

Advertising Wounds, Public Relations Cure: Corporate Social Responsibility perspective in China

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Abstract

Advertising affects society by virtue of its behavioral, economic, moral and cultural effects, and public relations through the corporate social responsible (CSR) work as a healer. The government regulations and offensive attitude toward advertising content and products reduce the effective role of advertising whereas philanthropy, crisis response and social welfare support the favorable attitude of people toward public relations. The presented article uses the triangulation research method for the attitude evaluation toward advertising and public relations from the CSR perspective with a special focus on China. The results suggest that the social responsibility for advertising practices show positive attitude toward public relations because of CSR practices. The study can be used by the companies and corporate organizations to gauge their advertising and public relation practices in China.

Key Words: Advertising, Public Relations, Corporate Social Responsibility (CSR), China

1. Introduction

Borrowed from Aristotle, “*poises*” and “*Techne*” means professions as combinations of helpful practices that eventually present the believe against such practices instead of simplistic rule, “professional disciplines involve the means of doing what they do” (Squires, 2001). Professional practice of advertising and public relations got importance after the World War-II because of its various claims and functions for instance advertising appeals for brand sales and public relations for publicity, awareness and lobbying. Advertising considered as asymmetrical and public relations as symmetrical form of communication. Therefore, commercial world deem advertising part of marketing activities while through public relations consumer participation approaches enhance the viability of commercial with social world. Now different dimensions of public relations are being explored by the scholars, public relations as discipline covering range of aspects which cover social and corporate demands. However, the impact of such practices needs to study on emerging markets. Whereas, China is emerging market, the practices of advertising and public relations are widely adopted by the corporations whereas such practices conceive differently in the Chinese cultural perspective.

Despite the concepts of target audiences and publics, the concept of common goodness generally acknowledged in the Chinese context. Chinese society perceive corporations in the view of Confucian concept “*rites*” and “*rituals*” that could be narrated that beyond material gain corporations should contribute in the societal well-being and they should behave in the expression of corporate social responsibility (CSR).

The presented article is an attempt to analyze the CSR perspective in China against existing practices that affect advertising and public relations.

The main focus of the study will be on the attitude evaluations toward advertising and public relations from the CSR perspective in China by applying triangulation research method. This article will help to understand for and against aspects in advertising and public in CSR view in China.

2. Literature Review

2.1 Harmful effects of Advertising for the society

Advertising was considered as capitalistic evil and was not allowed in China for decayed. After the 1949, China adopted the open-door policy in 1978 as "socialist market economy", and cultivated advertising in Chinese society. During 1980s and 1990s, the advertisers increased their reach to their potential consumers through growing media. Hence, Chinese advertising expenditure reached sum total of US \$ 13.5 billion in 2003 (China Advertising Association, 2001; China Administration of Industry and Commerce, 2004b). It can be inferred that speedy development in Chinese economy due to transformation from socialist to capitalist set up made the Chinese society to adopt capitalistic norms, and market forces like competition, materialism, and individualism also transformed the Chinese culture (Gao, 2007). However the credibility of corporate communications means need to be tested in the Chinese context. Therefore, the hypotheses as followed:

H1. Chinese consumers consider advertising more credible than public relations.

H1a. Chinese consumers consider Public Relations more credible than advertising.

2.2. Controversial Advertising

Advertising effects have always been the focus of debate among communication academicians and society. Scholars categories the research in to "controversial advertising" which could be studied in "unmentionables", "socially sensitive products" decent products", "acceptable advertising", and "advertising ethics". (Fahy et al, 1995; Wilson and West, 1981). However, Shavit *et al.* (1989) commented that advertising report positive perception about product information but in reality presented product information is always controversial. Polly and Mittal (1993) measured the "value corruption" in advertising and evaluated that advertising changes the values of youth, promotes materialism and bad things in society, makes people to buy goods for show-off and persuades people to live in the daydreaming. The concept of "promotes undesirable" pointed out by Polly and Mittal (1993) that there are intense sexual meanings and imagery in advertising.

Polly and Mittal (1993) revealed "falsity and misleading" mentioning that in general advertising is misleading and insult the intelligence of average consumer. Wilson and West, (1981); Jensen and Collins, (2008) asserted "unmentionables" as those goods, ideas and services that for motive of delicacy, politeness, ethics and having opposite reaction of bad taste, hatred and anger when it is advertised or openly presented. They mention the examples of goods as "personal hygiene, birth control, warfare, and drugs for terminal illness", ideas as "political ideas, palliative care, unconventional sexual practice, racial/religious prejudice and terrorism", services as "abortion, sterilization, VD, mental illness, funeral directors, and artificial insemination".

However, Rehman and Brook (1987) discuss the controversial products focusing on feminine hygiene, they considered "undergarments, alcohol, pregnancy tests, contraceptives, medications, and VD services" in the controversial product category of advertising. However socio-cultural, moral and regulations perceptions need to be hypothesized in the Chinese frame of social process. Thus, the following hypotheses are as below

H2. Chinese consumers consider advertising more credible than public relations for socio-cultural perspective.

H2a. Chinese consumers do not consider advertising more credible than public relations for socio-cultural perspective.

H3. Chinese consumers consider advertising more credible than public relations for moral and regulations aspects.

H3a. Chinese consumers do not consider advertising more credible than public relations for moral and regulation aspects.

2.3. Advertising play with consumer sentiments

Hoek and Maubach (2005) found that the information provided through direct to consumer advertisements (DTCA) of prescription medicine exposes the concern of consumers, doctors, regulators and interest groups. The development of drug ads should be according to the guidelines of policy makers regarding format, content and style. Hoek and Maubach (2005) argue that public policy could not reduce the potential harm of DTCA, but only to unsanctioned DTCA.

Advertising not only affects the society but also it has negative effects on children. The symbolic meaning that associates advertisers with the childhood used in different ways, it is varied from product to product: delicateness or safety in the advertisements of cars, compassion and confidence in the services advertisements, cleaning and smoothness in bath products, other than symbolic meanings of childhood usually devise by advertising formats like calm, friendliness, imagination, naturalness, genuineness. (Martinez *et al*, 2006). However, Advertising and its effects on the behavior of children have been widely studied by scholars such as Mertinez *at al*. (2006) observed the behavioral effects and found that children adopt the violent behavior from television advertisement and he emphasized to take urgent measures against this kind of advertisements.

Gray (2005) points out that advertising industry is facing many debates at obesity and excessive consumerism towards children in European Union, Gray (2005) think that self-regulation is the best way for advertisers to demonstrate their responsibility. The related industries carry on self-regulation from different aspects of advertisers, agencies and media. However, they should write and sign a code of advertising practice, and then create a self-regulated organization to oblige the related industries in adopting crucial measures to practice their conduct and self-regulation.

Pointing out the economic harms of advertising, Foley (1999) discussed misleading advertising that motivates consumer lifestyle, it increases the uncontrolled consumption influenced by advertising media content. However, to implement the absolute truth in advertising is impossible, advertising is usually used as a device to cheat masses for their money and considered as deceiving, many advertising tactics such as comparative advertising, figures, testimonials, and "puffery" are also considered illegal because they could potentially deceive consumer (Gao, 2007). Although advertising effects personal perception and demand, either it works out or not, following hypotheses to be developed:

H4. Chinese consumers consider advertising more credible than public relations for consumer's personal usefulness.

H4a. Chinese consumers do not consider advertising more credible than public relations for consumer's personal usefulness.

2.4. Advertising regulations and Social responsibility in China

Chinese government is vigilant to harmful effects of advertising on the Chinese society and government imposes regulations at advertising contents. Gao (2007) reveals that Chinese economy is growing in the situation of market mechanisms although their political system contains authoritarian socialism. Hence, Chinese advertising system is dependent on regulations; Self-regulation or social responsibility is secondary and is suppressed in its role. Taylor *et al* (2000) examine the three harmful product categories; cigarettes, alcohol, pharmaceutical and personal care products on advertising restriction in four Major East Asian markets. He found that although cigarette advertising is banned in China but cigarette advertisers practice promotional activities through event management and sports

sponsorships as well as in their national airlines. Whereas alcoholic advertisements are generally legal in China, Pharmaceutical products are allowed to advertise after approval of advertising content by the concerned authorities.

Rotfeld (2002) views that social service advertising may be effective to change social and consumer behavior, advertising is not so efficient to be a solution of some social problems and trust in advertising itself becomes part of the problem.

Foley (1999) lists benefits and harms caused by advertising from economic, political, cultural and religious aspects; he identifies moral principles for advertising, emphasizing truthfulness, the dignity of human beings and social responsibility. Hence, the related research question is as below:

RQ1. What are the significant factors that effect consumer's perception toward advertising and public relations in China?

2.5. Public Relations practice, corporations and society

Public relations were influenced by society and business, and it was extensively studied within communication scholarship in 1970s. Public relations interrelated itself with "public information to reputation management to relationship management", hence, the purpose and procedure of public relations are common with the focus of corporate social responsibility (Clark, 2000). However, Kim and Reber (2008) point out that management function of public relations can play a positive role in society while corporate social responsibility (CSR) demand to reduce the self-interest of organizations in its preference and act within society.

Clark (2000) discussed public relations' persuasion role in society during 1930s' "Great Depression", which gave hope for the change towards the better, indeed the requirement of business and society are one and the same. Now human societies are also in the phase of transition which transforms societies and economies and we are again on the standpoint of great depression, it demands change in business practices from conventional to socially responsible. The Chinese economy also having indirect effect of global recession so careful inquiry leads toward the Chinese consumer perception toward advertising and public relations. The following hypotheses are developed:

H5. Chinese consumers consider public relations more credible than advertising for product awareness aspect.

H5a. Chinese consumers do not consider public relations more credible than advertising for product awareness aspect.

H6. Chinese consumers consider public relation more credible than advertising for philanthropic aspect.

H6a. Chinese consumers do not consider public relation more credible than advertising for philanthropic aspect.

H7. Chinese consumers consider public relations more credible than advertising for value driven aspect for society.

H7a. Chinese consumers do not consider public relations more credible than advertising for value driven aspect for society.

2.6. Public Relations is conscience of corporation

Chen (2005) discussed CSR as the ethical foundation of public relations, and conversion towards CSR synchronizes with the development of modern mind of public relations. From the perspective of development of CSR, public relations can be divided into four stages: corporate social responsibility (CSR1), environmental deterioration and issue management (CSR2), corporate social justice (CSR3), corporate social motivation (CSR4). Model of press-agentry and public message belongs to CSR1, model of bidirectional asymmetry belongs to CSR2, model of bidirectional symmetry belongs to CSR3, and model of community belongs to CSR4.

CSR is considered only when it is rewarded by financial markets; the markets reward those companies which bring changes in to their accounting system so companies went for auditing system not only because of financial presentation but it also took initiatives for environment and social indicators (Frankental, 2001). Hence, research examines that the companies which practice CSR get healthy attitude from consumers toward purchase attention (Wigley, 2008).

In this era of information age, consumers are more conscious about the societal aspect of the products and companies. Leeper (1996) suggest that consumer measured companies from the perspective of the socially responsible or irresponsible beyond the consideration of their successfulness or profitability. Corporations are having their economic interests beyond their home territories.

The global crisis of Brent spar of *Shell*, *Johnson & Johnsons'* Tylenol Crisis and surgical needles case in *Pepsi* tin container in United States, the crisis of Coca Cola in Europe and the crisis like *SanLu*, *Snow Milk* in China and Japan demand for immediate response by the consumers and society. Galbreath (2009) discuss the social issue, as anything that affects the societal interests and appear as a debate in the society. Issue management is the ability to realize, trigger, organize and guide all strategic policies, planning functions and public affair/ public relations toward finding a common goal, the objective oriented strategy in organizing a public policy that affect the public and organizational future (Chase, 1982). However, Coombs (2007) define crisis as an extreme event that may threaten corporation and organizational presence, even at the minimum level it can cause considerable injuries, deaths, financial costs and a severe damage of organizational reputation. Moreover, Kim et al (2009) assert that CSR is not effective in certain crisis situations.

Cao and Hong (2009) find out that people having more expectations from the large companies and usually they do not impress by their CSR activities, large companies should be more socially responsible as compared to small companies. Pharoah (2006) points out those corporations that are operating in a more and more complicated world; three challenges corporations used to face, corporate reputation, changes in corporate culture and expensive governance reform. Pharoah (2006) recommend the solution for corporations in the implementation of CSR, Companies should take ultimate responsibility for communications strategy beyond just the PR team break down the functional solutions and deliver integrated communication. Social responsibility, quality and "custodianship" are getting more importance by the business community (Leeper, 1996).

Galbreath (2009) gives an example that more fuel efficient consuming car companies in the world spending their company resources to solve the teen age smoking problems because it is a social issue. CSR is ethical foundation of PR, modern PR arouses social responsibility of corporations, makes corporations more sensitive towards CSR (Bovet, 1993; Chen 2009). However, (Chen 2009) argue that the concept of PR is "conscience of corporation" becomes more and more distinct. The following hypotheses could direct toward the public relations and advertising practices that governs crisis response on product harm and corporate social responsibility in China.

H8. *Chinese consumers consider public relations more credible than advertising for product harm crisis and issue management.*

H8a. *Chinese consumers do not consider public relations more credible than advertising for product harm crisis and issue management.*

H9. *Chinese consumers consider public relations more credible than advertising for public relations as corporate social responsibility.*

H9a. *Chinese consumers do not consider public relations more credible than advertising for public relations as corporate social responsibility.*

2.7. Practice of Corporate Social Responsibility in China

Qu (2007) finds in the analysis of 143 companies in China that CSR is prominent indicator of market orientation which followed the government regulations, it represents that CSR is the combination of consumer desires and government actions.

However, public relations, organizational internal communication, crisis management are at the bottom of priority list of communication executives in China whereas issue management, corporate social responsibility communication, labor relations and investor relations are less important as compared to other corporate communication functions (Goodman and Jay, 2007). Li Hongmei and Tang Lu (2009) discuss three reasons for multinational companies' inadequate implementation of CSR in China, first economic and social security threat by multinational companies, second exploitation for positive tax policies and unjustified advantages in competition with Chinese companies and finally lack of regulations on environment, labor and ethical standards. Tang and Li (2009) observed that local Chinese companies contribute to different social causes and donations to public philanthropy as compared to multinationals.

Moreover, could social causes, donations and philanthropy increase the credibility of public relations and advertising in the consumer perceptions, the following hypotheses could better answer this question.

H10. *Chinese consumers consider public relations more credible than advertising for role of wellbeing in community needs.*

H10a. *Chinese consumers do not consider public relations more credible than advertising for role of wellbeing in community needs.*

Chinese current administration encouraged the concept of CSR in China, Chinese people having more expectations from Chinese and multinational companies toward socio-economic context and in promotion of harmonious society (Wanga and Chaudhrib, 2009; Good man and Jay, 2007). The perception of consumers needs to be tested in the gender perspective because male and female genders use communication means for their own consumption necessities. The following hypotheses could better serve:

H11. *Male Chinese consumers consider public relations more credible than advertising.*

H11a. *Male Chinese consumers consider advertising more credible than public relations.*

H12. *Female Chinese consumers consider public relations more credible than advertising.*

H12a. *Female Chinese consumers consider advertising more credible than public relations.*

3. Methodology

Prior to begin the survey, a questionnaire was designed in English and translated by a bilingual expert into Chinese language for pilot study. A pilot study conducted with the random sample of 50 to make sure that the language readability and vocabulary similarity to the English questionnaire. The questionnaire was revised in pattern of the statements and considered more proficiency in the statements in Chinese language after the pilot study with the first Chinese translated version. The Chinese questionnaire again translated in to English by another bilingual expert.

3.1 Population and Sample

In order to sample selection, the people having age of at least 18 years selected for sample because of ability for making their own decision. The stratified random sample of university students' population was selected because of their homogeneity and convenience (Liu, 2002; Waller, 1999; Carder *et al.*, 1981; Ramaprasad and Thurwanger, 1998). In sample we tried to select those students who have their part time job, but we received a mixed response. The sample reflects homogeneity among Chinese respondents whereas they belong to Hubei province (46.6), Henan province (8.9), Anhui province (3.2), Jiangxi province (4.8), Hunan province (11.2), Jiangsu province (2.9), Guandxi province (2.4) and others (20). A total of 460 respondents were directly approached, whereas 450 responses received while 429 appropriately filled responses included in the study while 21 inappropriately fill responses exclude from the study. (Table I).

3.2 Questionnaire design and Validity

The questionnaires took about 15 minutes. The questionnaire contains two parts, first, about the demographic profile of the respondent and second attitude of respondent about the advertising and public relations from the CSR perspective. In second part, the advertising portion was modified from the previous studies (Petrovici *et al*, 2007, Liu, 2002; Kim and Reber, 2008; Ho and Sin, 1986).

Insert table (I) about here

As advertising an instrument, the economic, social, moral, regulation and personal usefulness of advertising queried of the following responses of tactic of every function and its related impact whereas public relations as instrument, the communication, management, value driven functions and role in community needs.

The statements queried following functions through the subdivision of the tactics of these functions. An opposite statements developed for public relations as CSR practice, a statement for instance 'companies do not promote good values in society'. Against every aspect and function, a multi-variate scale developed. 30 statements were formed in to five-point Likert scales (varying from "5" strongly agree to "1" strongly disagree). The validity of the statements was evaluated on the scale of alpha whereas Cronbach's Alpha is 0.75.

3.3 Data Analysis

The data analyzed by frequency and mean tests that investigate the general perspective of corporate social responsibility (CSR) against the every aspect and function of advertising and public relations. Pair sample t-test, non parametric rank tests were used for hypotheses testing.

4. Results

4.1. Attitude toward Advertising and public relations and its apparent effects

Results show that there are significant differences between advertising and public relations. Societal aspects receive positive responses by the respondents and the factors leading toward corporate social responsibility increase the credibility of the public relations. However, the responses means and standard deviation reflect the micro frame of developed hypotheses. The developed hypotheses evaluate the instrument, function, claims and effects of advertising and public relations. The responses for regulation on advertising ($M = 4.6$, $SD = 0.6$) illustrate the strong attitude for the government control on advertising. On the other hand, the respondents are also having strong attitude toward companies' fairness and honesty for society ($M = 4.6$, $SD = 0.5$) (Table II). It is hard to develop any assumption for hypotheses through generalization (mean, SD). The respondents demonstrate better responses for public relations, whereas, certainty deviate for advertising responses. The significant difference could be observed in the standard deviation of adverting which seem skeptic and reflected their behavior less enthusiastic compare to public relations behavior. Public relations responses seem more positive and certain.

4.2. Factors effecting attitude toward advertising and public relations

The results show significant difference among public relations and advertising as an instrument and factors. All the results are significant at ($p < .05$), these results show that Chinese consumer do not consider advertising credible than public relations as an instrument and socio-cultural and personal perspective, however, the hypotheses H1, H2, H4 are rejected while H3 is accepted where as H1a, H2a and H4a are accepted and H3a is rejected. The Chinese respondents have positive attitude toward advertising on moral role and regulation implication (Table III).

Insert table (II) about here

Insert table (III) about here

Overall respondents ranked public relations positive on product awareness, philanthropic and value driven function, however, significant difference can be observed among public relations and advertising variables which support the H5, H6, H7 while H5a, H6a and H7a are rejected. Respondents are confident about the public relations strategies comprising product awareness through news publicity, corporate philanthropy for social welfare and societal values as compare to advertising claims that motivate their target consumers for mass consumptions, economic gain and promotion of undesirable beyond societal norms (Appendix Table1). However, mass advertising multiply the magnitude of harm to the consumers in the case of product harm crisis. Therefore, H8 is accepted and H8a is rejected. The respondents ranked negative to the economic aspects when they compare product harm and respondents considered actions instead of good image of brand. The respondents have significantly positive behavior toward public relations because of corporate social responsibility.

Franktel (2001) asserted that corporate social responsibility is an invention of PR. Chinese consumer considers the role of public relations in the societal well-being (Table IV). The hypotheses H9 and H10 are accepted whereas H9a and H10a are rejected.

The least role of public relations as corporate social responsibility is insignificant among Chinese respondents and they evaluate that companies should be fair and honest to the society.

Insert table (IV) about here

4.3 Gender inclination toward advertising and public relations

The results show male and female respondents inclination toward advertising and public relations a significant difference. Surprisingly, the male respondents are more incline toward advertising as an instrument compare to females (Appendix Table 2). The significant positive attitude can be observed toward public relations among both genders (male and female) (Table V). Hence, the hypotheses H11, H12 are accepted whereas H11a and H12a are rejected. The acceptability of adverting toward gender reflects 63 percent in the public relations. (Table VI)

Insert table (V) about here

Insert table (VI) about here

5.1 Discussion and Implication

The study results reflect multidimensional perspective where study show that respondents have significant difference in behavior toward advertising and public relations. Whereas, the respondents having significant positive attitude for public relations as an instrument compare to advertising. Survey indicates that in China respondents consider public relations more credible than advertising. Slightly positive attitude observed toward advertising on moral and regulation comparing public relations. However, the attitude on economic and social effects reflect neutral which contrasts with the previous findings (Bauer and Greyser, 1968; Polly and Mittal, 1993; Petrovici *et al*, 2007).The credibility of advertising is not significant compare to public relations. The results on personal usefulness of advertising are slightly consistent with the Liu (2002) findings that advertising mislead Chinese consumers. Therefore, comparing credibility advertising with public relations is not significant. However, the overall neutral attitude also remains consistent with Liu (2002) toward Chinese respondents.

Chinese consumers are conscious about the effects of advertising that demand to instigate moral and regulation implementation. Silent aspects of consideration of regulations reveal that Chinese consumers consider advertising negative effects; they assumed it should be monitored by the regulatory authorities. It reflects that the role on code of conduct on morals in advertising and regulations should be improved. However, Gao (2007) argue that Chinese advertng system primarily governs by regulation instead of social responsibility.

Chinese consumers find public relations more credible compare to advertizing because of product awareness, corporate philanthropy and value driven role. The product awareness through publicity in the PR compare to advertising is consistent with the exiting studies (Harris, 1991; Cameron, 1994; Gray, 1998; James, 2002; Lamons, 2002; Ries and Ries, 2002, Putrevu, 2005, Celebi, 2007) in the Chinese socio- cultural perspective. It can be asserted that publicity can better serve the interest of consumer and producer compare to advertising in China. Positive behavior of Chinese respondents toward public relations inline with Chen (2005) model. However, Caroll (1979) finds that CSR having multidimensions which consider the different type of responsibilities comprises economic, legal, ethical and socially opens. Despite the advertising claims, the attitude of Chinese consumers is significant towards public relations techniques. The role of public relations considered credible in societal well-being contrast to the advertizing. Hence, it can be argued that the credibility of public relations enhanced because of techniques and functions that contribute to the society as a whole.

The studies (Clark, 2000; Lewis, 2001; Kelin and Dawar, 2004; Chen 2005; Galbreath, 2009) considered corporate philanthropy, value driven role in society, crisis response and feed back as part of CSR. Surprisingly, the credibility of public relations is significant among male and female Chinese consumers. The indications in the attitude of Chinese consumers for the implementation of public relations are comprises the genuine PR practice that consistent to CSR.

Andrew (1994) and Wells (1998) findings for attitude analysis toward Russian and US consumers, suggest that Russian consumers different considerably different compare to those of US. Petrovici *et al* (2007) findings for personal and perceived social and economic effects of advertizing in Bulgaria and Romania suggest that Romanian positively perceive the economic effects than social effects of advertizing whereas Bulgarian are more doubtful about both social and economic benefits of advertizing. The studies identify the US and UK markets about the credibility of advertizing and public relations transversely different demographic characteristics can not apply to the Chinese market.

On the basis of our findings, we can predict that the credibility of advertizing will be marginalized if the advertizing agencies will not adopt the social responsibility, on the other hand through PR practices companies could earn better credibility of brands. From the perspective of CSR, Public relations practices are healthy for society and through advertizing the consumer keep going reservation on their product choices and computations behavior. Regulations and the moral aspects in the advertizing should need to be explored in the cross – cultural context so that we can predict that what are the main reason that stimulus to the Chinese respondents for the governmental regulations. In the current financial recession, the buying behavior of the consumer could be attain through appropriate communication strategies, regardless of spending capital on the products, services and promotions through advertizing. It can be asserted that PR practice through CSR is the survival kit for companies in China.

6. Limitations and Future Directions

The study presents the macro view on public relations and advertizing as corporate professional communication practice. In this study the authors could not focus on the micro view that affects the credibility of advertizing compare to public relations in Chinese perspective. The cross cultural study on advertizing regulations can further elaborate that why Chinese respondents convince for government regulations and code of conduct for advertizing compare to public relations practices.

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Table I. Socio-demographic Characteristics of sample

Gender	FS	Age	FS	Education	FS	Occupation	FS
Male	55	18-25	80.7	≤High School	8.4	Student	79
Female	45	26-35	14.9	Graduate	68.8	Teacher	4.2
		36-45	3.3	Post graduate	19.1	Private job	4.2
		46-60	0.5	Doctorate	3.7	Govt. employee	7.7
		≥60	0.7			worker	0.7
						Individual business	2.1
						Retired	0.7
						Others	1.4

Notes: N = 429, FS - Full sample%

Table II. Attitude toward advertising and public relations

<i>Advertising</i>	<i>mean</i>	<i>SD</i>	<i>Public Relations</i>	<i>mean</i>	<i>SD</i>
Economic aspects in advertising	3.97	0.68	Communication function of PR	4.28	0.72
Necessary for economy			Corporate news coverage for brand promotion.		
Increases the prices	4.18	0.83	Corporate information about production plants.	4.12	0.73
Wastes of money	2.53	0.94	Feed back from consumers	3.51	0.86
Quality product doesn't need advertising	2.5	1.13	Significant management function of PR	4.7	0.52
			Crisis response and consumer relief.		
Social aspect in advertising	3.38	1.05	Actions beyond good image.	4.28	0.76
Insult the consumer intelligence					
Convince without demand	3.34	2.18	Philanthropic function of PR	3.74	0.88
			Buying behavior toward philanthropic Corporations.		
Silly and ridiculous	3.07	1.14	Corporations participate in social welfare.	4.45	0.63
Mislead culture and Society	3.25	1.1	Value driven function of PR	4.62	0.54
			Corporations should be honest and fair to the society.		
Moral aspect of advertising	2.89	1.04	Awareness role for community	3.77	0.77
Affects children behavior			Production plant information for nearest population.		
Repetition is disturbing	4.53	0.68	PR and CSR practice	3.77	0.95
			Smallest amount of publicity.		
Products cause harms shouldn't advertise	4.12	1.11	Least consumer public feedback.	3.58	0.96
Control toward children	3.07	1.17	Slightest social welfare.	2.54	0.93
Regulation aspects in advertising	4.6	0.68	Least consideration of value system.	2.34	0.91
Government should regulate advertising					
It should Socially responsible	4.67	0.62	Slightest workers' welfare.	2.73	1.03
Personal usefulness in advertising	2.22	0.88			
Harmful for Chinese society.					
Advertising mislead	2.73	1.06			

Notes: SD – Standard Deviation, PR – Public Relations, CSR – Corporate Social Responsibility

Table III. Relationship among Advertising and Public Relations variables

	Mean	SD	t
Advertising – PR	-0.5748	1.5134	-17.587**
ASAA^a	-		
AVDFPR^b	-1.3831	0.8761	-32.696**
AMBA^c	-		
APRCR^d	0.6567	0.7508	18.116**
APUA^e - ARCN^f	-1.2897	1.0357	-25.761**

*p <.05 level of significance, **Significance at p < .01

a. Average Social aspect in advertising.

b. Average Value driven function of public relations.

c. Average moral behavior in advertising.

d. Average behavior public relations as corporate social responsibility.

Table IV. Non parametric factors effecting advertising and public relations

	ACFPR ^a - AEBA ^b	APFPR ^c - ASAA	AVDFPR - AMBA	APRCR - ABRA ^d	ARCN - APUA	AMFPR ^e - AEBA
Z	-14.38**	-	-15.853**	-17.496**	-15.994**	-16.916**
		14.416**				

*p<.05 level of significance, ** Significance at p < .01

a. Average communication function of public relations. b. Average Economic Behavior in Advertising.

c. Average philanthropic behavior of advertising. d. Average behavior toward regulation on advertising.

e. Average management function of public relations.

Table V. Non parametric independent test behavior among gender

	advertising mean	PR mean
Mann-Whitney U	19851	22171
Wilcoxon W	47817	40892
Z	-2.318	-0.481
Asymp. Sig. (2-tailed)	0.02*	0.631*

*p<.05 level of significance

Table VI. Results of hypothesis testing

Hypothesis		Hypothesis		Hypothesis	
H ₁	Rejected	H ₅	Accepted	H ₉	Accepted
H _{1a}	Accepted	H _{5a}	Rejected	H _{9a}	Rejected
H ₂	Rejected	H ₆	Accepted	H ₁₀	Accepted
H _{2a}	Accepted	H _{6a}	Rejected	H _{10a}	Rejected
H ₃	Accepted	H ₇	Accepted	H ₁₁	Accepted
H _{3a}	Rejected	H _{7a}	Rejected	H _{11a}	Rejected
H ₄	Rejected	H ₈	Accepted	H ₁₂	Accepted
H _{4a}	Accepted	H _{8a}	Rejected	H _{12a}	Rejected