise for supporting the public welfare activities I am concerned about" and "That the company has a sense of responsibility and more trust in its products," both agree that the higher the mean of 4.02 and 3.85, respectively; secondly, this survey of college students also more agree with "believe that the business will continue to support public welfare" view, the mean Was 3.66. However, there was a general average of 3.42 and 3.39 for undergraduates in their acceptance of the two theories that "enterprises will benefit from it regardless of what kind of public welfare services they support" and "I think the employees can provide more satisfactory services".

Table 4.15 professional on brand attitude ANOVA test

		Sum of Sum of squares	df	Mean square	F	Significance
Enterprises to support my concern for public welfare, will have a good impression on it	Among groups	1.771	2	.886	1.438	.242
	Within group	62.190	101	.616		
	Total	63.962	103			
Enterprises no matter what kind of public welfare support, will have a good impression on it	Among groups	.680	2	.340	.500	.608
	Within group	68.705	101	.680		
	Total	69.385	103			
I would think that the business is more responsible for its products	Among groups	1.554	2	.777	.935	.396
	Within group	83.984	101	.832		
	Total	85.538	103			
I think the company's employees can provide more satisfactory service	Among groups	1.628	2	.814	.782	.460
	Within group	105.208	101	1.042		
	Total	106.837	103			
I believe the company will continue to support public welfare	Among groups	2.585	2	1.293	1.409	.249
	Within group	92.636	101	.917		
	Total	95.221	103			

T-test and analysis of variance (ANOVA) are used to test the hypothesis H1 that the professional difference in the sample's basic situation in this study affects college students' attitude towards corporate brand sponsorship of public service ads. H1: Significant impact, the specific test results shown in Table 4.15, can be seen from the table, the significance of each variable value are greater than 0.05, so reject the null hypothesis, drawn professional differences on college students emotional attitude did not significantly affect the conclusions.

4.6 An Analysis of University Students' Tendency to Corporate Brand Behavior in Sponsoring Public Service Advertisements

Table 4.16 single sample statistics

	N	Mean	Standard deviation	Standard error of the mean
In similar products will be more interested in the enterprise products	104	3.73	.791	.078
Under the same conditions give priority to the enterprise's products	104	3.81	.777	.076
Will be publicized to others the public welfare activities	104	3.46	.835	.082
Will buy their nonprofit products at a higher price	104	2.99	1.019	.100
Recommend relatives and friends to buy the enterprise's products	104	3.27	.839	.082
About unknown brand , they are interested in knowing the enterprise's brand	104	3.65	.833	.082
Will stay tuned for other trends in this enterprise	104	3.13	1.103	.108

It can be seen from Table 4.16 that if an enterprise continuously supports the sponsorship of public service advertisements, it will have an impact on the college students' brand behavior tendency. The concrete analysis results are as follows: college students are more interested in "similar products in the enterprise" and " Conditions give priority to the company's products, "both agree that the higher the degree of mean 3.73 and 3.81; followed by college students also more recognized" for the business did not understand, intends to understand their brand " and " will promote the business to others of the public opinion ", with mean values of 3.65 and 3.46, respectively; and" Proposed relatives and friends to buy the company's products "," Will continue to pay attention to other public welfare activities of the enterprise "and" Will buy their public welfare products at a slightly higher price ", The viewpoints of recognition are not high, and the average value has not reached 3.50. In particular, the recognition that "it will purchase its nonprofit products at a slightly higher price" has not yet reached the normal level, with an average of only 2.99.

As the consumption level of this factor will often have consumer behavior, lifestyle habits have the impact of the following different consumption levels will be on the

college students sponsored public service ads brand behavior tendency of the problem, this chapter also uses the T test And analysis of variance (ANOVA) to test the hypothesis H1, the test results are shown in Table 4.17. The data in the table can show the significance of each variable is greater than 0.05. Rejecting the null hypothesis, it can be concluded that the different consumption levels have no significant effect on college students' brand behavior.

Table 4.17 professional on brand attitude ANOVA test

		sum of square	df	Mean square	F	Significance
In similar products will be more interested in the enterprise products	Among group	.920	3	.307	.483	.695
	Within group	63.541	100	.635		
	Total	64.462	103			
Under the same conditions give priority to the enterprise's products	Among group	1.848	3	.616	1.021	.387
	Within group	60.306	100	.603		
	Total	62.154	103			
To publicize the business of public welfare behavior	Among group	1.965	3	.655	.937	.426
	Within group	69.882	100	.699		
	Total	71.846	103			
Will buy their nonprofit products at a higher price	Among group	2.848	3	.949	.912	.438
	Within group	104.142	100	1.041		
	Total	106.990	103			
Recommend relatives and friends to buy the company's products	Among group	1.413	3	.471	.663	.577
	Within group	71.048	100	.710		
	Total	72.462	103			
About unknown brand , they are interested in knowing the enterprise's brand	Among group	.392	3	.131	.184	.907
	Within group	71.146	100	.711		
	Total	71.538	103			
Will stay tuned for other trends in this enterprise	Among group	5.748	3	1.916	1.602	.194
	Within group	119.627	100	1.196		
	Total	125.375	103			

4.7 regression analysis

Regression analysis can predict the value of a particular variable in a variable relationship based on known variables (one or more). Regression analysis can use mathematical relationships to determine whether a significant correlation exists with a

variable and with other variables the obvious relationship is not obvious, and the accuracy of prediction can be judged.

H1: Corporate brand awareness has a positive effect on behavioral tendencies

H2: Corporate brand emotion attitude has a positive effect on behavioral tendencies.

4.7.1 The Impact of Corporate Brand Cognition on Behavioral Inclination

Taking the cognition of corporate brand and the attitude of corporate brand as independent variables, the dependent variable is behavioral tendencies, and the results of regression analysis are shown in the following table.

Table 4.18 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.687 ^a	.472	.464	.40211

a. Predictors: (Constant), Corporate brand awareness, corporate brand emotional attitude

The results of the above table show that the model has an R-value equal to 0.687 and an R square equal to 0.472. After adjustment, the coefficient of determination (R square after adjustment) is 0.464, indicating that the explanatory power of the independent variable reaches 46.4% > 30% Higher degree of explanation.

Table 4.19 Model Goodness of fit test(ANOVA)

Model	Sum of Squares	df	Mean Square	F	Sig.	
1	Regression	25.772	2	8.591	53.130	.000 ^a
	Residual	28.781	101	.162		
	Total	54.553	103			

a. Predictors: (Constant), Corporate brand awareness, corporate brand attitude

b. Dependent Variable: Behavioral tendencies

The above table is the test result after bringing independent variables into the regression equation: when the regression equation contains different independent variables, the F value is 53.130, the value of Sig is 0.000 and obviously <0.01 , which has significant statistical significance. Explain the establishment of the regression model has significant practical significance.

Table 4.20 regression analysis (Coefficients)

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
Constant	.660	.262		2.520	.013		
Corporate brand awareness	.196	.091	.186	2.154	.033	.398	2.514
Corporate brand attitude	.567	.096	.483	5.904	.000	.443	2.259

a. Dependent Variable: Brand satisfaction

The regression results of the above table show that the regression coefficients of corporate brand awareness and corporate brand emotion attitude are 0.196 and 0.567 respectively, T values are equal to 2.154 and 5.904, respectively, and the corresponding P values are: $P < 0.05$, which shows that the higher cognition of corporate brand And corporate brand attitude of the more positive attitude will have a positive impact on behavioral and significant impact. That corporate brand awareness and corporate brand attitude score the higher the attitude of considering the purchase of the business behavior is also higher. Therefore, suppose H1-2 is supported.

CHAPTER 5

CONCLUSION AND SUGGESTION

Based on the literature review and data analysis in the previous chapters, this chapter will analyze and summarize the main conclusions of this paper, and then put forward my own opinions and suggestions according to the conclusion of this survey.

5.1 Basic conclusion

This research first investigates and analyzes the college students' cognition and behavioral habits such as public service ads themselves. Then from the three dimensions of college students' attitudes towards brand advertising, namely, brand awareness, brand emotion, brand Behavioral tendencies scale analysis, and finally reached a series of conclusions.

1. College students pay attention to public service ads and receiving media

The frequency of college students watching public service ads mostly distributed in "occasional" and "regular", the proportion of the two reached 86.54%, followed by a small selection of frequently seen public service ads, the analysis shows that public service ads in our daily Life has become more prevalent, and commercial advertising has seen some improvement. At present, college students have more daily contact with the media mainly network and television with the current mainstream of the media are consistent, followed by more media exposure is the newspaper and outdoor display, which is mainly related to the living habits of college students. At the same time, college students view the media of public service ads is also the network and television the most frequent, and more in contact with the distribution of media; analysis proves that the choice of media public service ads in line with the living habits of college students is very reasonable.

2. Students concerned about the source of public service ads

Contemporary college students watching public service ads when the focus is mainly on public service ads, accounting for nearly half the proportion, followed by the

theme of public service ads, and finally the form. At the same time, 67.3% of university students will occasionally notice the source of public service ads, 17.3% of them regularly notice the sources of advertisements, indicating that college students pay more attention to sponsors of public service ads.

3. Dissemination and Opinion of College Students on Public Service Advertising

Most college students occasionally mention and talk about what they consider to be good public service announcements with their friends and family in daily life. And 11.5% of college students said they often talk about their favorite public service ads. The research shows that at present college students generally think that there are fewer topics of public service advertisements in our country and most of them advocate by the government. At the same time, it is found that female undergraduates pay more attention to the defects of lack of creativity and profiteering of public service advertisements than male undergraduates.

4. The Influence of Various Factors of Enterprise Public Service Advertising on Brand Attitude

Students in the field of public welfare generally said that "enterprises support my interest in public welfare, it will have a good impression," the average score was significantly higher than "no matter what business support for public welfare, will have a good impression," the item score, corporate public service ads The choice of public welfare field has a significant impact on college student brand attitude. Students generally do not agree to add commercial elements to public service ads, and girls are more objectionable to the behavior than boys. For small and medium-sized enterprises, well-known enterprises put public service ads will be more likely to get the attention of college students, and continue to run public service ads for the longer the more consumers think the corporate public welfare behavior worth valuable trustworthy.

5. Corporate public service ads to enhance brand attitude

If an enterprise continues to support public service advertising, although college students tend to think the brand awareness of the enterprise as "still contribute for

commercial purposes," they will, to a certain extent, regard the enterprise as having a sense of social responsibility; The Company's brand favorable will generally rise. At the same time in similar products will give priority to the company's products or services, and some college students will buy the company's products for a slightly higher price, and recommend the brand to others.

5.2 Suggestions

Based on the above conclusions, public service ads have an important role to play in the brand building and dissemination of enterprises. They should attract the attention of the enterprises and give more attention to the undergraduate students. Meanwhile, the better dissemination of brand and product information is made. Impact on Undergraduate Brand Attitude This topic gives the following suggestions:

First, at this stage public service ads are gradually familiar to the public in our country. For the group of college students, college students are concerned about the source of sponsorship of public service advertisements and the acceptance of corporate public service advertisements. In addition, Business brand attitude will be significantly improved, so companies can consider the college students are concerned about the field of public service delivery of public service ads, establish a good corporate image and enhance brand awareness.

Second, companies organize creative advertising competitions through the campus. Public service advertisements collected through the campus as a carrier can better highlight the vision of representing the college students and accurately target the target market of the enterprise. Through the in-depth interaction and exchange of college students' personal participation, the brand communication of enterprises can be better carried out, and the brand attitudes of university students to enterprises can be influenced bit by bit.

Third, at present, there are many deficiencies in public service advertisements in our country. In view of the fact that undergraduates pay more attention to the less subject matter, the government advocates this issue. When investing in public service advertisements, enterprises should pay more attention to the choice of advertisement subjects. Attractive topics are conducive to deepening the students' Advertising impression.

At the same time, girls are more concerned about the lack of creativity and over-expression of facial expressions and other issues. When shooting public service ads, some adjustments can be made according to the target groups.

Fourth, enterprises should not put too many commercial elements when they run public service advertisements, so consumers' resentments are not conducive to the promotion of brand attitudes. At the same time, investment in public welfare undertakings should be a long-term continuous process with long durations conducive to the shaping of brand image and the cultivation of brand trust.

5.3 Deficiencies and Prospect

Due to my lack of experience in theory and research as well as all the limitations of the research methods of the questionnaire itself, this study has many shortcomings:

First, the questionnaire research method itself has some limitations and the survey using the online questionnaire, the research object has a lot of uncertainty, while the number of samples only 100 only as a typical research some of the problems did not show in the data. Some questions in the questionnaire are not designed properly, and the cumulative contribution rate of the common factor in the principal component analysis is relatively low.

Second, the sample of this study is aimed at undergraduates. It is suggested that follow-up research should be conducted on different populations as the research object, which can be extended to all regions, educational background and all age groups. The research results of this study can be more generalized.

Third, corporate public service ads have many influencing factors, this article selected only a few aspects of research, research is not comprehensive, and the research on some issues is not deep enough. In the future, you can add other more detailed research variables, such as the interest of public service ads and the duration of advertisements so as to better understand the consumers' attention and preferences.

Fourth, the limitations of variable selection. There are many influencing factors in corporate public service ads. This article selects only a few aspects of research, the research is not comprehensive, and the research on some issues is not deep enough. In the future, you can add other more detailed research variables, such as the interest of public service ads and

the duration of advertisements so as to better understand the consumers' attention and preferences.

Fifth, advertising design diversification. The content of public service ads in this research is based on the spirit advocated by the core values of most of the society. The design of public service advertisements is presented in the form of words, pictures and slogans. The proposed research can be presented in different ways to explore whether there are any differences research result.

