American University in Cairo

AUC Knowledge Fountain

Theses and Dissertations

6-1-2011

Perceptions of effectiveness of celebrity endorsed advertisements among Egyptian consumers

Marwa Diaa El Din Azab

Follow this and additional works at: https://fount.aucegypt.edu/etds

Recommended Citation

APA Citation
Azab, M. (2011).*Perceptions of effectiveness of celebrity endorsed advertisements among Egyptian consumers* [Master's thesis, the American University in Cairo]. AUC Knowledge Fountain.
https://fount.aucegypt.edu/etds/991

MLA Citation
Azab, Marwa Diaa El Din. *Perceptions of effectiveness of celebrity endorsed advertisements among Egyptian consumers*. 2011. American University in Cairo, Master's thesis. *AUC Knowledge Fountain*.
https://fount.aucegypt.edu/etds/991

The American University in Cairo

School of Business, Economics and Communication

PERCEPTIONS OF EFFECTIVENESS OF CELEBRITY ENDORESED
ADVERTISEMENTS AMONG EGYPTIAN CONSUMERS

A Thesis Submitted to

The Department of Journalism and Mass Communication

in partial fulfillment of the requirements for the

degree of

Master of Arts in Journalism and Mass Communication

By

Marwa Diaa El Din Azab

Under the supervision of

Dr. Rasha Abdulla

May 2011

In the Name of Allah the most Compassionate and the most Merciful

This thesis is dedicated to my mother, Laila Hussein, and the soul of my father who was a Mass Communication Master holder, my husband and my daughter. Since the death of my father, my mother has sacrificed herself to fulfill my father's wish to provide me with the highest level of education. I will forever be grateful for your support mother.

Acknowledgments

In this section, I would like to start by thanking Allah for helping me to finish this thesis with the help of my dearest professor and supervisor, Dr. Rasha Abdulla. Dr. Rasha has taught me how to research and many other things both academically and personally. She has been very generous with her time, and has provided guidance and support whenever I needed her help. I am so grateful to you Dr. Rasha, and I am really proud being one of your students.

Also, I would like to thank my readers, Dr. Hassan Ragab and Dr. Kevin Kenan for exerting the effort to read my thesis and giving me comments.

I would like to thank Dr. Ola Hafez, my director, who supported me a lot and helped me to achieve important parts in my thesis. You are a very special person to me Dr. Ola.

I will never forget my professors, Dr. Hussein Amin, Dr. Naila Hamdy, Dr. Abdulla Schleifer and Dr. Ibrahim Saleh who taught a lot about journalism and mass communication, and whom I gained a lot from in my academic life – and of course Dr. Kevin Kenan.

I also would like to thank my best friend Shereen Shaheen for her support to me during the past few years, when we were taking every step together to achieve our Master's degree. I wish her all the best in her life.

Finally, I would like to thank a very dear friend, sister and colleague Mona Mahmoud, who used to back and work in behalf of me; I really appreciate her support and help.

Thank you everyone!!

Table of Contents

Chapter 4: Research & Methodology

Chapter 5: Discussion

<u>Abstract</u>

The main purpose of this study is to investigate consumer attitudes regarding celebrity endorsement in different types of media in Egypt, and presents guidance to advertising specialists and creators to enhance the value of celebrity-based advertising. The study was based on an empirical research approach, which used a convenience sample of 355 respondents, drawn from different age groups, educational level, income level and residential areas.

The data was analyzed by a variety of statistical techniques, such as Descriptive analysis, Frequency analysis, t-Test, and ANOVA. The main findings revealed that Egyptians respondents were in general interested in celebrity endorsement advertisements, as the majority of them admitted its attractiveness; however, they did not find it enough convincing in terms of purchasing behavior. The study recommended reconsidering the use and choice of celebrities in advertising within the context of the Egyptian culture. The study also recommends further research to investigate this issue in more depth in Egypt. The study suggested some other recommendations in light of the findings.

Chapter 1

INTRODUCTION

Nowadays, the majority of business firms depend on advertising to publicize their products to the target markets. In reality, the central target of advertising strategies is the persuasion of consumers, who are becoming more and more selective, educated and sophisticated. Furthermore, competition among companies is also becoming more very strong. This is because good products alone are not sufficient to vie in markets of high standards (Kumar and Reinartz, 2006). Evidently, this ever-changing situation of competition in the markets, in addition to the changes that took place in consumer lifestyle, tastes and preferences are motivating marketers to concentrate on more influential ways of promoting their products. Today, media driven markets, innovative and effective advertising can present not only products, but also appealing lifestyles and inspiration that are greatly valued by consumers (Alsmadi, 2005). Therefore, advertising agencies use a variety of advertising technique to influence consumers' brand choice behavior.

There are a variety of communication strategies which permit the advertisers to reach their target hoping that they can persuade the consumers, brand-related behavior, attitude and above all purchasing intent. The aim of the advertiser should be to improve the consumers' MOA aspects. These aspects are motivation, opportunity and ability to pay attention and process the advertised brands. One of the most vital techniques which can motivate consumers to attend to ads and process it is by using celebrity endorsers.

Usually advertised brands receive endorsements from a range of well known public figures. Shimp (2010) mentioned that worldwide one sixth of advertisements use celebrities' endorsers. In advertising industry, it became prevalent and common choice to use celebrities' endorsement

(Shimp, 2010). Celebrities such as well-known public figures, television stars, movie actors, and famous athletes are commonly used in television ads to persuade and affect consumers' brand choice behavior (Shimp, 2003). The idea is that advertisers are trying to create a relation between their advertised brands and a pleasant image or lifestyle of a celebrity (Suegker, 2003). Researchers proved that consumers feel more comfortable, and extremely ready to get a brand, especially when celebrities appear in an ad showing that they are using it to give that desired image (Internet World, 2001).

Advertisers are always keen to use celebrities' endorsement in their ads and pay huge amount of money as they know the positive impact and influence of celebrities on consumers' attitude and product choice behavior (Shimp, 2010). Researches proved that consumers usually remember celebrity advertisements as they improve their product recall (Bowman, 2002). Accordingly, in USA, top celebrities, for example, golfer Tiger Woods earns about $ 100 million for endorsement with various companies (Shimp, 2010). Shimp (2010) also mentioned that stock prices escalate when companies declare contracts with celebrities' endorsement and drop when negative exposure reaches the media about celebrities endorsing a company's brands.

There is a daily access of hundreds of television stars, movies, sport athletes and other well known celebrities through the five major mass advertising media: television, radio, magazines, newspapers and internet. This made celebrity advertising an appealing choice by advertising makers. In these five media, advertising constitute about $190 billion, with the television dominating the highest amount of money reaching about 42 percent of these expenditures and radio with the least amount reaching about 11 percent.

1.1 Statement of the research problem:

Because of the difficulty of consumer purchasing behavior, and its unpredictability among different cultures, it is practically difficult to detect advertising method that can be generally effective. Yet, it is obvious that the depiction of celebrities in media advertising is considerably increasing and becoming one of the most important if not prominent strategies in advertising in most business companies around the world. In Egypt, in particular, marketers long ago started to embrace this worldwide trend.. But, it is not clear how Egyptian consumers will react to such kind of advertising.

Specifically, that there is no proof to suggest that it may affects their brand choice behavior. Actually, this is the main concern of this research, which explores the effectiveness of celebrity endorsement in media advertising and consumer attitudes towards it in Egypt, focusing on the following dimensions:

1) Attractiveness of advertisements using celebrities' endorsement
2) The effect of celebrities' endorsement on consumers' brand choice behavior
3) The significance of celebrity-product match up

1.2 Research objectives

The purpose of this study is to investigate Egyptian consumer attitudes regarding celebrity endorsement and to know how consumers react to celebrity endorsement in media commercials. The study seeks to answer the following questions:

1. How attractive celebrity endorsement ads are to Egyptian consumers' upper market vs. lower market?

2. What is the effect of celebrity endorsement ads on consumers' brand equity?

3. How vital is the celebrity-product match up?

4. Do the consumer attitudes towards celebrity endorsement ads vary by gender variable?

The findings are expected to assist advertising makers enhancing the effectiveness of their advertising efforts, in order to improve advertising persuasion within the Egyptian context.

Chapter 2

2.1 Theories on the effectiveness of celebrities' endorsers

2.1.1 Social influence: The social influence's identification process of has been applied by researchers to point up celebrity endorsers' effectiveness (Basil, 1996; Friedman and Friedman, 1979). This theory proposes that an individual is more likely to accept and embrace a behavior or an attitude of another person or a group of people if he/she identifies with the person (Kelman, 1961). Friedman and Friedman (1979), through the identification process, hypothesized that the effectiveness of celebrities lies in endorsing products that "show the presence good taste or a lack of it" (p. 64). In fact, they discovered that print advertisements which promote brands or products high in social or psychological risk viewing a celebrity were estimated positively than ads using an typical consumer or an expert; as a result celebrity was more persuasive and convincing in grabbing consumers to buy the brand or product.

2.1.2 Internalization process: Social influence's internalization process, which takes place when a person is influenced with certain behavior, because it is congruent with his values (Kelman, 1961, p. 65). Sometimes, people are influenced because certain behaviors because it presents a solution for his or her problem. Credibility of the source is considered one of the most important and influential aspects to accept it. If the celebrity endorsed is believed to be credible, consumers will be influenced with the information provided and will use it. Acceptance takes place because it will be required by one's accepted values (Kelman, 1961). As a result, using celebrities with high rate of credibility will have a great effect on consumers to purchase the brand.

Moreover, Friedman and Friedman (1979), through the internalization process, suggested that complex and expensive brands which were endorsed by experts had great effect on consumers to

purchase them more than typical consumers. Their hypothesis was supported. Lafferty and Goldsmith (1999) used the same theory, proving that people were more apt to change their purchase behavior when credibility was high; and purchase intention changed positively when endorser credibility was high. They concluded that corporate credibility which was highly perceived positively affected purchase intention, while high endorser credibility was not effective.

2.1.3Credible source: Many researches proved that consumers usually adopt behaviors that are advocated by a large group of people if they relate with the group (identification). Additionally, when endorsers are perceived by consumers to be credible and expert, they are more likely to change their purchasing behavior (internalization). In this manner, the process of identification and internalization of social influence will result in behavior change, following an increase in purchasing intention from endorsements by the association (Daneshvary & Schwer, 2000).

2.1.4 Models on Celebrity Endorsement Strategy:

Many researchers have created models in order to contribute in the selection task of celebrity endorsers. For example Hovland et al (1953) was one of the earliest researchers who created the Source Credibility Model, McGuire (1958) created Source Attractiveness Model, Forkan (1980), Kamins (1989) created the Product Match-Up Hypothesis and McCracken (1989) created the Meaning Transfer Model.

The Source Credibility and Attractiveness Model are classified under the general title which is Source Models, as these models are mainly to reflect and inform the Source Effect theory and the Social Influence theory. These theories assert that different characteristics of a communication source may have a favorable effect on message receptiveness (Kelman, 1961; Meenaghan, 1995).

2.1.5 The Source Credibility Model

Source credibility model asserts that the message effectiveness relies on perceived level of believability and trustworthiness of the celebrity endorsed (Hovland and Weiss, 1951; Hovland, et al, 1953; Dholakia and Sternthal, 1977; Ohanian, 1991; Solomon, 1996; Lafferty and Goldsmith, 1999; Lafferty et al, 2002), which signifies that a message from a credible source, for example a celebrity, can affect and change audience attitudes, opinions or behavior and this occurs through internalization, which takes place when audiences or consumers agree to be influenced with a source because of their value structures and personal attitude (Erdogan, 1999).

Advertisers usually take advantage of endorsers whom are perceived as trustworthy and honest since this value is very effective in influencing consumers who will believe that the message is true and dependable (Shimp, 1997). On the other hand, Smith (1973) reveals that consumers consider celebrities endorsed who are known to be dishonest or deceitful as doubtful message sources despite of their other qualities. Friedman, et al (1978) referred to trustworthiness as one of the most significant is the major cause of source credibility and he came out with a result that likeability was one of the most essential aspect of trust. Accordingly, they suggested that advertisers to choice celebrities who are known to be liked by people and trustworthy to endorse a brand. On the contrary, Ohanian (1991) discovered that celebrity trustworthiness was not enough to make a customer change his or her attitude and buy the endorsed brand.

Moreover, Desphande and Stayman (1994) proved the hypothesis which suggested that people believe and have more confidence in endorsers whom are similar to their level, class or ethnic status and this translate into intentions to buy the brand. For example, they found that when the message is

directed at specific ethnic groups such as Asians or Africans, such ethnic class should be precisely evaluated.

Another important aspect which comes under the source credibility model is endorser expertise which is when the source possesses important characteristics such as being experienced, skillful and knowledgeable. Aaker and Myers (1987) supported this aspect and proved that the more a celebrity is an expert the more persuasive he or she is, and this can cause more purchasing intentions. On the other hand, Hovland et al (1953) and Ohanian (1991) asserted being an expert is not enough to influence purchasing intentions, but what really matters is how people or target consumers perceive the celebrity. But still, this can end up proving that expert endorser has an influence on product's quality perceptions (Erdogan, 1999). For the meantime, Speck et al (1988) proved that expert spokespersons generated higher recall of the brand information than the non-experts, although there was no major difference between both statistically.

Till and Busler (2000) asserted that the professional accomplishments by a celebrity may operate as a logical bond with the products, and as a result make it more convincing and believable to the consumers

In addition, many researchers supported the idea that a consumer initial opinion about a product is an important cause of influence through making use of the cognitive response theory (Karlins and Abelson, 1970; Harmon and Coney, 1982; Stenthal, et al, 1978). Cognitive response theory confirms that if the consumers have a positive predisposition regarding this message, a celebrity who is not credible can be persuasive more than a celebrity who possesses high credibility, this is because those who favor the brand or the advocacy will need to ensure that their position is being adequately represented (Aaker and Myers, 1987). On the contrary, if consumers have a negative opinion, a source with high credibility will be more convincing than a less credible source. The

source with high credibility is thought to prevent individuals' own opinion from activation and make the acceptance of the message thoughts possible.

Accordingly, Erdogan (1999) came out with a result that source credibility studies are ambiguous as it is still undecided what is the most important aspects which create source credibility and in certain situation which aspect is more important than the other.

Moreover, Pornpitakpan (2003) pointed out that this model has a major problem because the reliability and validity of the scales were not evaluated in the research findings to determine source credibility. As a result, it was difficult to conduct a comparison of the results across other studies.

2.1.6 The Source Attractiveness Model

There is general conclusion in most researches which stress that physical attractiveness plays a major role in the formation of opinion about others (Baker and Churchill 1977; Chaiken 1979; Joseph 1982; Kahle and Homer 1985).

In marketing field, advertisers usually prefer employing physically attractive celebrities or models rather than unattractive ones, since physically attractive celebrities are more liked, ending in more effective responses from people to the advertised products. The results of physical attractiveness researches of the spokespersons came out with results which is equivalent with the concept that higher attractiveness end up with greater social influence. For example, physically attractive people usually receive more assistance and cooperation from others (Benson, Karabenick, and Lerner 1976), can be hired easily (Cash, Gillen, and Burns 1977; Dipboye, Fromkin, and Wiback 1975), and can be treated gently in case of legal complicatedness (Solomon and Schopler 1978; Storck and Sigall 1979).

In addition, celebrities' physical attractiveness was so much effective in attitude change towards a variety of issues such as products, and the evaluation of advertisement (Caballero and Pride 1984; Chaiken 1979; Horai, Naccari, and Fatoullah 1974; Kahle and Homer 1985). As a result, using attractive celebrities became

a main factor in most advertisements (Baker and Churchill 1977; DeSarbo and Harshman 1985; Patzer 1983).

Celebrity endorsers are chosen by advertisers based on how much they are attractive in order to gain both effects their status as celebrities and their physical appeal (Singer, 1983). Researches demonstrated that endorsers whom are physically attractive have a successful effect at changing people's beliefs and attitude (Baker and Churchill, 1977; Chaiken, 1979; Debevec and Kernan, 1984), and on the other hand, motivating people to purchase the product (Friedman et al, 1976; Petroshius and Schuman, 1989; Petty and Cacioppo, 1980) more than unattractive endorsers.

McGuire (1958) designed an empirical research to assert that for a message to be effective, certain factors an endorser should encounter such as similarity, liking and familiarity. The model which McGuire (1958) holds that endorsers who are liked by, known, similar to people level or class are more persuasive, influential and attractive.

Source attractiveness model was also built on social psychological research (McCracken, 1989). Petty and Cacioppo (1980) tested of endorsers' attractiveness in terms of shampoo ads to figure out the effectiveness of different types of advertising messages. In 1983, Petty et al repeated the former study in 1980. Both findings stressed the relationship between endorser type and involvement level. On the other hand, in case of low-involvement, the endorser type had a considerable impact on attitudes change regarding the product although there was no impact on purchasing intentions. Concerning the issue of recall and recognition aspects, findings illustrated that there were an increase of recall and recognition of the products when people are exposed to celebrity endorsers only under the conditions of low-involvement.

Patzer (1985: p30) stated that "physical attractiveness is an informational cue; involves effects that are subtle, pervasive, and inescapable; produces a definite pattern of verifiable differences; and transcends culture in its effects". Patzer said that people regularly increase their own attractiveness as a result attractive endorsers ought to be very effective than endorsers whom are average looking.

Kahle and Homer (1985) carried out an experiment of celebrity physical attractiveness and likability, and then they measured peoples' attitude and assessed their purchase intentions on a product called "Edge razors". Results indicated that people liked the product which was endorsed by an attractive celebrity more than the unattractive. In the issue of the "recall for the brand", results indicated that it was significant in both likeable and attractive celebrity situation.

Conversely, celebrities whom are unlikeable surprisingly achieved better on recognition measures than celebrities whom are likeable and attractive. Meanwhile, findings showed that purchasing intentions was greater in case of an attractive celebrity more than unattractive celebrity, but on the contrary an unlikeable celebrity generated more intentions to purchase the product than the likeable celebrity.

Quite considerably, Cabalero (1989) and Till and Busler (1998) studies asserted that when people have positive feelings regarding products and advertising, this does not necessarily translate into changing in attitude or purchasing intentions. The one possible reason behind negative effect of celebrity endorsers on purchasing intentions is that celebrities work more on the affective and cognitive components of people's attitude more than their behavioral element (Baker and Churchill, 1977; Fireworker and Fiedman, 1977).

Debevec and Kernan (1984) studied the gender influence between endorsers and target consumers, and they discovered that the use female models as endorsers generated more attitude change than the use of attractive male models to both male and female consumers and especially among males. While on the other hand, Cabalero et al (1989) discovered that males had more intentions to purchase from male endorsers, also females had been more persuaded to purchase from female endorsers. Additionally, Baker and Churchill (1977) came out with an astonishing interaction between product type, intentions to purchase and female models among male subjects. For example, if the product was coffee and it is endorsed with an unattractive female model generated more intentions to purchase the product than the attractive one among males, but if the product is perfume or after shave, males were more persuaded and passionate to purchase the product when an attractive female model is endorsed. However, Petroshius and Schulman (1989) found that endorsement gender had no impact on attitudes towards advertisements and no major impact on intentions to buy products. Accordingly, based on above incongruent and inconsistent arguments, there is no specific direction when considering gender interactions between endorsers and target consumers to aid researchers.

Therefore, it is obvious that attractive celebrity endorsers have a significant effect on attitudes and recall regarding advertising and products than unattractive counterpart endorsers, but there is no consistent or reliable argument in relation to generating purchase intentions, although a few studies asserted that celebrities can persuade people to purchase the endorsed brands.

2.1.7 The Product Match-Up hypothesis

Forkan (1980) and Kamins (1990) made an empirical experiment in order to investigate Product Match-up Hypothesis, which state that for advertisements to be effective there should be

congruency between the celebrity image and the product message. In other words, the cause of the match between brand and celebrity relies on the amount of perceived compatibility between the brand nature, name, attributes and celebrity characteristic and image (Misra, 1990). Advertising a product using celebrities, who have a reasonably high product matching image, leads to better advertiser and believability (Levy, 1959; Kamins and Gupta, 1994; Kotler, 1997).

There is a significant importance in suitable and appropriate match-up between celebrities and products. From the point of view of experts, a leading beverage company's vice president asserted that the use of a celebrity endorser is a risk unless he or she is reasonably related to the products (Watkins,1989). Another expert referred to by Bertrand and Todd (1992) argued that if there is a an appropriate association between the celebrity's personality and the company's product, advertisers will be able to achieve both the fame and this association working for them. In the meantime, there are several studies which report that people also expect to find congruity the endorsed products and the image of the celebrity (Callcoat and Phillips, 1996; Ohanian, 1991; O'Mahony and Meenaghan, 1997).

Or else, according to a study by Evans (1988) who asserted that if the celebrity endorsed is not compatible with the product he or she endorses, this could end up with 'Vampire effect', such effect takes place when consumers remember the celebrity, and forget about the service or the product. On the other hand, it makes people think only about the amount of money paid to the celebrity in order to endorse a product which is not compatible with his or her character or personality but for the sake of money (Erdogan, 1999).

To a great extent, celebrities physical attractiveness is the most basic factor when matching up between a celebrity and a product, therefore the match-up hypothesis suggests that products which

are used to improve one's attractiveness are more significant when attractive celebrities are endorsed (Kahle and Homer, 1985; Kamins, 1990). Also, research found that celebrity's characteristics positively interact with the product's nature (Friedman and Friedman, 1979; Kamins, 1990; Lynch and Schuler, 1994).

Choi and Nora (2005), who applied a cognitive approach which tackled consumers' attributions of the motives of celebrity endorsement, focused on the level of congruency of the celebrity and the product, since this will influence the effectiveness of the celebrity endorsed, as a result consumers will associate the celebrity with a particular product. This association will affect consumer evaluation of the advertising, endorser and the brand. Kamins and Gupta (1994) discovered that such kind of match-up between a certain brand and a celebrity enhances the celebrity's attractiveness and believability. In addition, match-up hypothesis is fundamental for credibility and favorable attitudes (Till et al, 2006).

Friedman and Friedman (1978) asserted that celebrities are more effective where product purchases include high psychological and social risk. Meanwhile, Kamins (1989) and Kamins, et al (1989) also declared that celebrity endorsers generated a significant effect on high performance risk products, for example, computers and management consultation. On the contrary, Callcoat and Phillips (1996) stated that consumers are more affected by endorsers if products are reasonably priced and low-involving among the available brands. Therefore, these opposing arguments show that advertising is a powerful instrument that transfer meaning that effectively any product can be made to take several meanings (McCraken's 1987; O'Mahony and Meenaghan, 1997).

Almost all studies which were made to evaluate celebrities' endorser and the endorsed products/brand used consumer samples. A study made by Miciak and Shanklin (1994) was the only

one made considering advertising specialists when deciding to use celebrity endorsers. The study was made using a small sample which includes 22 company and 21 agencies.

2.2 Advertising Theories

Advertising theories since its start in the late nineteenth century till today, has taken two fundamental forms and sometimes a mixture of both: The first form is managerial and the other is psychological. The majority of the advertising theories are managerial and they include psychological variables. These theories involve multi-attribute theory, hierarchy models, means-end models, and other variations. These theories are considered a significant approach in the sense that they give managers with the most important stages which the consumers pass through since exposure to the ads till purchasing the product. Among these theories are the stages that have a psychological association such as: memory, attention, desire, involvement, attitude, behavior, intention to purchase and beliefs.

On the other hand, there are also advertising theories that are about the details of the psychological processing. There are lots of intense examinations of the different types of memory, for example, recognition, recall, semantic and episodic, explicit and implicit memory, etc. Some of the major psychological process that proved to be of essential and vital importance in figuring out how advertising works are perception, affect, attention, memory (and cognition), and involvement.

Whether managerial or psychological, both theories are crucial and fundamental in managing advertising. In other words, in order to answer questions such as what to say about a brand, what media to use, how to say the message, and frequency and optimal reach are questions which are answered directly through the managerial model. On the other hand, to determine ways the feedback on whether advertising works or not are done through psychological theories.

Classic Theories of Advertising:

Hierarchy of Effects:

Even though hierarchy models go back to the nineteenth century (Preston, 1982), modern forms began with (Lavidge and Steiner, 1961). They assume that information consumers go through a structured series of stages such as:

> ➢ Attention
>
> ➢ Comprehension
>
> ➢ Evaluation
>
> ➢ Intention to act
>
> ➢ Acting

McGuire (1969) said that hierarchy effects should include:

> ➢ Attention
>
> ➢ Comprehension
>
> ➢ Making a conclusion
>
> ➢ Retention of the information
>
> ➢ Behavior
>
> ➢ Purchase

There are different supposition of the different steps of hierarchy models (e.g. Preston & Thorson, 1984, Preston, 1982; Palda, 1996), but it is asserted by most researchers that the failure of any of these steps will result in no response to the advertising. Hierarchy models are based on the notion that behaviors and attitudes in reaction to advertising are built up rationally and consciously. Hierarchy models proved to be useful to managers as it suggest which psychological phase various kinds of advertising should be associated with (e.g., Barry, 2002)

Multi-Attribute Theory:

In the 1970s, the most prevalent view point of advertising concentrated on its effect on the logical or rational (more than emotional) processes. Multi-Attribute theory was considered to be one of the most significant models of processing commercial in the seventieth (Fishbein & Ajzen, 1975). It suggests that a consumer's attitude regarding any product is decided by combining the consumer's evaluative reaction regarding each individual brand attribute (e_i), multiplied by a partial estimate of the possibility that the brand in reality acquires attribute (b_i). This relationship is represented by the equation:

$$A_o = b_i e_i$$

Where A_o is the viewpoint regarding the brand.

This model explains that an ad alter brand attitude by making people change their perception of the possibility that a brand has attribute, or by making people change their evaluative beliefs about the attribute.

Means-End Theories:

These theories introduced a hierarchy model but in another shape as it focus on the purpose of connecting personal values and the brand (Olson & Reynolds, 1983). In other words, when people come across an advertisement, they start identifying its benefits and then they start linking between these benefits and their own personal values. If they correspond, then the advertising becomes more effective. This model proved to be very useful as it answers some of the most important questions like how to deal with brand image, what market segments to address (Homer, 2006).

2.3 Psychological Theories of Advertising:

Involvement and Attention:

These two variables were very important and significant in moving the advertising theories in the direction of a less balanced rational psychology method. When Krugman (1965) introduced the concept of involvement, he explained that it refers to how many cognitive links an individual made when processing messages transmitted from the media.

Emotion:

There were lots of hypotheses about how advertising works. One of the most significant findings was how people perceive advertising (A_{ad}) and their attitude towards it (Mitchell, 1986). This was not a logical way to think about brands. Multi-attribute theory was appropriate in supporting A_{ad}, it was understood that emotions was a vital psychological variable in A_{ad}.

Batra and Holbrook (1987) investigated Plutchik's (1980) emotional categories: anticipation, surprise, acceptance, joy, etc. In addition, Mehrabian and Russell (1974) make use of the three-dimensional emotional methods by Osgood, Suci and Tannenbaum (1957), that involve pleasure, arousal and domination. Edell and Burke (1987) also investigated the three feeling scales, which is warm, upbeat and negative. They discovered that people experience all these kinds of feeling when perceiving ads, on the other hand. These feeling also gave more insight about how people evaluate ads, how much they like it and what they really believe about the brands advertised and their attitude towards them.

Recent researches considered the important of emotion versus cognition when evaluating the effect of advertising. Leigh, Zinkhan and Swarmingathan (2006) illustrated that cognitive process was coupled with free recall but the emotional processes had a special advantage on recognition. On the other hand, Shapiro, MacInnis, and Park (2002) proved that people stimulated to be in a negative

valence mood were more able to differentiate brand attributes connected to main idea of commercials than those in positive moods.

Lang (2006) has developed psycho-physiological theory of dealing with media messages, and this theory, although expressed at a micro-level, demonstrates signs of relating directly with researches such as that of Shapiro and his group. That is, under great arousal processing, capability is exceeded and individuals are less able to know the features of different brands. While in case of mild aversive situations like being in a negative mood, processing resources are taken away from encoding and transmitted to retrieval, and this at the end results to improved memory performance.

Memory:

Memory is considered to be one of the most important psychological question all the way through the scientific social approach to discuss how advertising work. It is quite clear that a bit from an advertisement must remain in an individual mind in order for an advertisement to cause purchasing. Most theories on memory which was applied to advertising (e.g., Thorson, 1990a, 1990b) undoubtedly conveyed memory's function in managerial models, but the prevalent attempt has been psychological. Many of the psychologically based concepts which was applied to advertising involve computational versus retrieval memory (Srull, 1983, 1989); semantic and episodic memory (Thorson & Friestad, 1989; Tulving, 1972); verbal versus visual memory (Mitchell & Olson, 1981; Rossiter & Percy, 1978); and recognition versus recall actions of memory (Lynch & Srull, 1982; Singh & Rothschild, 1983).

The creation of psychologically-based investigation of the role of memory in advertising carries on. Braun-LaTour and LaTour (2004) made a comparison between short and long term memory interactions for identical trade characters used in commercials. Shapiro and Krishnan (2001) evaluated implicit and explicit memory processes. Till and Baack (2005) illustrated that

commercials that were extremely creative formed more impact on brand and implemented recall than more unexciting commercials, but no differences was found for other indicators of memory.

2.4 Theories of Persuasion

The notions of belief, attitude and behavior are extremely linked to persuasion. Persuasion brings about much of human and mass communication research and theory. Persuasion is considered to be a special case when studying social influence. The concept of "social influence" can be defined as reinforcing, changing and creating the cognitions, emotional states, or clear behaviors of another person. Persuasion can be considered to be an intentional communicative action that does not include force and reaches private acceptance. Successfulness of persuasive attempts lies in its ability to generate some type of affective, behavioral or cognitive change in the target. If we are going to discuss each concept which are linked to persuasion, for example, attitude which can be conveyed in terms of favor and disfavor or like and dislike (Eagly& Chaiken, 1993). Beliefs are estimation or evaluation that something is or is not the case; they can be explained in terms of true-false or real-unreal. Behavior refers to obvious actions.

Types of Persuasion Researches:

Persuasion research can be divided into three categories. First, research concentrated on the practical or realistic issues of separating those factors that improve or prevent persuasion. Second, category that explains why some persuasive messages are persuasive, and why some others are not. Finally, many studies are investigating the generation or selection of persuasive messages.

Factors Affecting Persuasion:

There are enormous variables that influence the effectiveness of persuasion. Researchers only focused on the three most important and significant variables.

- Source effects

- Message effects

- Recipient characteristics

Source effects means the perceptions of the source that make him or her more or less influenced. In other words, we can refer to it as source credibility or source believability. Source credibility has long been recognized by researchers as an important advantage of persuasion. On the other hand, expertise and trustworthiness are also recognized but as contributing to source credibility perceptions. There are other source effects that involve social power, attractiveness, liking, demographics, and similarities. In general, people are more liable to be persuaded by sources that we perceive as powerful, likable, attractive, in authority or similar.

Messages' characteristics such as language strength, incongruity, message sidedness, in addition to the quantity and quality of the provided evidence affect persuasiveness.

The impact of the persuasive message also depends on *message recipient*. There is a wide range of variables of individual differences, for example, recipient's gender and personality traits. Dillard and Nabi (2006) focused on how individual differ when reacting emotionally to cancer messages.

Persuasion Theories:

There are many theories which were put forward to clarify and illustrate why, how and when people are persuaded. But still no theory can completely explain persuasion; each can give some understanding to persuasion aspects.

Theories of behaviorist learning are considered to be one of the approaches which explain persuasion. Applications of voluntary action, classical and explicit conditioning may lead to persuasion (e.g. Eagly & Chaiken, 1993; Miller, Burgoon, & Burgoon, 1984; Staats & Staats, 1958).

Additionally, more theories assert that people are stimulated to sustain consistency. Examples of consistency theories are Festinger's cognitive dissonance theory and Heider's balance theory. Dissonance theory is considered to be significant as it stress on counter-attitudinal advocacy. In the established persuasion paradigm, the persuader is the main source of persuasive messages (G.R. Miller & Burgoon, 1973). The persuader produces and conveys a persuasive message to the target. In case of the counter-attitudinal status, the target is motivated to become the main symbolizing agent (G.R. Miller & Burgoon, 1973). To be precise, the target forms a message supporting a position in contrast to the one he or she holds privately. Under certain circumstances, such kind of active encoding has an effective strategy to persuade.

Dissonance theory also caused many theory and research development. There were a number of different and theoretical replacements to dissonance theory. Self-perception (Bem, 1967) was introduced as a replacement to dissonance theory. Bem illustrated that people under certain conditions figure out their attitudes from perceiving their own behavior. This means that we figure out our own attitudes in the same way we make attributions regarding others attitudes. Research put forward that self perception justify pro-attitudinal effects, and dissonance theory justify counter-attitudinal effects (Fazio, Zanna, & Cooper, 1977).

Self-presentation is another theory which is introduced as an alternative to dissonance theory. It is considered to be symbolic inter-actionist perspective. It was given more concentration and thought in psychology field than in communication, it brings forward interesting clarification and hypotheses about persuasion and a range of interpersonal conclusions (c.f., Leary, 2007; Leary & Kowalski, 1990).

Social judgment theory (Sherif, Sherif, & Nebergall, 1965; see Granberg, 1982, for review) suggests that people identify persuasive messages in that same way they make opinion about

physical incentive. The theory assumes that there is no direct relation between attitude change and discrepancy.

The cognitive approach (Petty, Ostrom, & Brock, 1981) and planned behavior theory (Ajzen & Fishbein, 2000, 2005) suggest that persuasive messages' targets evaluate messages, while other researchers predict that persuasion is a consequence of a mindless choice rules. The elaboration likelihood model (ELM; Petty & Cacioppo, 1986) put together all these approaches by claiming that all persuasion can be observed along a range of cognitive effort.

The planned behavior theory produced huge number of studies and applied the theory in a number of situations. It assumes that subject notions and norms of behavioral control in addition to attitudes predict behavior intentions. On the other hand, intentions, actual and perceived behavioral control predict behavioral actions.

Chapter 3

LITERATURE REVIEW

3.1 Measuring the Effectiveness of Advertising Message:

Millward Brown, an international advertising research corporation, studied thousands of media commercials, especially TV commercials that are viewed in the US, Europe and in other places mentioned that the most watchable ads or in other word, which are most enjoyable to be watched and can capture viewers' attention has the following characteristics:

1. Humor: it is proved that humor in ads increases viewer enjoyment and involvement.
2. Music: music is an important element in more than 50 percent of ads that are categorized as watchable.
3. Pace: watchable ads are fast-paced.
4. Celebrities: it was found out that celebrities are excellent in terms of attention-getters, as they attract both male and female, in addition to different age groups.
5. Cue things: Ads that include babies, animals or puppies romping.

3.2 The celebrity Concept:

In today's active and highly changing competitive business world, consumers are becoming more and more demanding. Marketers are trying through their continuous effort to meet the consumers' rising expectations. Their creative efforts in advertising, marketers are using celebrity endorsement to influence and persuade consumer brand choice behavior. A celebrity is defined to be a well-known person who will recognized in any society or culture (Schlecht, 2003).

Celebrities (e.g. public figures, politicians, businessmen, supermodels, musicians, actors, sport athletes, models, movie stars and television actors) known to the people for their activities in fields other than advertisements and the endorsed product (Friedman and Friedman, 1979). They are highly recognized in public, in addition that they have powerful effect on the endorsed products. They usually appear in ads as users of these brands or as spokespersons on behalf of them. Whether they appear as users or spokespersons, they have their way to convince people with their messages. First, they contribute in making people aware of the advertised brands and built positive feelings in the minds of people (Solomon, 2002). But, what are the qualities which an effective celebrity should have??

3.3 Endorser characteristics:

Shimp (2003) mentioned that effective celebrities must have five fundamental characteristics and created the TEARS'model.

Research has shown that effective celebrities must be assessed against five essential attributes, usually referred to as 'TEARS' model (Shimp, 2003):

Trustworthiness: It is the first and most important characteristics that an endorser must possess. Consumers must believe the endorser and feel his honesty and integrity. They must trust what the endorser is saying about the advertised brand.

Expertise: This characteristic is associated with endorsers who are experienced and have certain knowledge and skills such as sport athlete, public figures or businessmen who are considered to be

experts in their fields and can convince consumers with the advertised brand, especially when they advertise a product related to their area.

Attractiveness: It is the characteristics which make a celebrity attractive to consumers such as supermodels, movie stars. They are attractive because of their personalities, styles, physical appearances, etc.).

Respect: It refers to the overall achievement of the endorsers which make them at the end admired or valued by the consumers. This quality makes what they say in an ad credible.

Similarity: It is when the endorser matches consumers on characteristics linked to the endorsement relationship such as lifestyle, age, sex, , … etc.).

3.4 Earlier Researches:

On the other hand, other earlier researchers discussed the issues of attractiveness, trustworthiness, expertise and credibility in their researches. For example, McGuire (1958) who formerly asserted that attractiveness is an element of source credibility. Other researchers followed in assessing the attractiveness of celebrity endorsers for products, social or services causes (Baker and Churchill 1977; Caballero, Lumpkin and Madden 1989; Caballero and Solomon 1984; DeSarbo and Harshman 1985). In more recent years, Ohanian's (1990) endorser credibility scale included not only the elements like trustworthiness and expertise, but also integrated attractiveness. Ohanian's decision to put attractiveness among the most important characteristic of source credibility was due to the research which emphasized that the physical attractiveness of communicators does have an encouraging impact on product evaluations and opinion change (Joseph 1982). Lafferty (2000) said that "When source credibility refers to a person as the information source, this tri-component model of expertise, trustworthiness and attractiveness makes good theoretical and empirical sense. But

when the information source is a corporation, attractiveness seems a less applicable descriptor."
(The Impact of Corporate Credibility and Celebrity Credibility on Consumer Reaction to
Advertisements and Brands. By Lafferty, Barbara A.)

Other researchers such as Atkin and Block (1983) asserted that celebrity expertise and knowledge
can be explained as the capability of the endorser to make convincing assertions. When a celebrity
is portrayed as an expert when endorsing a product, people liked it more (Buhr, Simpson, and Pryor
1987). Moreover, celebrity expertise is likely to be associated with trustworthiness and
believability.

The credibility of the source implies that the efficiency of a message relies on the "trustworthiness"
"expertness" of the source (Hovland, Janis, and Kelley, 1953; Sternthal, Dholakia, and
Leavitt 1978). In general, less credible source is not effective as high credible source (Sternthal,
Phillips, and Dholakia 1978). This is because credibility is correlated with positive attitude toward
the product or brand and this may end with changing behavior (Craig and McCann, 1978; Woodside
and Davenport, 1974), advertisers go for celebrities with higher credibility.

Researchers have acknowledge three aspects for credibility to be formed: trustworthiness,
appearance and knowledge or expertise, (Baker and Churchill, 1977; Joseph, 1982; Kahle and
Homer, 1985; Maddox and Rogers, 1980). Endeavors to measure the effect of credibility on
people's decision to purchase reveal that expertise had any considerable effect on purchasing
intentions. On the other hand, there is a direct relation between advertisement effectiveness and
believability when measuring purchasing intention (Kamins, Brand, Hoeke, and Moe 1989).

Chaiken (1979) asserted that physical appearance is among the most important aspects that is taken to heart by marketers. When watching television or print ads, you will discover this fact. Physical appearance call to mind positive regarding the celebrity and sometimes can change people's beliefs. Various studies have suggested the relation between attitude changes in terms of overall advertising evaluations and celebrity attractiveness (Caballero and Pride, 1984; Chaiken 1979; Kahle and Homer, 1985). Other researchers have mentioned the view that endorser physical appeal "matches up" or is consistence with the advertised brand improves attractiveness; there would also be an effective impact upon advertisement evaluations (Kahle and Homer 1985). However, if incongruence takes place, then the overall evaluations of product or brand will be poor (Kamins 1990).

On the other hand, physical attractiveness in other studies was not revealed as a mean to change attitude, for example, Maddox and Rogers (1980) said that an expert or the "presence of arguments" had greater impact on consumer attitude more than "physical attractiveness".

In addition, Freidman (1984) asserted that the likeability of the endorser had a great influence on consumers when compared to ads viewing expert or a CEO. Yet, measures linked to believability or knowledge of the endorser, advertiser's trustworthiness and product quality did not present any positive ratings.

(Reading in "Celebrity Advertising: An Assessment of Its Relative Effectiveness" Mohan K. Menon, University of South Alabama Louis E. Boone, University of South Alabama Hudson P. Rogers, Florida Gulf Coast University)

3.5 Endorser selection standards:

The TEARS model portrays the most important characteristics of celebrities that identify and tell whether they will be effective in endorsement or not. Next section will highlight some of the important standards by which advertising agencies and marketers select celebrities:

When taking a decision to choose celebrity endorsers in ads, there are lots of things which should be taken in consideration, among them is the cost consideration. Advertisers and marketers use a variety of selection standards. Below are some of the most important ones (Erdogan, Baker and Tagg, 2001; Miciak and Shanklin, 1994):

Celebrity/consumer matchup: harmony between an endorser and the target consumer. It signifies the degree to which the intended market conveys positively to the endorser.

Celebrity/brand matchup: the link and compatibility between the celebrity and the view of the brand. Lots of researchers asserted the significance of this kind of match up (for example, Till and Busler, 1998; Martin, 1996; Till and Shimp, 1998).

Celebrity Credibility: as discussed in TEARS model, to have confidence in what is said by a celebrity.

Celebrity Attractiveness: (as argued in the TEARS model).

Cost consideration: one of the most important aspects in advertising is the cost of the endorsed celebrity. Usually, advertisers pay top celebrities a big amount of money for endorsement. For example, the well known golfer Tiger Woods earns about $54 million yearly from endorsements

(Ferguson, 2000). To illustrate, a highly-paid professional in the U.S. with a yearly income of $200,000 has to work for 270 years to earn the amount of money Tiger Woods earns each year from endorsements only.

Easiness/complexity working with endorser: This represents dealing with celebrities personally. This is because few of them are tough, egotistical, uncooperative or unavailable. Accordingly, some of the brand directors favor not to deal with them directly.

Saturation factor: This is when a celebrity is extremely exposed through the media, for example, endorsing multiple brands. In such a situation, people will perceive his/her credibility negatively.

The trouble factor: this aspect is very critical as sometimes the popularity of a celebrity is affected due to some unfortunate incidents such as drugs, child-molestation,etc. Brand directors and marketers put into consideration such kinds of incidents before endorsing a brand (Blakeley, 2001). Some of them evade celebrity endorsement completely, although others go through the experience and try to do cautious scrutiny in choosing celebrities.

3.6 Celebrity endorsement power:

Many people seek to imitate the lifestyles of celebrities as they consider them as the models of success. In that view, they wish to be like them, follow their actions, or even imitate celebrities' actions to boost their self-esteem, through the connection with certain attractive images. This behavior involve imitating celebrities in their way of speaking, communicating, dressing and on the top of that, using the same brands they choose. The process reflect what people hope be rather than what they personally are. This reveals the celebrity endorsement power, and it is the most important and central reason for using celebrities to advertise all kinds of brands (Fraser and Brown,

2002). The power of celebrities' endorsement is viewed in three features: the most important and prominent feature is **credibility**, which reflects a feeling of trust for the brands. When an endorser is perceived as credible source, people attitude change through a psychological process called *"internalization"*. *Internalization* takes place when consumers accept the endorser attitude on something as his or her own. Such psychological process uphold even if the endorser is forgotten, or even when he or she change to another position (Petty, Ostrom & Brock quoted in Shimp 2010) This explains why most of the brands suggested by Oprah Winfrey as a credible source, gains success overnight.

Trustworthiness is also an important aspect which is derived from credibility as advertisers usually choose celebrities who are perceived in public as being honest, dependable and believable. Mainly, a celebrity gains audience's trust when they live a professional life whether on TV screen, public office or sports field. In such a situation, consumers tend to believe that an endorser is not motivated by self-interest and that he or she has nothing in return by endorsing a brand. Generally, endorser tries to establish the trustworthiness image and that they are not manipulating audiences.

Expertise is another important aspect, for example, athletes and sport stars when endorsing sports related brand. Also models who are perceived as expert in beauty and can endorse fashion products. Moreover, businessmen such as Donald Trump is perceived as being expert in matters related to business fields. To conclude, an endorser who is believed to be expert in his or her field has a great influence on changing consumers' attitude.

A second main feature of celebrity endorsement power is **attractiveness**. Attractiveness means many things other than just physical attractiveness, as consumers may consider an endorser attractive because other characteristics such as intellectual skills, lifestyle quality, personality

properties and so on. Advertisers put such feature in their consideration when choosing a celebrity as when consumers find the endorser attractive**,** persuasion takes place through *identification.* Identification means that consumers identify with such endorser and embrace the endorser's preferences and attitude.

According to the TEARS model, the three important aspects of attraction are physical attraction, similarity and respect. Shimp (2010) asserted that celebrities who possess all such three aspects of attractiveness attributes would have a double endorsement potential and he mentioned Tiger Woods as an example of a celebrity who encompass these attributes. This was before the affair scandal Woods got involved in later that year.

First, physical attractiveness, a main component in TEARS model: Research has backed the intuitive anticipation that an attractive endorser creates a more positive evaluation than does an unattractive endorser.

Second, similarity, which represents that match between the endorser and the consumers in terms of age, ethnicity, gender and so on. It is an important attribute since people prefer individuals who share their characteristics or traits.

Third, respect: People are respected for certain personal qualities such as athletic abilities, acting skills. An example for such aspect is the ex-boxer Muhammed Aly for the extraordinary skills he showed in the ring. Such characteristic improves brand equity through the positive influence on consumers' attitude.

All advertisers and marketing agencies adopt celebrities with these features to get the attention of consumers, and make the advertised brand more noticeable to target consumers and persuade them to change their attitude and adopt it (Cuneo, 2002).

3.7 Previous research:

Several studies explained that there is a positive effects between the use of celebrities in ads and consumer choice behavior , such as the following product choice, health behaviors and clothing styles (for example, Brown and Basil, 1995; Hoffner and Cantor, 1991). Research confirmed that the image of a celebrity in an ad had a positive impact on consumers' buying behavior (for example, Goldsmith, Lafferty, and Newell, 2002; Mathur, Mathur, and Rangan, 1997, Ohanian, 1990). Another studyby Hoffner and cantor (1991) stated that people of all ages imitated the appearance and behaviors of media celebrities they admired. A study by Howard (2002) compared between the response of female and make to celebrity endorsement and revealed that female respondents were more than male 20 percent to 16 percent. Frazer and Brown explored how consumers identified with celebrities, and in what way this affected their lives. They demonstrated that people selectively included behaviors and values they observed in their admired celebrities and embraced them into their own lives (Frazer and Brown, 2002). On the other hand, Pappas (1999), who investigated the significance of celebrities and star power in endorsements, and explained that celebrities transmitted their powers as stars to brand equity in well designed ads. One more study emphasized the celebrity endorsement in led to the more recall and recognition to the advertised product. The study argued that there is a possibility that consumers notice celebrity advertisements which lead them to enhance their level of brand recall (Bowman, 2002).

Abdulla and Keenan (2009) conducted a survey of 383 students in a private university in Cairo. Although three-quarters of the respondents (74.4%) agreed that celebrity ads are "attractive," only

65.5% said they recalled celebrity endorsed brands more than other brands. In terms of purchasing behavior, the mean score for the statement "An ad featuring a celebrity I like would encourage me to purchase the brand" was 2.85 ($SD = 1.05$), indicating low agreement with this variable. Gender was not a statistically significant variable.

3.8 Downside studies:

On the other side, there are negative aspects as many studies which did not favor the use of celebrity endorsement. One of these studies emphasized the possibility that the celebrities may overshadow endorsed products. The study dealt with the concern that consumers may pay attention more on the celebrity and fail to notice the endorsed product itself (Erdogan, Baker, and Tagg, 2001). Another more critical study by Wells and Prensky (1996), who explored the point of credibility, indicated that consumers may become unconvinced with a celebrity whom they know very well that they are paid in order to endorse the advertised brands. Another study disapproved the celebrities' credibility in ads (for example, Shanahan, 2001). One researcher stated "A product pitched by a celebrity is a tale told by an idiot" (Feuer, 2002). Moreover, many studies analyzed the negative advertising promotions linked with celebrity endorsers (For example, Till and Shimp, 1998). One of these studies proved that the product price went down when the celebrity used to endorse it were negatively publicized in the media (Louie, Kulik, and Johnson, 2001).. Another study suggested to use celebrities to strengthen messages which are already strong (Pepe, 2004). One of the researcher sarcastically critique, who noted on this view point, saying "if you don't have anything meaningful to say, get a celebrity to say it" (Grimm, 2001). A study explored the power and effectiveness of celebrity endorsement. The study asserted that it is the idea quality behind the ad itself is the one which determine the power and appeal of the celebrity (Iddiols, 2002). Related researches and comments were made on the same idea (for example, Howard, 2002).

Obviously, using celebrity endorsements in advertising has gained considerable attention in literature, especially from a western viewpoint. Many researches explored and emphasized the use of celebrities in ads. However, some other studies were against or cautious about using them and mentioned some of their concerns. The literature does not illustrate similarities among research conclusion on such an issue. In any case, partially, this can be explained by difference in measuring instruments and purpose of the study and another important issue which is cultural difference.

In theory, the widespread role of celebrity endorsement is to persuade consumers and convince and influence them to buy the products. With no doubt, anyone may like advertisements with its attractive appeal, which view models and movie stars, but it does not guarantee the purchase or change one's loyalty upon endorsement. Regardless of what is known universally about using celebrities in ads, yet, the literature revealed little indication about how consumers in other cultures perceived these ads.

3.9 Effect on consumers purchasing behavior

Assael (1984) demonstrate that celebrity endorsement is effective because of their capability to go into consumers' representative connection to motivation reference groups. This reference groups present points of assessment by which the consumer may estimate behavior and attitude (Kamins1990). In the reason behind the influence and the persuasive effect of celebrity advertising, Atkins and Block(1983) emphasized that celebrity endorsement may be powerful because celebrities are usually viewed as vibrant and full of life, having both likable and attractive qualities.

Additionally, being fame is transmitted to the products and is considered to attract attention to them. However, in a study by Petty, Cacioppo, and Schumann (1983) concerning advertisements of Edge

disposable razor, They discovered that under certain conditions when involvement is high, the approach and not celebrities affected attitudes, but when under the condition of low involvement, celebrities but not the approach affected attitudes. Accordingly, this may imply that the power of celebrity endorsement is linked to the product nature itself and not the advertisement spokesmen.

In spite of varied findings, three main things seem to be related to the degree to which celebrity endorsement is effective: celebrity knowledge, source credibility, celebrity appearance and trustworthiness.

3.10 Background on Advertising in Egypt:

Advertising is a main topic in current studies in Egypt, as it has a great importance on Egyptian economy. For example, advertising expenditure was US$306 million in the year 2003. In the year 2004, there was an increase which reached about US$427 (PARC, 2005; PARC 2006). The year 2010 witnessed Egypt emerging as the advertising market's leader at US$1.49 billion monitored expenditure in 2010 raising from US$1.2 billion in the year 2009, turning into a high growth of 24% (PARC, 2011).

3.11 Beginning of Celebrities Endorsements Advertising:

The 1980's, Tarek Nour, one of the well known local advertisers in Egypt, made an innovation concerning changing in advertising style in Egypt. First, he started by using Western music in a localized Egyptian style to make consumers recall the brand. One of the most famous campaigns to advertise for a product was "Schweppes" and was endorsed by one of the most loveable actor at that time "Hassan Abdeen". It was performed in a humorous style to ask people about the secret of this soft drink.

Another famous advertisements, endorsed Athletes and Football player Mahmoud El Khattib, and Actress Sahar Ramy.

3.12 Advertising Today in Egypt:

Today, advertising plays a very import role in the Egyptian economy. Susan Postlewaite stated in her article in "Business Today: magazine titled "Marketers Complain of Criplling Taxes" that advertising has witnessed a huge growth during the past few years and this was due to the giant commercial campaign by Vodafone and Mobinil, were millions of pounds are spent each year, and this translates into an increase in media tax revenues which goes for the government.

An article by Niveen Wahish in El Ahram Weekly titled "Advertising Bonanza" mentioned that Tarek Nour, chairman of Tarek Nour Holding, and initiator of advertising in Egypt, describes advertising in Ramadan as "bigger than the Super Bowl." He clarifies that 120 million in the United States view the Super Bowl every year, while here in Egypt around 50 to 60 million watch daily for 30 days advertisement during Ramadan. Such huge number of audiences, makes companies spend up to 50% of the budget of annual advertising during this month, accordingly Nour started his TV channel "Al Qehera Wal Nas" to be viewed daily during the month of Ramadan only.

On of the program of Al-Qahera Wal Nas view old ads and invite people to make them guess what product advertised. The program reminded people with advertisements which was viewed 25 years ago after Iftar. Since then, advertisements have come a long way, in terms of quality as well as content too.

Wahish also added that mobile companies are at the top of the list of biggest advertising spenders in Egypt. For example, last year in Ramadan, Etisalat, Egyptian third mobile phone lines, surprised people with a multiple celebrity advertisements; the advertisements cost LE 19 million and to ran it on Ramadan cost another LE 29 million.

Wahish interviewed Etisalat Marketing and Communications Director Ahmed Lasheen. He told her "Obviously, the ad cost us a lot of money to produce something of such high value. However, when you've reached your objective and you see how effective it has been, it is worth its cost."

On the other hand, she interviewed the Dean of the Faculty of Mass Communication at Cairo University Sami Abdel-Aziz and he said about celebrities in advertising campaigns that "it accelerates awareness," but it is not a must that it change people purchasing behavior. He also added that this huge amount of money spent by Etisalat to endorse all these celebrities may not be translated on boosting the number of their subscriber. However, Tarek Nour trust this type of advertisements makes viewers "love the brand", and this is considered a worthwhile achievement.

Chapter 4: Research & Methodology

4.1 Research Approach:

In this section, the researcher investigates the effects of the celebrities' endorsements in advertisements on consumers purchasing intentions. From previous studies and journals, it has been noticed the lack of studies that investigate celebrities' endorsements effects in advertisements in Egypt.

The goals of this study are as follows:

- To know whether the selection of celebrities for commercials affects the product or brand status and prospects.
- To know the characteristics which make celebrities' endorsed in advertisements attract consumers to purchase brands or products.
- Presenting whether investing huge amount of money on celebrities by big companies is worst or not.

Research Questions:

Research questions in this research were divided into categories:

- ❖ Persuasion of Celebrities Advertisements:

1. What type of celebrity endorsement persuades consumers on personal level to purchase products?

2. How attractive and effective celebrity endorsement ads are to Egyptian consumers?

- ❖ Purchasing behavior resulting from celebrities endorsement advertisements

3. Is attractiveness of a celebrity enough to make consumers purchase the endorsed products?

4. What type of celebrity endorsement persuades consumers on personal level to purchase products?

5. What are the motivating factors when you plan to buy mobiles or cars?

6. What are the most motivating factors when buying mobiles and cars?

❖ Recall and Recognition of Celebrities Advertisements:

7. Do consumers recall celebrities endorsed advertisements?

❖ Perceptions of Celebrity Endorsement Advertisements:

8. How do consumers generally perceive celebrities' endorsement advertisements?

❖ Believability of Celebrity Endorsements Advertisements:

9. What is the effect of celebrity endorsement ads on consumers brand equity?

10. Do consumers believe that the celebrities use the brand they are endorsing?

11. Do consumers believe celebrities endorsing products or brands are credible?

❖ Vitality of matching between celebrities and the product they endorse

12. How vital is the celebrity-product match-up?

13. Does the popularity of the celebrity overshadow the products or brand?

❖ Consumes' stance concerning advertising companies

14. What is the opinion of consumers concerning the reasons for companies to endorse celebrities in their advertisements?

❖ Forms of advertisements

15. What forms of advertising do consumers enjoy being exposed to?

❖ Demographics characteristics:

16. Is there a relationship between gender and purchasing intentions related to being exposed to celebrity endorsed advertisements?

17. Is there a relationship between different age groups and purchasing intentions related to being exposed to celebrity endorsed advertisements?

18. Is there a relationship between educational level and purchasing intentions related to being exposed to celebrity endorsed advertisements?

19. Is there a relationship between income level and purchasing intentions related to being exposed to celebrity endorsed advertisements?

4.2 Qualitative research and quantitative research:

Quantitative research and qualitative research are mostly considered the two methods by which we gather data for research. Therefore, there are many way to differentiate between qualitative and quantitative researches. Quantitative research in comparison as a method is considered the one which prevail in the field as it gives more accurate analysis through coding, describing and counting events to explain why things happen, qualitative research techniques, which focus on investigating in much greater penetration the origins and nature of people's viewpoints (Easterby-Smith, et al, 2002) and have raised its importance at the present time since 1990s (Cassell and Symon, 2004).

On the other hand, Malhotra (2004:137) explained that qualitative research is an investigative and unstructured research methodology which depends on small samples that present comprehension, awareness and deep insights for the problem setting, while quantitative research try to calculate the data and as a rule must perform some statistical analysis. To compare both methods we can say that quantitative research involve questions about: how many how much, to what extent and how often, qualitative research focus more to find answers to questions like with: why, what, how and in which way. (Hancock, 2002) Also, Van Maanen (1991:9) asserts that qualitative methods is considered to

be a range of interpretative methods which is designed to translate, describe, decode and come to terms with the meaning. Qualitative techniques are instruments used in unfolding and understanding human experience (Neill, 20 03). Qualitative research tackles questions concerned with social experience and how it is created and how it is given a meaning (Denzin & Lincoln, 2000:3). Qualitative research is considered to be the most suitable technique when explaining and understanding of behavior more than detailed measurements (Carson et al, 2001).

Qualitative research is a variety of methods that utilize a naturalistic and interpretive approach to its subject matter. (Denzin & Lincoln, 1994). Creswell (2003) suggested some characteristics, for example, qualitative researcher usually conduct the research at the office or home of the participants of importance to the research topic, which means that it takes place in a natural setting, which permits the researcher to know more details about the real experiences of the participant. Also, qualitative research makes use of different methods that are humanistic and interactive. Such kind of method gives the qualitative researcher to develop rapport and credibility with the participants in the study. In addition qualitative researcher may learn new points which may do changes and refinements in the research questions (Creswell, 2003).

Considerably, the power and significance of qualitative approach lies in its depth and richness of data in which investigations are conducted and explanations are written, mostly resulting in a plenty of details for the reader to follow the characteristic of the situation. (Neill, 2003; & Hancock, 2002) In addition, Bryman (2004) uncovered another benefit of qualitative research in that it is not limited to codes or precise directions and guidelines about analysis and data collection. Notably, McDaniel, Jr and Gates (2002) illustrated a number of reasons that make qualitative research constantly prevalent. First, qualitative research is cheaper than quantitative research. Second, it is considered to be the best way to know details about in-depth reasoning and entire feelings of participants, the

researchers get an actual and real experience with participants, and observe participants' reactions to questions and hear detailed information of participants in their own language (McDaniel, Jr and Gates, 2002). On the other hand, qualitative research can enhance the effectiveness of quantitative research. However, Silverman (2000) pointed out the disadvantage of qualitative research concerning the problem of reliability, this is because even the when participants answers are tape-recorded and written down the reliability of the interpretation differ according to what the researcher understood in such interviews. In other words, researcher may emphasize a point and dismiss another. McDaniel, Jr and Gates (2002) also added that qualitative research is not representative of the populations. Also it is criticized for being too subjective and impressionistic (Bryman, 2004). In the meantime, quantitative researchers claim that qualitative research is formless and usually dependent upon the researcher's cleverness as there are no standard procedures to be pursued and the researcher is considered to be the basic instrument of data gathering (Bryman, 1994).

4.3 The qualitative research which is conducted in this research is:

In-Depth Interviews:

In-depth Interviews were conducted with experts in the field of advertising which enriched and provided further information about celebrities' endorsement, advertising techniques and audience research conducted by means of advertising agencies. Also an in-depth interview was conducted with the head of communication commercials in the Egyptian Company for Mobile Services (Mobinil).

Such interviews reflected a real image of the nature and realities of celebrities' endorsements in Egypt, whether it is single or multiple endorsements. It consisted of a variety of personal opinions,

values and beliefs of experts working in this field. It was very used as it uncovered hidden issues about celebrities.

Interviews were conducted with experts in advertising and marketing field in Egypt:

1. Ms. Rajia Omar, Managing Director, & Ms. Nada Zeitoun, Client Service Manager, DDB Worldwide. DDB Egypt is considered to be one of the world's largest and most powerful marketing and advertising services networks. It is known to be the world leader in innovative advertising and constantly the winner of Cannes "Lion" awards more than any other advertising agency. DDB Egypt brings together resources and international information with local expertise and delivers unique and influential brand experiences for competitive advantage. Among DDB clients are: Fern, Haircode, Johnson Baby, Persil Local, Persil Regional. Actress Abla Kamel was among the celebrities endorsed in their advertisements.

2. Ms. Mai Ahmed Aly, Head of Communications Commercial, the Egyptian Company for Mobile Services (Mobinil)

Open ended questions were asked in these in-depth interviews to generate detailed responses freely. These in-depth interviews were extremely beneficial to collect information from leaders in charge of advertising agencies in Egypt. (Appendix 1)

The general opinion of these experts about celebrity endorsement that *'it is an impressive way to make the brand's name in the minds of the consumers and influence them to purchase the brand or*

at least generate a desire in them to own it.' In other words, they create awareness of the brand and make it more recognizable.

4.4 Population & Sampling:

Since this study is exploring different sources and reasons leading to creating a certain image about celebrities' endorsements in advertisements, qualitative as well as quantitative methods are used to explore the direction and nature of such image. A sample of the population has been chosen to measure the role of culture, the perception, and effects of celebrities' advertisements, using in depth interviews and surveys. The following section will emphasize the demographic constitution of the Egyptian population. It will be followed by a description of the qualitative method and an analysis of the survey sample.

Egyptian Population:

According to the 2011 census, the Egyptian population worldwide has reached about 82,079,636. On the other hand, as stated in the latest statistics of Egyptian population that illiterates presents about 16.806.657 million people (29.33%), those who can read and write with no educational degree are 7.114.499 million people (24.92 %), higher school represent (3.2 %) and universities degree and above represent about (9.56 %).

It is important to know the Egyptian conditions through these statistics, accordingly, due to the difficulty to survey the whole population because of limited time and resources, the research has been conducted using a smaller sample, chosen from different ages, educational level, residential areas and socioeconomic level to represent a wide range of the Egyptian population living in Egypt and outside Egypt.

4.5 Survey Sample:

Surveys can create a useful information and consistent information from a large number of people within a short period of time. A questionnaire was distributed and 355 respondents completed this questionnaire.

Participants whom were selected to be surveyed based on random stratified sampling, a probability sample, as it is regarded to be more representative to the population. According to Wimmer & Dominick (2003) it is a sample which is drawn from "a homogeneous subset of the population". The sample was divided according to gender, age and residential area (as an indicator of socio-economic status)

4.6 Pilot Study:

To test the questionnaire, it was filled out by 15 respondents from the population. Some modifications were made to the scales and questions used after testing their comprehension and reliability by the respondents.

4.7 Questionnaire Design:

Due to the nature of the sample chosen, the questionnaire was translated from English to Arabic by a professional translator to insure accurate translation.

The questionnaire was composed of close-ended questions except for some of them, which asked about respondents' opinion or residence to give room for all possible answers. It started with a filter questions asking respondents the amount of time spent with media and then about whether they remember the last time they watched celebrities' endorsements advertisements.

The rest of the questionnaire was composed of statements of measuring respondents' perception and recall of celebrities' endorsements ads and whether this affect their purchasing intentions with 5 points likert scale as respondents can indicate their level of agreement with each statement along the scale. Other questions were added to ask about respondents' purchasing intentions, and their opinion concerning companies who endorse celebrities in their ads. The questionnaire also includes demographic questions.

4.8 Statistical Techniques:

A number of statistical techniques were utilized when attempting to explore the research questions. They include reliability measures to determine the reliability of the scales, summary statistics to calculate the mean and standard deviations of variables, correlations (cross-tabulations) and parametric statistics (T-tests and ANOVA)

4.9 Sample Description:

The sample, included 355 respondents, divided into 223 females (72 %) and 84 males (27.4 %) as 48 were missing.

Table: 4.9.1 Sample Classification According to Gender:

Gender	Frequency	Percent
Male	84	27.4
Female	223	72.6
Total	307	100
Missing	48	
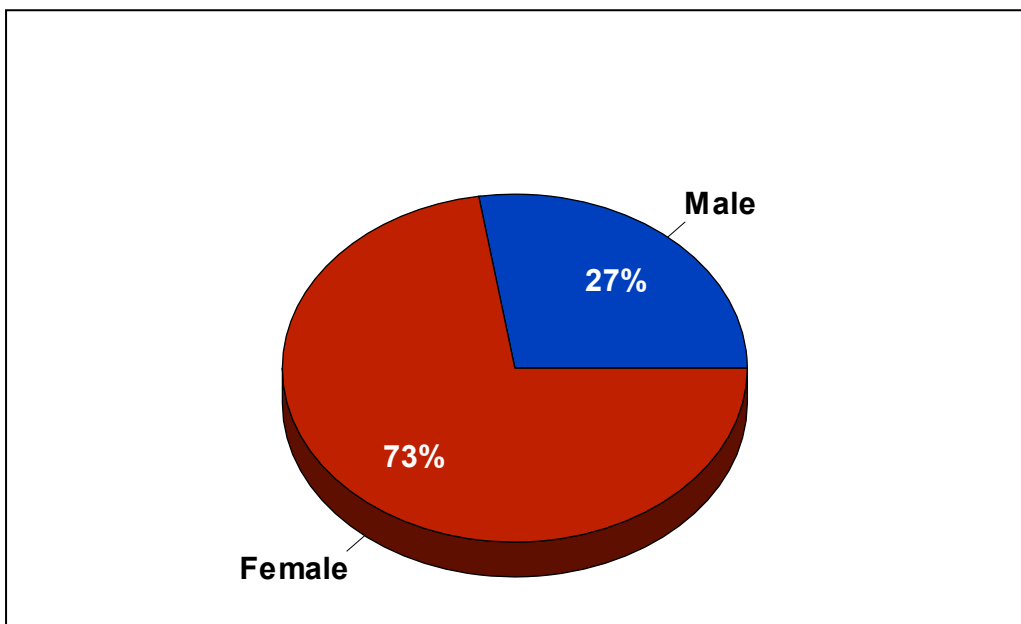
The age of respondents varied as follows (see table 3.4.2): 18 to 24 (n= 39, 12.7%), 25 to 31 (n= 70, 22.7%), 32 to 38 (n= 75, 24.4%) and more than 38 (n= 118, 38.3%).

Table: 4.9.2 Sample Classification According to Age:

Age in years	Frequency	Percent
Less than 18	6	1.9
18 – 24	39	12.7
25 – 31	70	22.7
32 – 38	75	24.4
More than 38	118	38.3
Total	308	100.0
System	47	

Q7-4
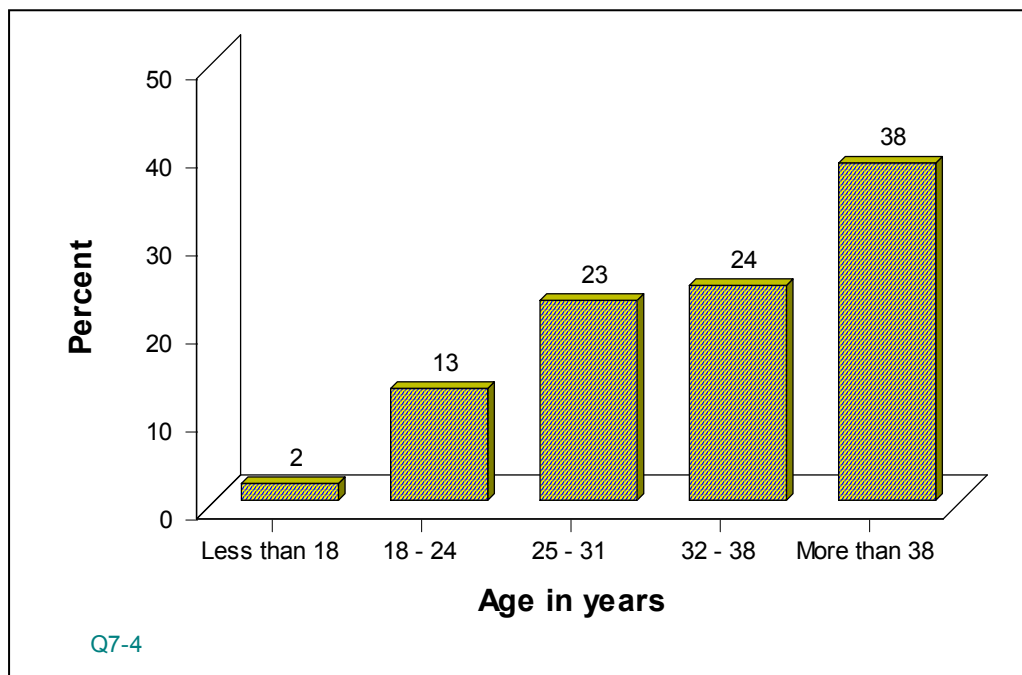
The majority of respondents were of high and moderate educational level, bachelor degree holders (n=126, 40.9%) and Masters degree holders (n=111, 36.0%)

Table: 4.9.3 Sample Classification According to Educational level:

Education level	Frequency	Percent	order
Bachelor degree	126	40.9	1
Masters degree	111	36.0	2
Ph.D. degree	49	15.9	3
University student	15	4.9	4
Less than high school diploma	5	1.6	5
High school diploma	2	0.6	6
Total	308	100.0	
System	47		

Q7-5
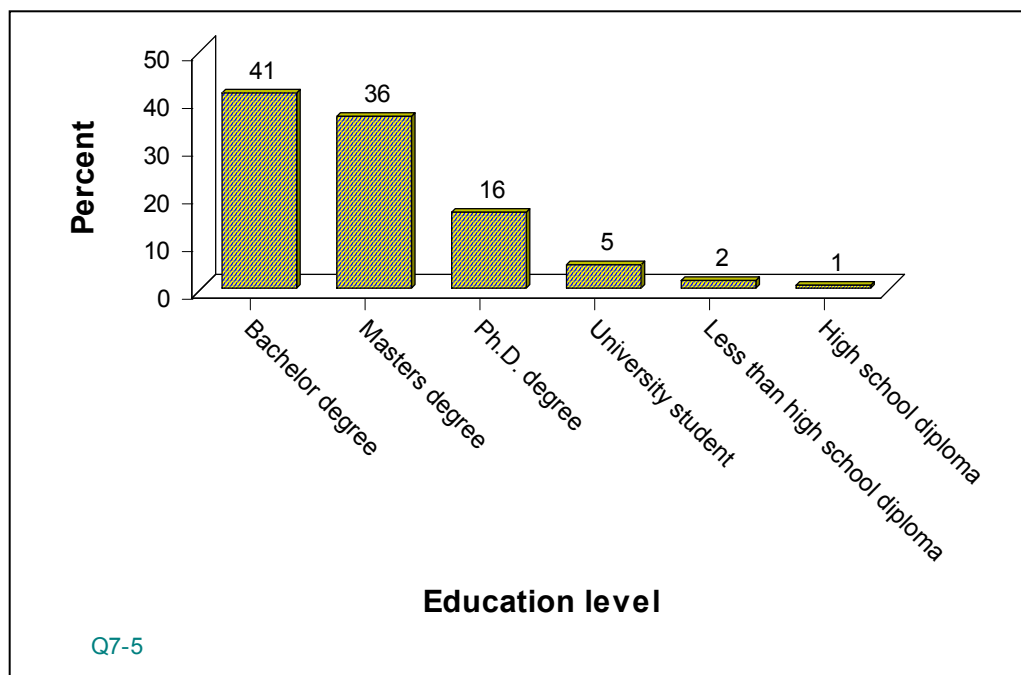
Table: 4.9.4 Sample Classification According to income:

The level of respondents' monthly income range between 1,000 to under 6,000 (n=90 to n=92, 29% to 30%), the highest percent came from respondents whom their monthly income are 6,000 or more (n=109, 35.4%)

Monthly income	Frequency	Percent
Less than LE 1,000	17	5.5
1,000 - Under LE 3,000	92	29.9
3,000 - Under LE 6,000	90	29.2
LE 6,000 - More	109	35.4
Total	308	100.0
Missing	47	

Q7-7
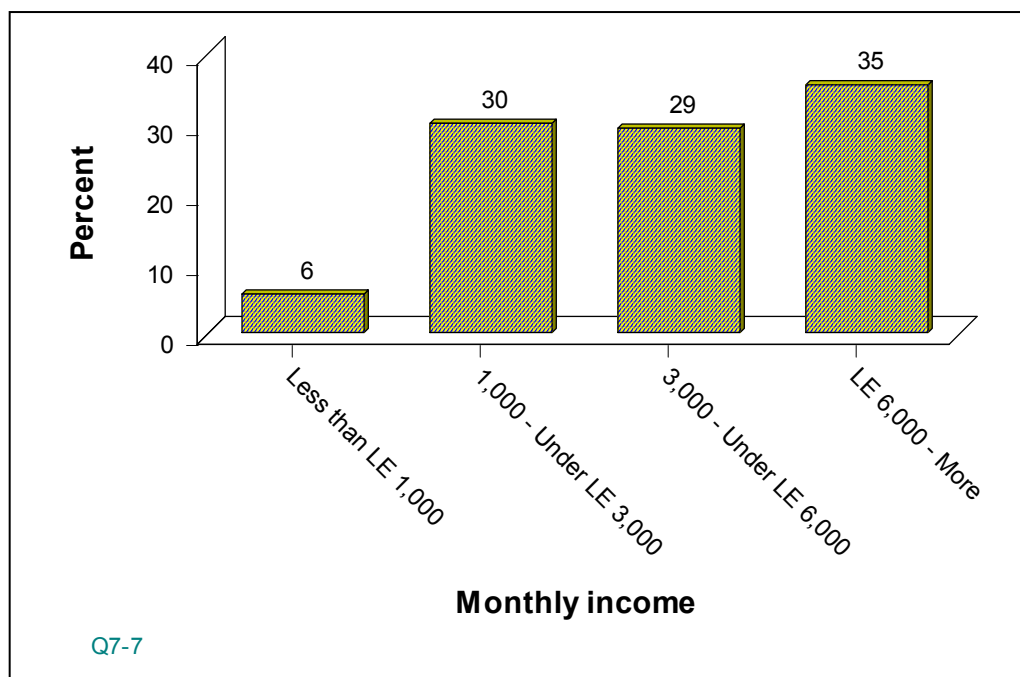
Table: 4.9.5 Sample Classification According to residential areas and income categories:

Categories	Number of respondents	Major Residential areas
Mostly High income	76	Zamalek (15), Abroad (13), New Cairo (12), Rehab (8), Downtown Cairo (6)
Relatively High & Medium income	169	Heliopolis (47), Cairo (33), Giza (29), Nasr City (28), Mohandeseen (13), **UK** (2)
Mostly Medium income	61	Maadi (34), 6 October (7), Helwan (3), **Jordon** (1)
Low income	2	Alexandria (1), Beni Suef (1)
Total	308	
Missing	47	

Residential areas   **Number of respondents**

Residential areas	Number of respondents
Greater Cairo	268
Lower Egypt	20
Upper Egypt	4
Arab countries	5
Africa	2
Asia	1
Europe	4
USA	4
Total	308

According to table 4.4.5, some of the responses came from Egyptian living in different countries of the world. Some responses came from Arab countries such as Jordan, Saudi Arabia, some others from Western countries such as Europe, and USA. Most of respondents were part of families with average income from (LE1,000 to under 6,000/month) (n=169, 55%) followed by high income from (LE6,000 or more) (n=76, 24%)

Table: 4.9.6 Amount of time spent with different types of media:

In terms of the amount dedicated for media, results showed that the majority dedicated the highest amount of time to the Internet 10 hours or more (1.9%), in addition, the television got the highest percentage of time (1 to 4 hrs) (n=191, 54.1%) and the Internet (1 40 4 hrs) (n=165, 47.1%).

Hours	Frequency(%)					
	Television	Radio	Newspaper	Magazine	Internet	Total
Zero	17 (4.8%)	118 (33.5%)	85 (24.1%)	198 (58.4%)	2 (0.6%)	420 (24%)
Under 1 hr	107 (30.3%)	168 (47.7%)	216 (61.2%)	123 (36.3%)	27 (7.7%)	641 (36.7%)
1 to 4 hrs	191 (54.1%)	58 (16.5%)	48 (13.6%)	16 (4.7%)	165 (47.1%)	478 (27.4%)
4 to 7 hrs	31 (8.8%)	5 (1.4%)	3 (0.8%)	2 (0.6%)	89 (25.4%)	130 (7.4%)
7 to 10 hrs	5 (1.4%)	2 (0.6%)	1 (0.3%)	0	36 (10.3%)	44 (2.5%)
10 hrs more	2 (0.6%)	1 (0.3%)	0	0	31 (8.9%)	34 (1.9%)
Total	353 (100%)	352 (100%)	353 (100%)	339 (100%)	350 (100%)	1747 (100%)
Missing	2	3	2	16	5	28
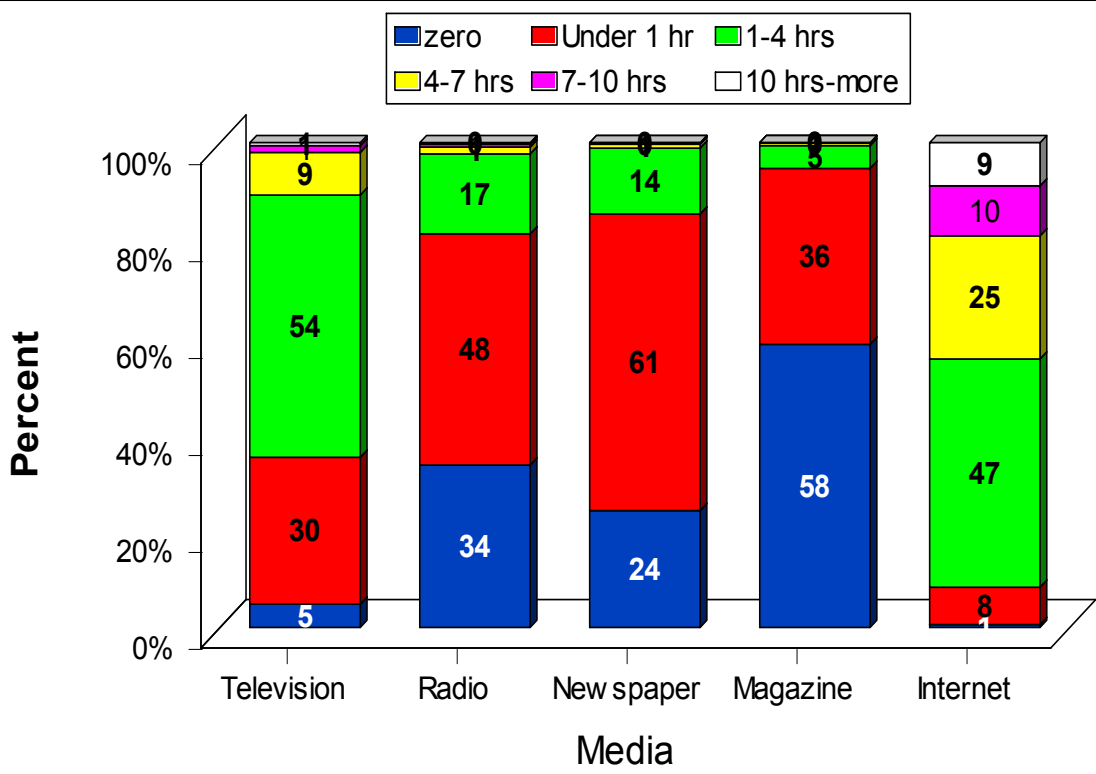
Q1-1

Results:

RQ1: Do consumers recall celebrities endorsed advertisements?

Table: 4.9.7.a Recall of the Last Time Exposed to Celebrities Endorsed Advertisements:

The highest percent of respondents recall the last time they have been exposed to celebrities ads (n=195, 54.9%), but on the other hand, still the percent of people who do not recall celebrities endorsement advertisements are still high (n=160, 45%).

Remember	Frequency	%
Yes	195	54.9
No	160	45.1
Total	355	100

Q1-2
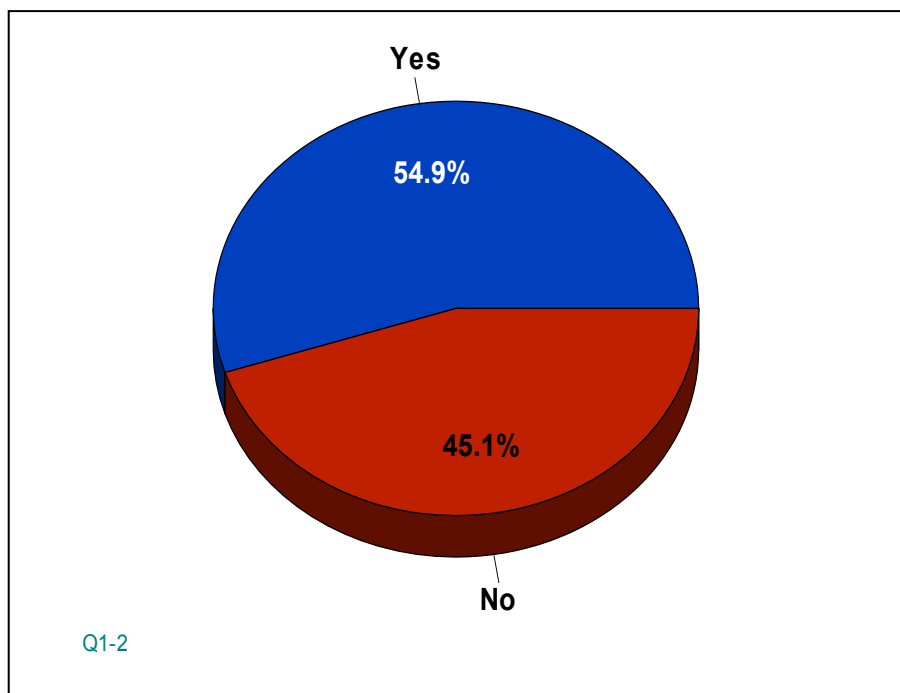
Another scale in the survey for the recognition and recall of brands, which gave positive results, as respondents agreed that celebrities endorsed advertisements make them recognize and recall brands (n=156, 44%)

Table: 4.9.7.b

Q1-4. The presence of celebrities in advertising help you recognize and recall brands more promptly:

Agreement	Frequency	Percent
1- Strongly Disagree	14	3.9
2- Disagree	25	7.0
3- Neutral	77	21.7
4- Agree	156	43.9
5- Strongly Agree	83	23.4
Total	355	100
Mean	3.76	
SD	0.519	

Based on : 1= strongly Disagree, 2= Disagree, 3= Neutral,

4= Agree, 5= Strongly Agree

Q1-4
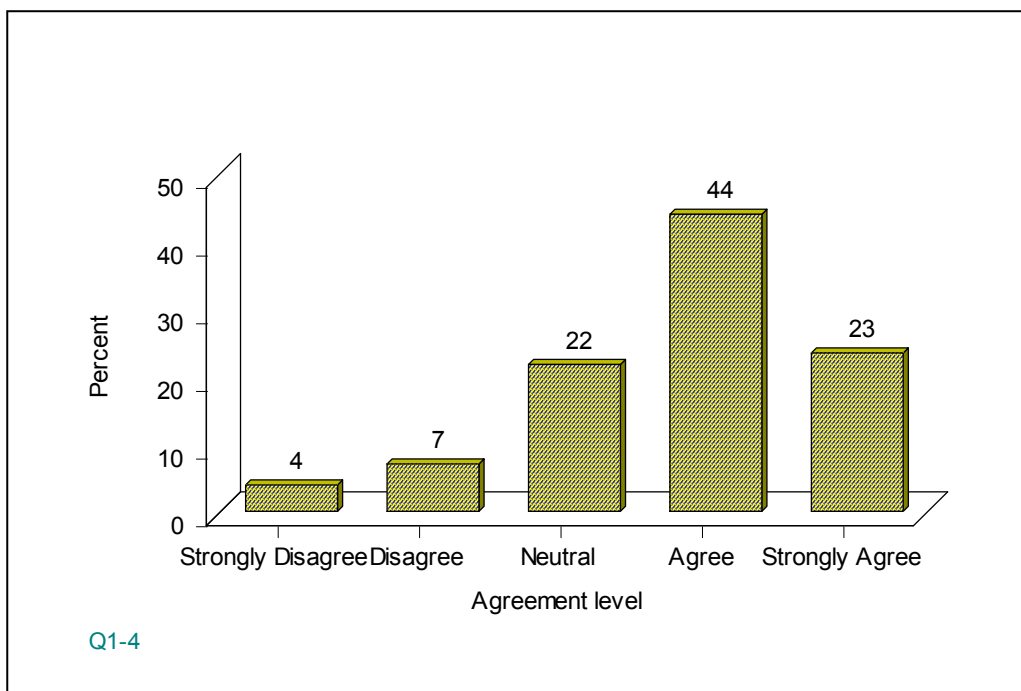
RQ2

How do consumers generally perceive celebrities' endorsement advertisements?

Perception of Celebrities Advertisements:

In order to be able to explore respondents' different perceptions of celebrities' endorsements in advertisements, a Likert Scale was conducted to calculate the level of agreement with each quality assigned. It was deducted out of this table that attractiveness got the highest percentages (n=105, 30 %), and effectiveness (n=69, 20%) (p=0.9503 indicating no significant difference) (Table 4.9.8).

Table 4.9.8

Agreement	Frequency (%)						
	Good	Effective	Attractive	Positive	Believable	Essential	Total
1- Strongly Disagree	29 (8.3%)	26 (7.3%)	34 (9.7%)	25 (7.2%)	65 (18.6%)	96 (27.3%)	275 (13.1%)
2- Disagree	44 (12.6%)	56 (15.8%)	47 (13.4%)	54 (15.4%)	78 (22.3%)	56 (15.9%)	335 (15.9%)
3- Neutral	134 (38.3%)	107 (30.1%)	74 (21.1%)	144 (41.3%)	104 (29.7%)	95 (27.0%)	658 (31.2%)
4- Agree	74 (21.1%)	97 (27.3%)	91 (25.9%)	77 (22.1%)	61 (17.4%)	55 (15.6%)	455 (21.6%)
5- Strongly Agree	69 (19.7%)	69 (19.4%)	105 (29.9%)	49 (14.0%)	42 (12.0%)	50 (14.2%)	384 (18.2%)
Total	350 (100%)	355 (100%)	351 (100%)	349 (100%)	350 (100%)	352 (100%)	2107 (100%)
Missing	5	0	4	6	5	3	23
Mean	3.31	3.35	3.53	3.20	2.82	2.74	3.16
SD	0.468	0.448	0.570	0.462	0.266	0.239	

(p=0.9503 indicating no significant differences between the distribution of agreement levels in the endorsement of celebrities

Based on : 1= strongly Disagree, 2= Disagree, 3= Neutral, 4= Agree, 5= Strongly Agree

Q1-3
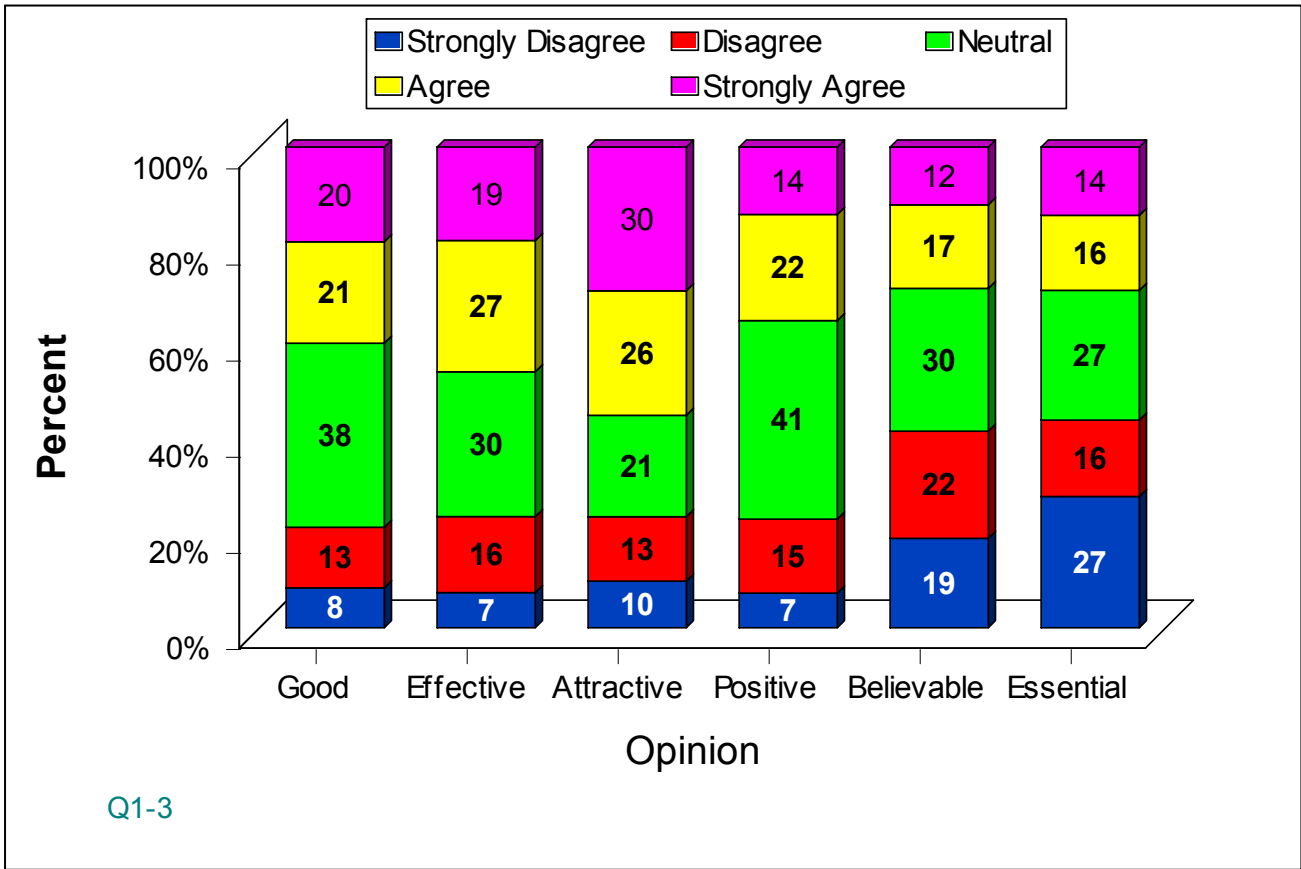
RQ3:

How attractive and effective celebrity endorsement ads are to Egyptian consumers?

In order to investigate this research problem, a scale was conducted in order to calculate the effectiveness of celebrity endorsement ads. Accordingly, ads which were addressing higher market (e.g. Adel Imam ads, Mona Zaki and Ahmed Helmy ads) and lower market (Abla Kamel and Ragaa El Gedawy ads) were included. As in Table 3.4.8 most people from both market indicated the attractiveness and effectiveness of these ads. For higher market such as Adel Imam (Vodafone) ((n=85, 27%), Ahmed Helmy & Mona Zaki (Optra Car) (n=130, 41%) and Yousra, Mohamed Mounir, Donia Ghanem, Ahmed Ezz (Itisalat) (n=208, 65%). On the other hand, lower market such as Abla Kamel (Persil) (n=91, 29%) and Ragaa El Gedawy (Fairy) (n=44, 14%). The overall perception was generally positive (see table 4.9.9)

Table 4.9.9

Celebrities	Frequency(%) of effectiveness				
	Did not watch	Not effective	Average	Effective	Total
Abla Kamel (Persil)	25 (7.9%)	75 (23.6%)	127 (39.9%)	91 (28.6%)	318 (100%)
Ragaa El Gedawy (Fairy)	33 (10.4%)	115 (36.2%)	126 (39.6%)	44 (13.8%)	318 (100%)
Yasmin Abdel-Aziz (Mobinil)	65 (20.7%)	69 (22.0%)	109 (34.7%)	71 (22.6%)	314 (100%)
Adel Imam (Vodafone)	49 (15.5%)	95 (30.0%)	88 (27.8%)	85 (26.8%)	317 (100%)
Tamer Hosny (Police Sunglasses)	117 (37.1%)	109 (34.8%)	67 (21.3%)	22 (7.0%)	315 (100%)
Ahmed Helmy & Mona Zaki (Optra Car)	24 (7.6%)	52 (16.4%)	111 (35.0%)	130 (41.0%)	317 (100%)
Yousra, Mohamed Mounir, Donia Ghanem, Ahmed Ezz (Etisalat)	31 (9.7%)	19 (6.0%)	61 (19.1%)	208 (65.2%)	319 (100%)
Total	344 (15.5%)	534 (24.1%)	689 (31.1%)	651 (29.4%)	2218 (100%)

Celebrities

Legend: ■ No watch ■ Not effective ■ Average ■ Effective

Celebrity	No watch	Not effective	Average	Effective
Abla Kamel (Persil)	8	24	40	29
Ragaa El Gedawy (Fairy)	10	36	40	14
Yasmin Abdel-Aziz (Mobinil)	21	22	35	23
Adel Imam (Vodafone)	16	30	28	27
Tamer Hosny (Police Sunglasses)	37	35	21	7
Ahmed Helmy & Mona (Optra Car)	8	16	35	41
Yousra, Mounir, Donia, Ezz (Itisalat)	10	6	19	65

Percent
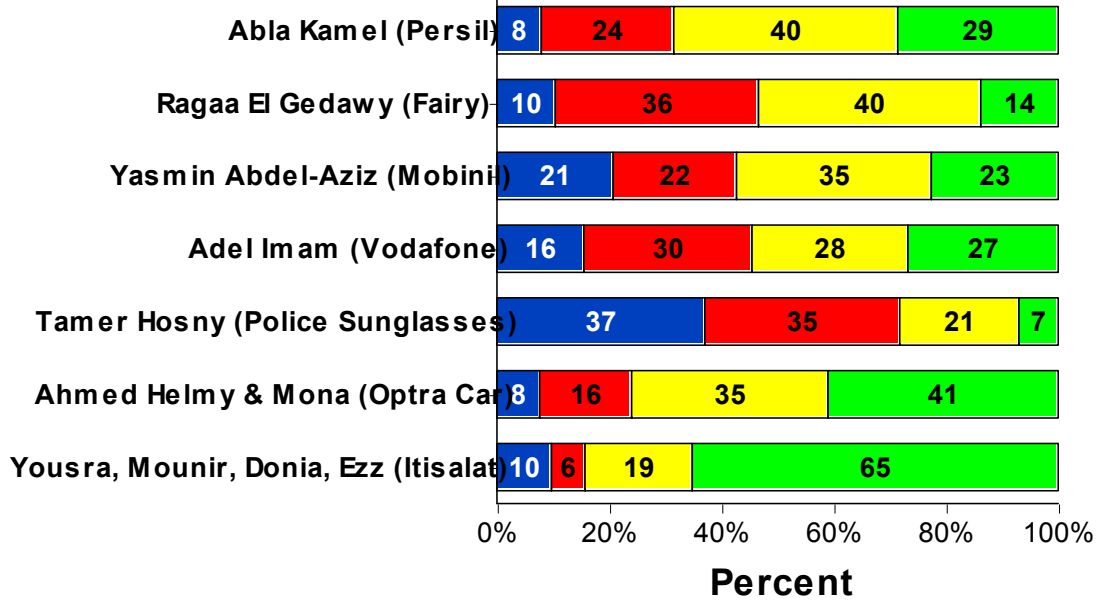
Q3-2

RQ4:

What is the effect of celebrity endorsement ads on consumers brand equity?

In order to explore this research question, a question was asked in the survey about whether people believe that the products being advertised by celebrities are of good quality. The majority of respondents were neutral about this statement (n=148, 47%), on the other hand, the amount of agree responses (n=68, 22%) were equal to disagree ones (n=69, 22%) (see table 4.9.10).

Table 4.9.10:

Agreement	Frequency	Percent
1- Strongly Disagree	21	6.6
2- Disagree	69	21.8
3- Neutral	148	46.8
4- Agree	68	21.5
5- Strongly Agree	10	3.2
Total	316	100
Missing	39	
Mean	2.93	
SD	0.305	

Based on : 1= strongly Disagree, 2= Disagree, 3= Neutral,

4= Agree, 5= Strongly Agree

Q6-1
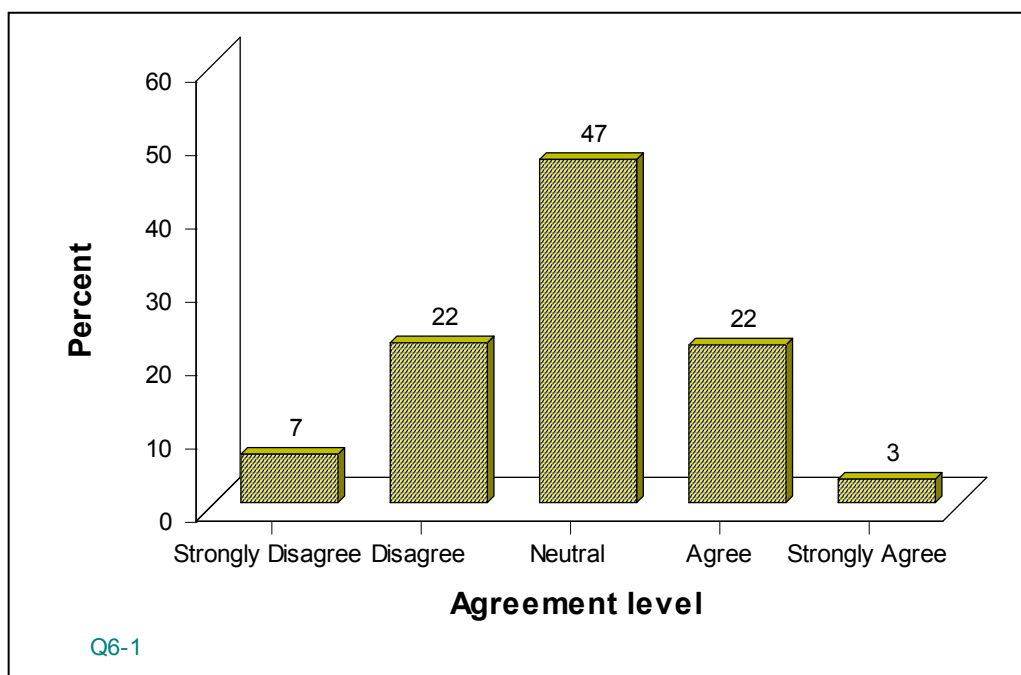
RQ5:

Do consumers believe that the celebrities use the brand they are endorsing?

The majority of respondents disagreed with this statement (n=116, 37%). Which means that the overall believe is negative (M score=2.45) (see table 4.9.11).

Table 4.9.11

Agreement	Frequency	Percent
1- Strongly Disagree	62	19.6
2- Disagree	116	36.6
3- Neutral	85	26.8
4- Agree	42	13.2
5- Strongly Agree	12	3.8
Total	317	100
Missing	38	
Mean	2.45	
SD	0.084	

@ Based on : 1= strongly Disagree, 2= Disagree, 3= Neutral,

 4= Agree, 5= Strongly Agree

Q5-1
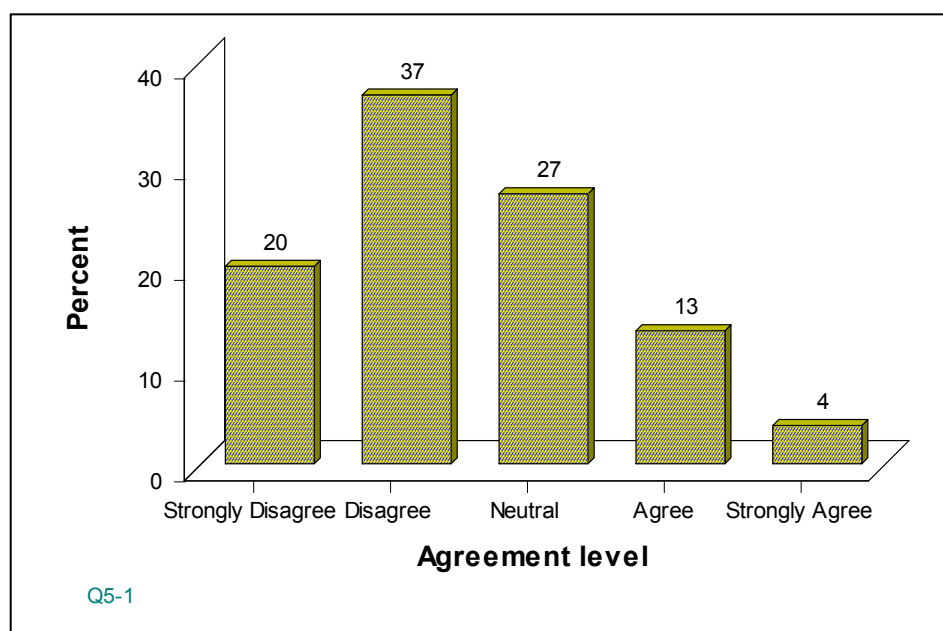
RQ6:

Do consumers believe celebrities endorsing products or brands are credible?

Another statement was included in the survey: If the information about the brand is coming from a reliable source (celebrity) makes you more likely want to buy/use a product. Most respondents were neutral about this statement (n=104, 32%), but the agreement with this statement were also high percentage (n=86, 27%). This illustrates that if the celebrity endorsed in an ad, perceived by consumers to be reliable, people will be more willing to purchase the product/brand (see table 4.9.12).

Table 4.9.12

Agreement	Frequency	Percent
1- Strongly Disagree	32	10.0
2- Disagree	66	20.6
3- Neutral	104	32.4
4- Agree	86	26.8
5- Strongly Agree	33	10.3
Total	321	100
Missing	34	
Mean	3.07	
SD	0.163	

@ Based on : 1= strongly Disagree, 2= Disagree, 3= Neutral,

 4= Agree, 5= Strongly Agree
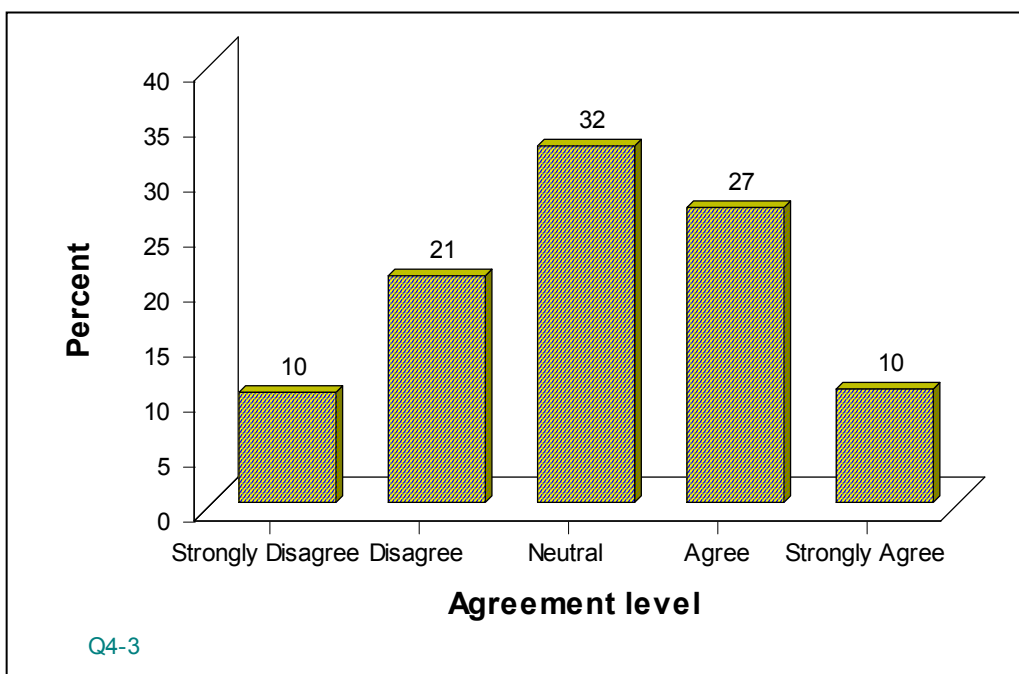
RQ7:

How vital is the celebrity-product match-up?

In order to study this question, a statement of agreement in the survey about whether there should be something in common between the product/brand and the celebrity personality (for example, Abla Kamel and Persil; Ahmed Ezz and Chevorlet Curze; Hend Sabri and Garnier hair color, etc.). (M score= 3.98). The overall responses of celebrity-product match-up are positive (see table 4.9.13).

Table 4.9.13

Agreement	Frequency	Percent
1- Strongly Disagree	3	0.9
2- Disagree	23	7.0
3- Neutral	58	17.6
4- Agree	141	42.7
5- Strongly Agree	105	31.8
Total	330	100
Missing	25	
Mean	3.98	
SD	0.647	

@ Based on : 1= strongly Disagree, 2= Disagree, 3= Neutral,

 4= Agree, 5= Strongly Agree

Q2-3
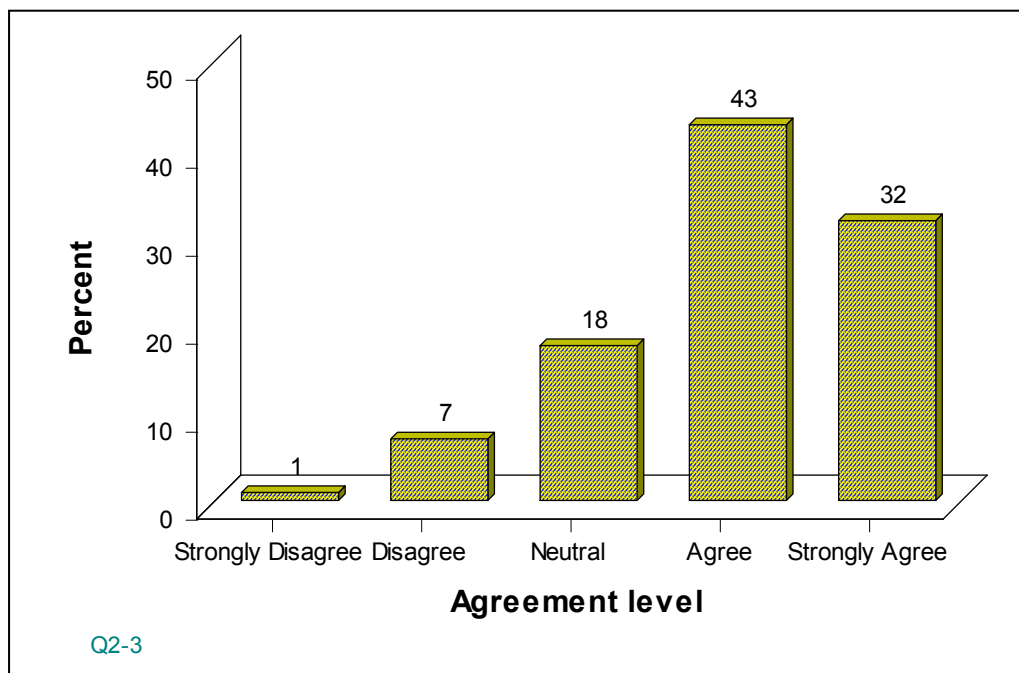
RQ8

Is attractiveness of a celebrity enough to make consumers purchase the endorsed products?

To explore this question more than one question was included in the survey to find out whether being fond or attracted to a celebrity encourage respondents to purchase products, and what characteristics a celebrity should have to affect people. In table 4.9.14 we can realize that most respondents agreed on this statement (M score=3.67). Which means that attractiveness has a positive impact on brand value but not purchasing intentions (n=152, 47.4%).

Table 4.9.14

Q4-1. Celebrity attractiveness has a direct and important impact on brand value

Agreement	Frequency	Percent
1- Strongly Disagree	12	3.7
2- Disagree	31	9.7
3- Neutral	67	20.9
4- Agree	152	47.4
5- Strongly Agree	59	18.4
Total	321	100.0
Missing	34	
Mean	3.67	
SD	0.542	

@ Based on : 1= strongly Disagree, 2= Disagree, 3= Neutral,

 4= Agree, 5= Strongly Agree
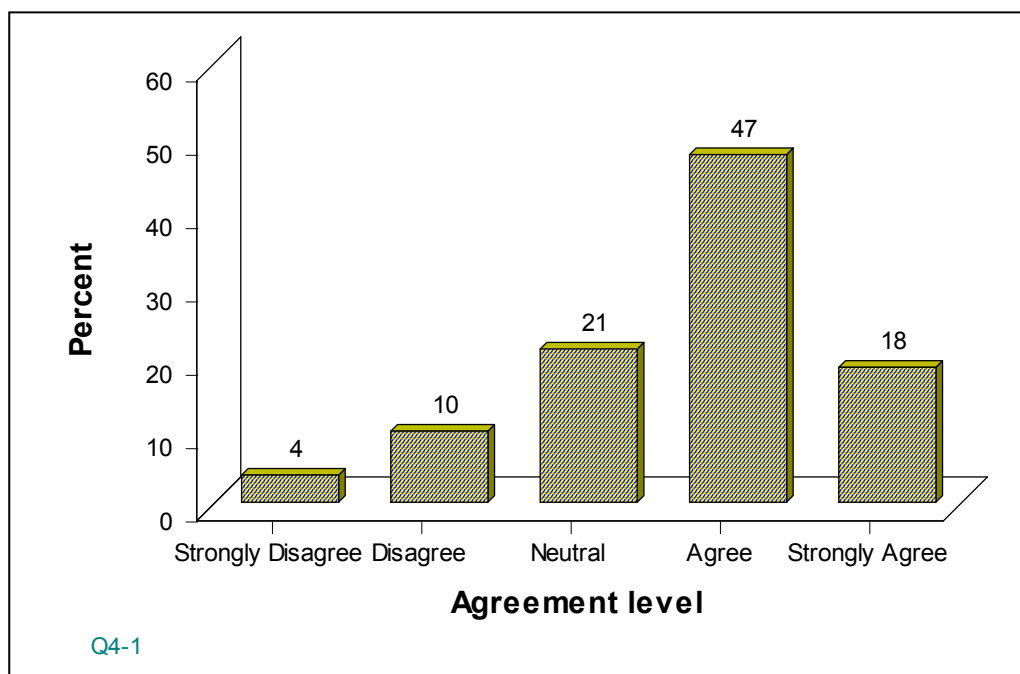
Another question to explore being fond of a celebrity and its effect on purchasing intentions, resulted in disagreeing with the statement (M score=2.34), a negative impact on purchasing intentions (n=121, 38%).

Table 4.9.15

Q4-2. Being fond with a celebrity in enough for you to purchase celebrity endorsed product.

Agreement	Frequency	Percent
1- Strongly Disagree	66	20.6
2- Disagree	121	37.7
3- Neutral	74	23.1
4- Agree	50	15.6
5- Strongly Agree	10	3.1
Total	321	100.0
Missing	34	
Mean	2.43	
SD	0.08	

@ Based on : 1= strongly Disagree, 2= Disagree, 3= Neutral,

4= Agree, 5= Strongly Agree

Q4-2
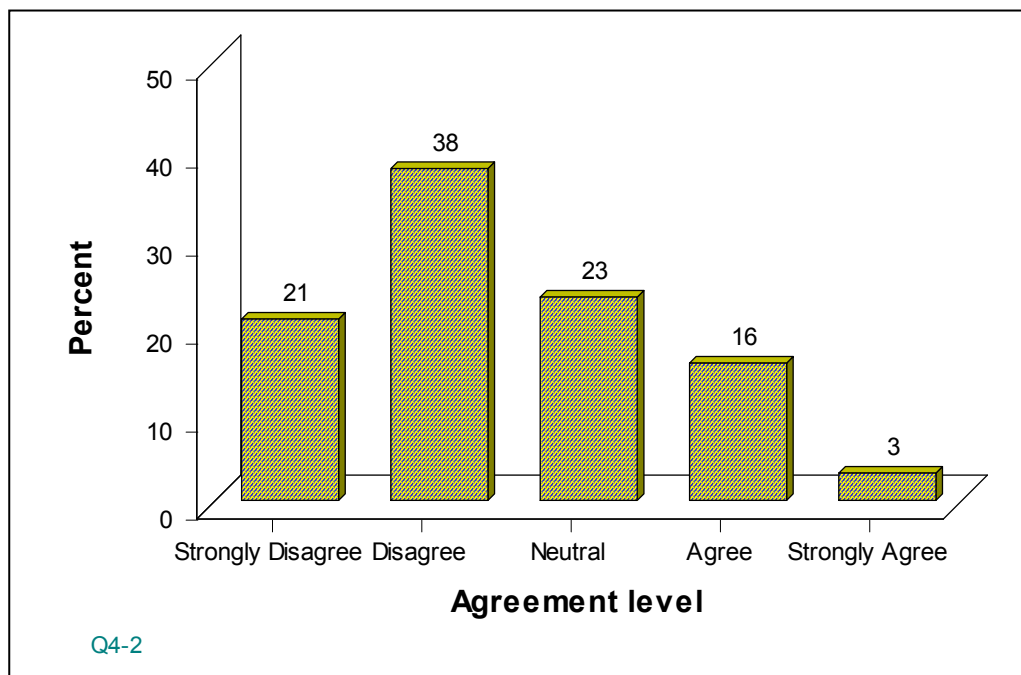
To be precise about consumers real opinion about the characteristics which the celebrity endorsing products should have to impact them to purchase the products, a multiple choice question, were respondents can check more than one answer and add their own ones. The majority of respondents gave credibility the highest percent (n=230, 25%), followed by trustworthiness (n=182, 20%) and respect (n=169, 18%), and the least percent for physical attractiveness (n=122, 13%) and expertise (n=46, 5%) (see table 4.9.16)

Q2-2. In your opinion, what characteristics should the celebrity endorsers have in order to attract consumers to purchase the brand/product: (You can check more than one answer)

Table 4.9.16

Characteristic	Frequency	Percent	order
Credibility	230	25.0	1
Trustworthiness	182	19.8	2
Respect	169	18.4	3
Similarity to Target Audience	144	15.7	4
Physical Attractiveness	122	13.3	5
Expertise	46	5.0	6
Other**	27	2.9	7
Total	920*	100.0	

* Multiple choices

Other include responses include, having to see them using the product, materials, belief in the product, intelligent idea, charisma, to be a man of vision toward the society, and honest.
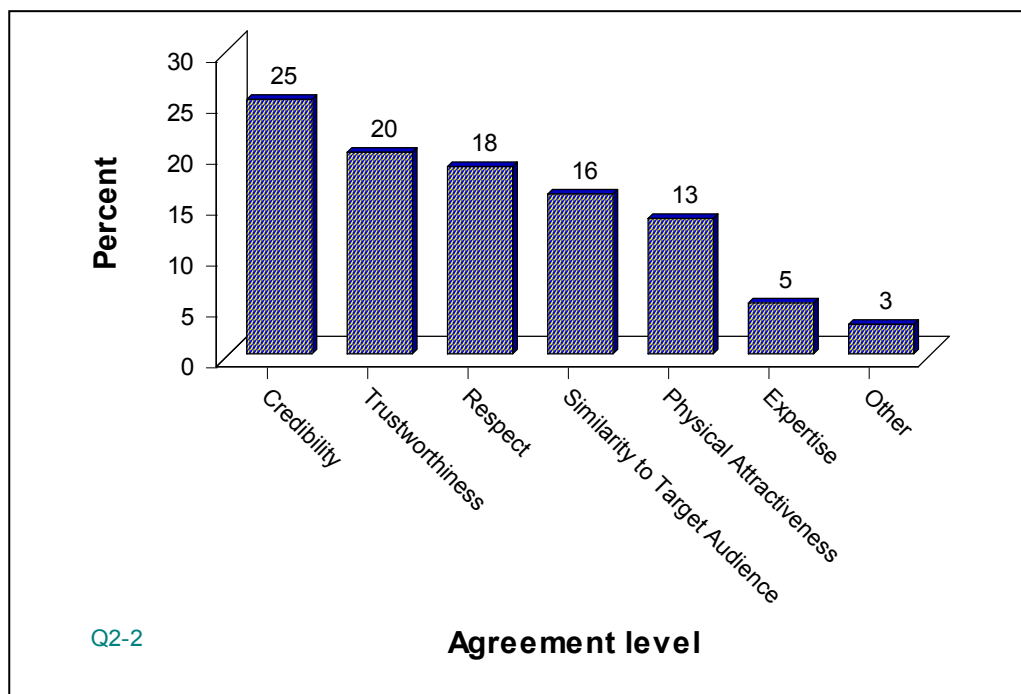
RQ9

Does the popularity of the celebrity overshadow the products or brand?

In order to investigate this research question a scale was conducted and it illustrated that respondents sometimes focus on the celebrity and give no attention to the product (M score=3.79), (n=168, 53%) (see table 4.9.17)

Q5-2. Sometimes the popularity of the celebrity overshadows the product/brand:

Table 4.9.17

Agreement	Frequency	Percent
1- Strongly Disagree	5	1.6
2- Disagree	31	9.8
3- Neutral	51	16.1
4- Agree	168	53.0
5- Strongly Agree	62	19.6
Total	317	100
Missing	38	
Mean	3.79	
SD	0.712	

Based on : 1= strongly Disagree, 2= Disagree, 3= Neutral,

 4= Agree, 5= Strongly Agree

Q5-2
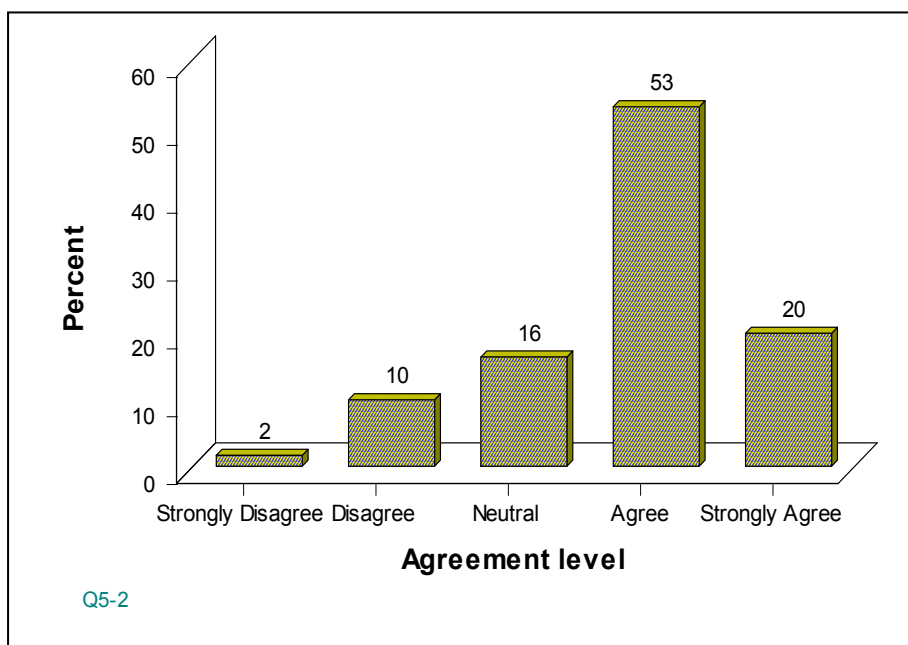
RQ10

What is the opinion of consumers concerning the reasons for companies to endorse celebrities in their advertisements?

More than one scale was conducted to know respondents opinion, the first one illustrates that companies are doing this to increase sales and revenues (M score 4.38), respondent strongly agreed on this statement (n=148, 47%) (See table 4.9.18)

Q5-3. Companies invest large amounts of money for using celebrities in their advertisements because they are sure that it will increase sales and revenue.

Table 4.9.18

Agreement	Frequency	Percent
1- Strongly Disagree	0	0
2- Disagree	3	0.9
3- Neutral	23	7.3
4- Agree	143	45.1
5- Strongly Agree	148	46.7
Total	317	100
Missing	38	
Mean	4.38	
SD	1.23	

Based on : 1= strongly Disagree, 2= Disagree, 3= Neutral,

4= Agree, 5= Strongly Agree

Q5-3
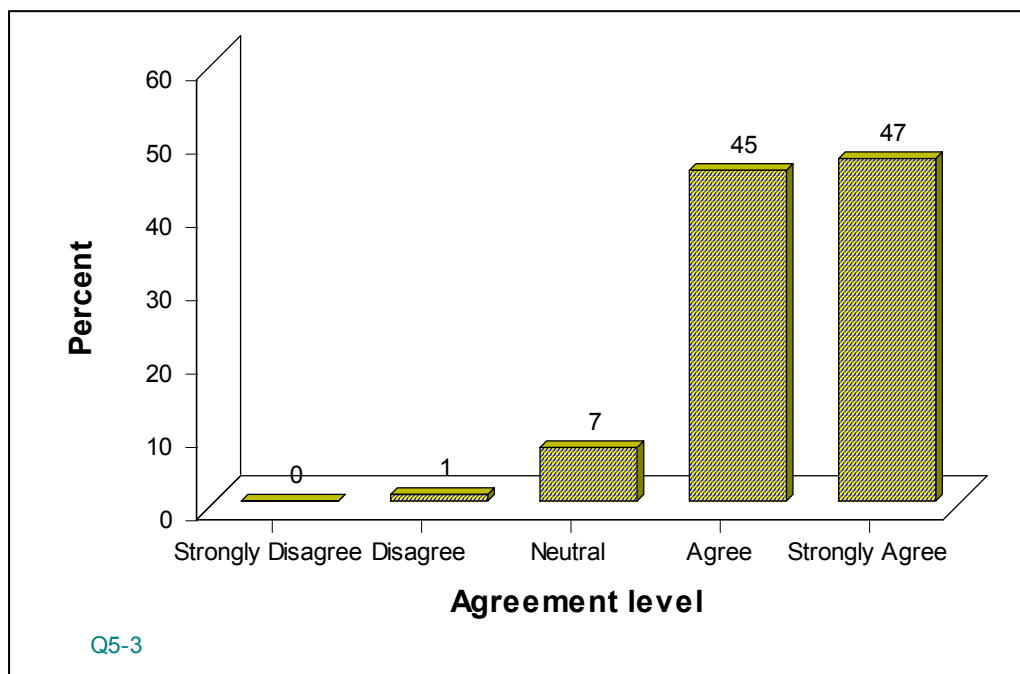
Another scale conducted to investigate whether the selection of celebrities for commercials have an effect on this product status and prospects and it indicated from the responses that people agree with the statement (M score: 3.85) (n=170, 52%) (see table 4.9.19)

Q2-1. The Selection of stars and celebrities for commercials and their relevance to the advertised item affect this product status and prospects:

Table 4.9.19

Agreement	Frequency	Percent
1- Strongly Disagree	10	3.0
2- Disagree	17	5.2
3- Neutral	59	17.9
4- Agree	170	51.5
5- Strongly Agree	74	22.4
Total	330	100
Missing	25	
Mean	3.85	
SD	0.709	

Based on : 1= strongly Disagree, 2= Disagree, 3= Neutral,

 4= Agree, 5= Strongly Agree

Q2-1
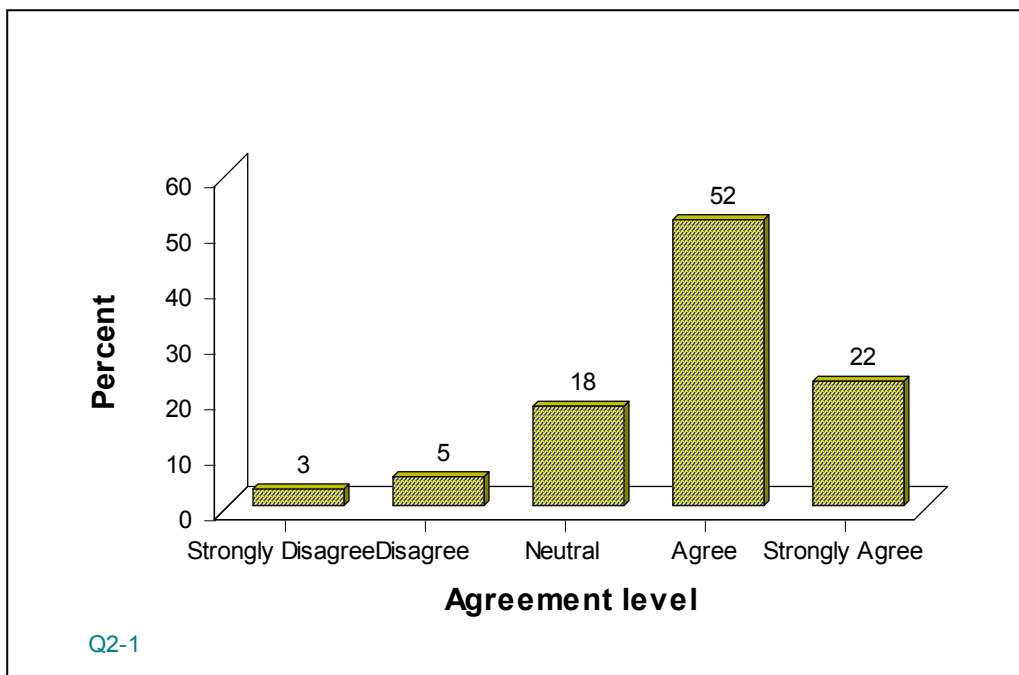
One more scale was conducted to check people opinion on the reasons for companies to pay huge amount of money for celebrities' endorsement and it revealed that 33% for recognition and awareness and 32% to increase sales and profit (see table 4.9.20).

Q6-2. What do you think is the reason for companies to choose celebrity endorsement for promoting their products? (You can choose more than one answer)

Table 4.9.20:

Reason	Frequency	%	order
For easy recognition and awareness of products/brands	213	32.8	1
To be able to increase sales and profit	206	31.7	2
To compete strongly with their counterparts	161	24.8	3
They can't create better ideas	70	10.8	4
Total	650*	100	

* Multiple choice

Q6-2
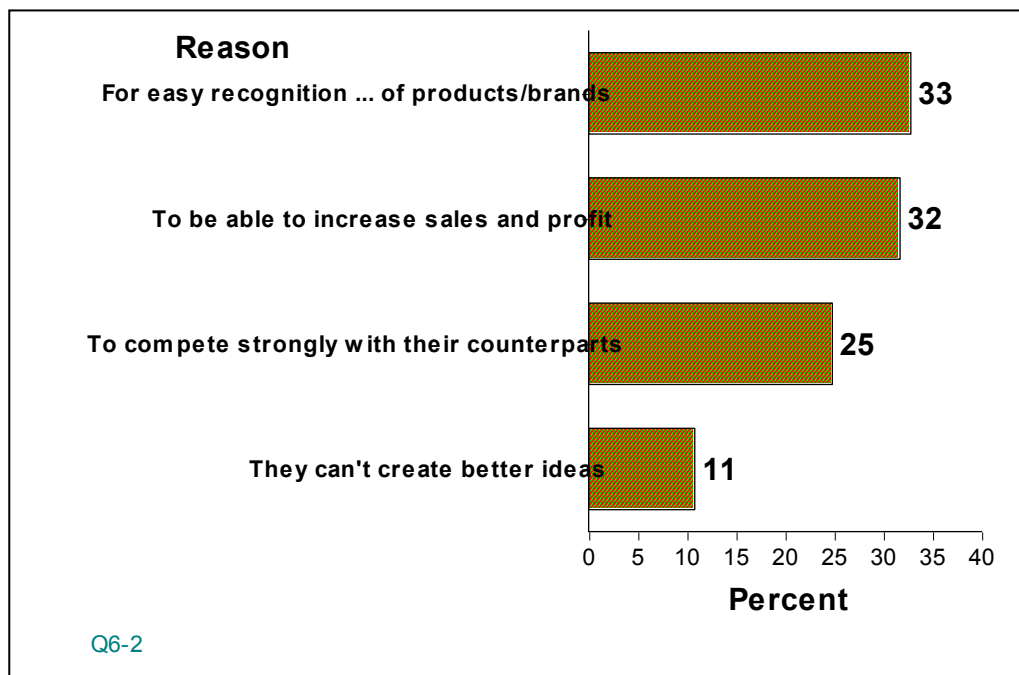
RQ11:

What forms of advertising do consumers enjoy being exposed to?

Frequency analysis of different types of advertisements which respondents enjoy being exposed to the most, the majority of respondents revealed that humorous advertisements is the most enjoyable one (n=155, 50%), while on the other hand celebrity endorsed advertisements got the least (n=12, 4%) (See table 4.9.21)

Q7-2. What form of advertising do you enjoy being exposed to?

Table 4.9.21

Form of advertising	Frequency	Percent	order
Humorous Advertisements	155	50.3	**1**
Musical Advertisements	47	15.3	**2**
Fast-paced Advertisements	37	12.0	**3**
Advertisements which include babies, animals, etc.	30	9.7	**4**
Cartoon Advertisements	27	8.8	**5**
Celebrities Endorsed Advertisements	12	3.9	**6**
Total	308	100.0	
Missing	47		
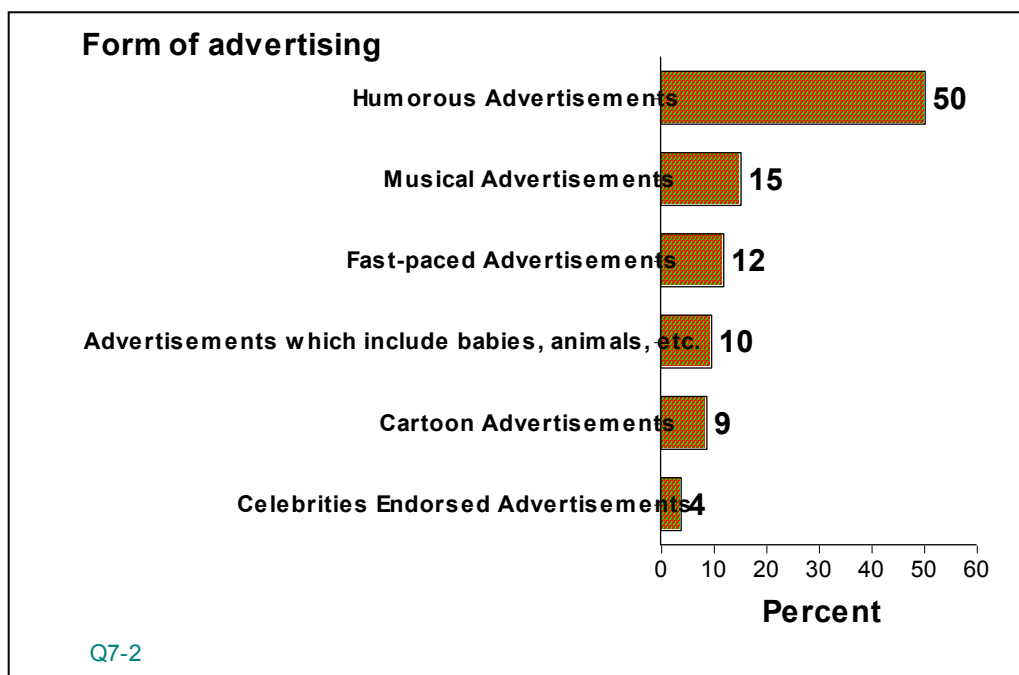
RQ12:

Does the appearance of celebrities in advertisements encourage consumers to purchase the product?

Statements of agreement were conducted to investigate respondents' opinion. The majority were neutral about this statements (n=141, 44%), while there were no significant difference between respondents who agreed (n=62, 19%), and who disagreed (n=64, 20%) (M score=2.84) (see table 4.9.22)

Q3-1. The presence of celebrities in an advertisement encourages you to purchase the product

Table 4.9.22

Agreement	Frequency	Percent
1- Strongly Disagree	41	12.7
2- Disagree	64	19.8
3- Neutral	141	43.5
4- Agree	62	19.1
5- Strongly Agree	16	4.9
Total	324	100
Missing	31	
Mean	2.84	
SD	0.228	

@ Based on : 1= strongly Disagree, 2= Disagree, 3= Neutral,

4= Agree, 5= Strongly Agree

Q3-1
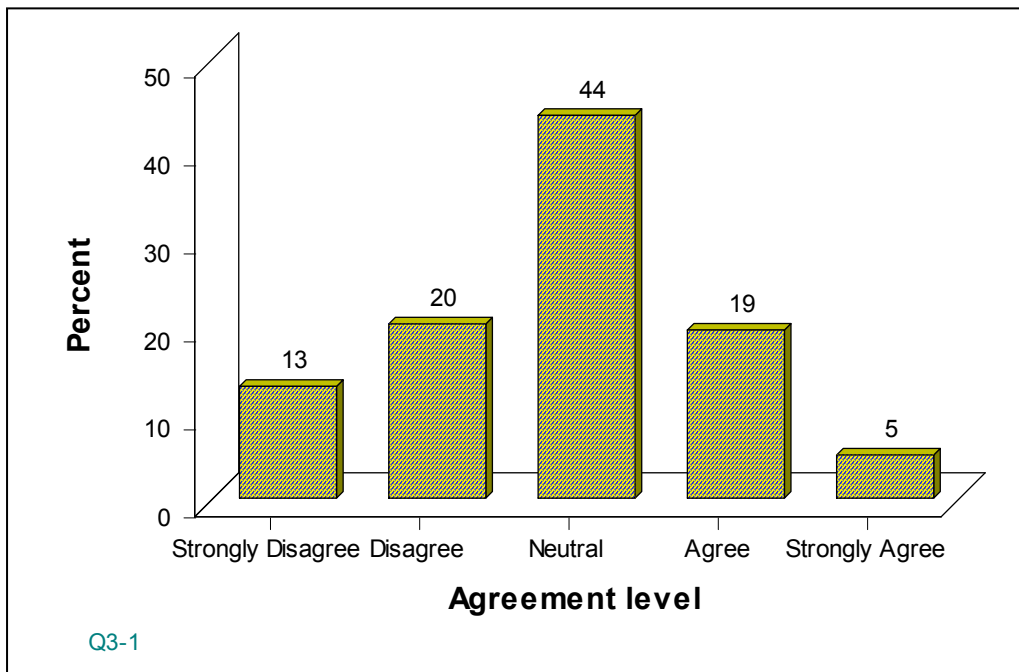
RQ13:

What type of celebrity endorsement persuades consumers on personal level to purchase products?

Frequency analysis was conducted were respondents can choose from a list of different types of celebrities. It revealed that respondents are persuaded more by actors and movie stars (n=130, 26%), while on the other hand, most respondents did not choose any of the list (see table 4.9.23). Also, some others included authors and writers, and some believed that it depends on the products itself (n=43, 8.4%).

Q6-3. What type of celebrity endorsement persuades you personally to purchase products?

Table 4.9.23

Celebrity endorsement	Frequency	%	order
Actors/movie stars	130	25.5	**1**
Singers/music stars	76	14.9	**2**
Athletes	63	12.4	**3**
Famous Businessmen	61	12.0	**4**
Politicians	25	4.9	**5**
None of the above	111	21.8	
Others	43	8.4	
Total	509*	100	

Celebrity endorsement

Actors/movie stars 26
Singers/music stars 15
Athletes 12
Famous Businessmen 12
Politicians 5
None of the above 22
Others 8

Percent
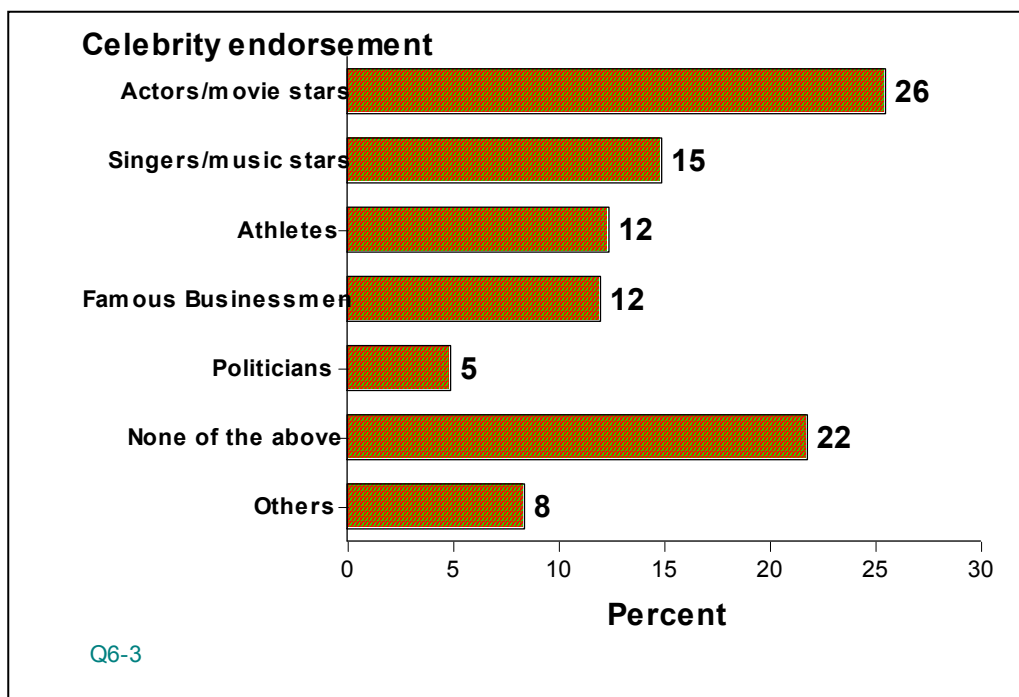
Q6-3

RQ14:

What is the most persuasive factor when consumers purchase a product?

More than one type of product were indicated to investigate respondents opinion on the most persuasive factor when purchasing motor vehicle, clothes and food products were included. Chi square were calculated (p=0.0001) indicating significant differences between the distribution of persuasive factors when purchasing a product (see table 4.9.24). Responses revealed that 36% is persuaded by celebrities when buying a motor vehicle, while the highest percentage 41% for clothes and 56% for food products persuaded by the quality factor.

Q7-1. What is the most persuasive factor to purchase the following products?

Table 4.9.24

Products	Brand name	Celebrity	Quality	Cost	Package /Options	Total
Motor vehicle	182(18.9%)	348(36.2%)	193(20.1%)	146(15.2%)	93(9.7%)	962(100%)
Clothes	132(24.7%)	30(5.6%)	221(41.3%)	136(25.4%)	16(3.0%)	535(100%)
Food Products	65(13.7%)	12(2.5%)	267(56.2%)	81(17.1%)	50(10.5%)	475(100%)
Total	379(19.2%)	390(19.8%)	681(34.5%)	363(18.4%)	159(8.1%)	1972(100%)
Chi square	74.4**					

Q7-1
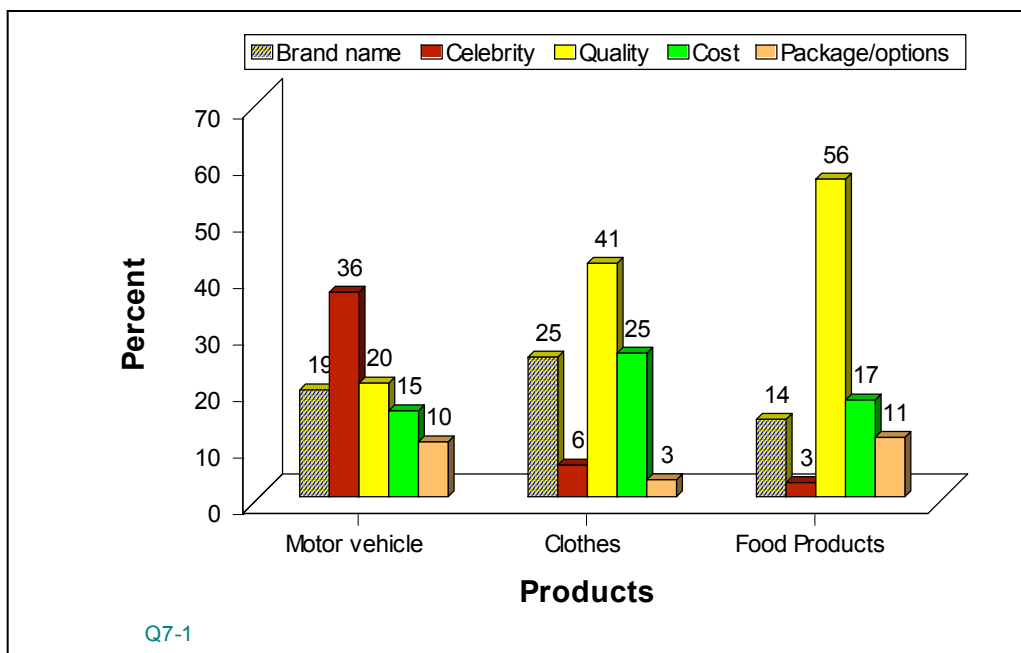
RQ15:

What are the most motivating factors when buying mobiles and cars?

A frequency table was conducted; it revealed that options and specifications are the most motivating factors when buying a mobile or a car (n=191, 60%), on contrast that the factor of celebrities endorsing such products was the least **(n=2, 1%).** This illustrates that consumers in general are not motivated by celebrities (See table 4.9.25).

Q6-4. What are the motivating factors when you plan to buy mobiles or cars?

Table 4.9.25

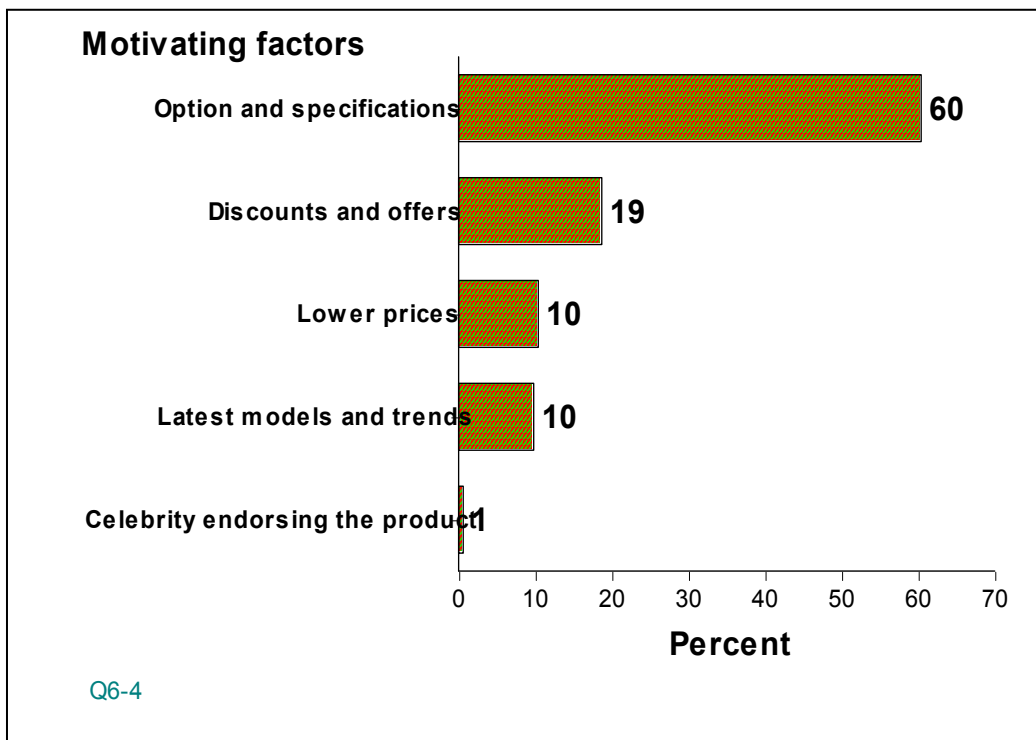| Motivating Factors	Frequency	Percent	order
Option and specifications	191	60.4	1
Discounts and offers	59	18.7	2
Lower prices	33	10.4	3
Latest models and trends	31	9.8	4
Celebrity endorsing the product	2	0.6	5
Total	316	100	
Missing	39		

Q6-4

Table 4.9.26

Mean average rating of Gender Cross tabulation with variables agreements:

Variables	Mean average rating of gender + SD		t	p
	Male	**Female**		
1-4. The presence of celebrities in advertising help you recognize and recall brands more promptly:	3.61 +0.75	3.87 +0.76	0.551	0.6110
2-1. The Selection of stars and celebrities for commercials and their relevance to the advertised item affect this product status and prospects:	3.81 +0.92	3.90 +0.85	0.156	0.8836
2-3. There should be something in common between the product/brand and the celebrity personality (for example, Abla Kamel and Persil; Ahmed Ezz and Chevorlet Curze; Hend Sabri and Garnier hair color, etc.)	3.75 +0.75	4.11 +0.88	0.690	0.5281
3-1. The presence of celebrities in an advertisement encourages you to purchase the product	2.90 +0.61	2.81 +0.44	0.277	0.7955
4-1. Celebrity attractiveness has a direct and important impact on brand value	3.69 +0.77	3.68 +0.74	0.028	0.9790
4-2. Being fond with a celebrity is enough for you to purchase celebrity endorsed product.	2.56 +0.40	2.37 +0.25	0.892	0.4228
4-3. The assurance that the information about the brand is coming from a reliable source (celebrity) makes you more likely want to buy/use a product	3.14 +0.44	3.04 +0.39	0.372	0.7288
5-1. You believe that a celebrity uses the products that he/she endorses:	2.64 +0.38	2.37 +0.27	1.299	0.2638
5-2. Sometimes the popularity of the celebrity overshadows the product/brand:	3.80 +0.76	3.81 +0.90	0.027	0.9798
5-3. Companies invest large amounts of money for using celebrities in their advertisements because they are sure that it will increase sales and revenue.	4.31 +1.06	4.41 +1.14	0.141	0.8947
6-1. You believe that the products being advertised by celebrities are of good quality:	3.07 +0.55	2.88 +0.56	0.546	0.6141

@ Based on : 5= Strongly Agree, 4= Agree, 3= Neutral, 2= Disagree, 1= Strongly disagree

RQ16: Is there a relationship between gender and purchasing intentions related to being exposed to celebrity endorsed advertisements?

It is important to investigate the relationship between gender and purchasing intentions. The researcher looked at several variables, including whether exposure to ads featuring celebrities would help recognition and recall of the ads themselves, as well as the product brand. The researcher also looked at the effect of celebrity endorsed advertisements on product status; purchasing behavior; brand value; and brand quality, among other things. A series of t-tests were conducted to investigate statistical significance. The results are displayed in table 4.9.26. As the table shows, there were no significant differences between males and females regarding any of the statements investigated. Therefore, gender has no impact on the perception of celebrity endorsed advertisements or purchasing behaviors related to exposure to the ads.

Table 4.9.27

Mean average rating of Age groups Cross tabulation with variables agreements:

Variables	Mean average rating of age groups + SD					F	p
	<18	**18-24**	**25-31**	**32-38**	**>38**		
1-4. The presence of celebrities in advertising help you recognize and recall brands more promptly:	4.00 +1.10	4.15 +0.97	3.82 +0.73	3.67 +0.74	3.72 +0.69	0.011	0.9997
2-1. The Selection of stars and celebrities for commercials and their relevance to the advertised item affect this product status and prospects:	3.67 +1.13	4.03 +0.93	3.89 +0.79	3.81 +0.97	3.86 +0.87	0.004	0.9999
3. There should be something in common between the product/brand and the celebrity personality (for example, Abla Kamel and Persil; Ahmed Ezz and Chevorlet Curze; Hend Sabri and Garnier hair color, etc.)	3.50 +1.12	4.00 +0.78	3.86 +0.74	4.19 +0.94	3.99 +0.83	0.016	0.9995
3-1. The presence of celebrities in an advertisement encourages you to purchase the product	3.50 +0.82	2.72 +0.55	2.90 +0.52	2.79 +0.45	2.84 +0.50	0.058	0.9932
4-1. Celebrity attractiveness has a direct and important impact on brand value	3.17 +0.87	3.72 +0.99	3.66 +0.67	3.83 +0.84	3.62 +0.68	0.019	0.9992
4-2. Being fond with a celebrity in enough for you to purchase celebrity endorsed product.	3.00 +0.35	2.21 +0.29	2.50 +0.39	2.36 +0.34	2.47 +0.29	0.16	0.9561
4-3. The assurance that the information about the brand is coming from a reliable source (celebrity) makes you more likely want to buy/use a product	2.67 +0.59	2.90 +0.34	3.07 +0.42	3.17 0.48	3.09 +0.39	0.040	0.9967
5-1. You believe that a celebrity uses the products that he/she endorses:	2.50 +0.33	2.33 +0.26	2.46 +0.28	2.52 +0.35	2.42 +0.31	0.012	0.9997
5-2. Sometimes the popularity of the celebrity overshadows the product/brand:	4.33 +1.24	3.87 +0.82	3.76 +0.73	3.71 +1.09	3.86 +0.83	0.013	0.9996
5-3. Companies invest large amounts of money for using celebrities in their advertisements because they are sure that it will increase sales and revenue.	4.67 +1.46	4.36 +1.10	4.33 +1.08	4.49 +1.24	4.33 +1.07	0.003	0.9999
6-1. You believe that the products being advertised by celebrities are of good quality:	3.00 +0.60	2.95 +0.52	2.93 +0.57	2.97 +0.62	2.90 +0.57	0.001	0.9999

Based on : 5= Strongly Agree, 4= Agree, 3= Neutral, 2= Disagree, 1= Strongly disagree

RQ17: Is there a relationship between age and purchasing intentions related to being exposed to celebrity endorsed advertisements?

It is important to investigate the relationship between different age groups and purchasing intentions. The researcher looked at several variables, including whether exposure to ads featuring celebrities would help recognition and recall of the ads themselves, as well as the product brand. The researcher also looked at the effect of celebrity endorsed advertisements on product status; purchasing behavior; brand value; and brand quality, among other things. A series of ANOVA were conducted to investigate statistical significance. The results are displayed in table 4.9.27. As the table shows, there were no significant differences between different age groups regarding any of the statements investigated. Therefore, age has no impact on the perception of celebrity endorsed advertisements or purchasing behaviors related to exposure to the ads.

Table 4.9.28

Mean average rating of Education level Cross tabulation with variables agreements

Variables	Mean average rating of Education level $\pm$ SD						F	p
	< H School	H School	Univ. student	Bache-lor	Mast-er	Ph.D		
1-4. The presence of celebrities in advertising help you recognize and recall brands more promptly:	4.20 +0.92	3.50 +0.97	3.67 +0.83	3.79 +0.72	3.92 +0.79	3.55 +0.69	0.020	0.9998
2-1. The Selection of stars and celebrities for commercials and their relevance to the advertised item affect this product status and prospects:	4.20 +1.39	4.50 +1.24	3.87 +1.08	3.87 +0.81	3.96 +0.89	3.61 +0.94	0.016	0.9999
2-3. There should be something in common between the product/brand and the celebrity personality (for example, Abla Kamel and Persil; Ahmed Ezz and Chevorlet Curze; Hend Sabri and Garnier hair color, etc.)	4.00 +0.99	3.50 +1.09	3.93 +0.75	3.96 +0.79	4.05 +0.86	4.02 +0.88	0.010	0.9999
3-1. The presence of celebrities in an advertisement encourages you to purchase the product	3.80 +0.73	4.00 +1.15	3.00 +0.34	2.92 +0.54	2.79 +0.50	2.53 +0.50	0.150	0.9781
4-1. Celebrity attractiveness has a direct and important impact on brand value	3.20 +1.01	4.00 +1.15	3.87 +0.71	3.75 +0.78	3.73 +0.79	3.39 +0.63	0.024	0.9997
4-2. Being fond with a celebrity in enough for you to purchase celebrity endorsed product.	3.20 +0.52	2.50 +0.71	3.00 +0.48	2.48 +0.32	2.29 +0.31	2.35 +0.29	0.131	0.9837
4-3. The assurance that the information about the brand is coming from a reliable source (celebrity) makes you more likely want to buy/use a product	2.80 +0.62	4.00 +1.15	3.07 +0.61	3.17 +0.41	2.95 +0.37	3.10 +0.53	0.080	0.9947
5-1. You believe that a celebrity uses the products that he/she endorses:	2.20 +0.30	3.00 +0.89	3.07 +0.48	2.49 +0.25	2.32 +34	2.41 0.34	0.112	0.9886
5-2. Sometimes the popularity of the celebrity overshadows the product/brand:	4.40 +1.21	4.00 +1.79	3.47 +0.01	3.79 +0.88	3.91 +90	3.67 +67	0.016	0.9999
5-3. Companies invest large amounts of money for using celebrities in their advertisements because they are sure that it will increase sales and revenue.	4.40 +1.24	4.50 +1.24	4.20 +0.99	4.43 +1.16	4.41 +1.16	4.22 +1.10	0.002	0.9999
6-1. You believe that the products being advertised by celebrities are of good quality:	2.80 +0.54	3.50 +0.97	3.00 +0.62	2.98 +0.57	2.94 +0.67	2.78 +0.36	0.033	0.9994

Based on : 5= Strongly Agree, 4= Agree, 3= Neutral, 2= Disagree, 1= Strongly disagree

RQ18: Is there a relationship between educational levels and purchasing intentions related to being exposed to celebrity endorsed advertisements?

It is important to investigate the relationship between different educational levels and purchasing intentions. The researcher looked at several variables, including whether exposure to ads featuring celebrities would help recognition and recall of the ads themselves, as well as the product brand. The researcher also looked at the effect of celebrity endorsed advertisements on product status; purchasing behavior; brand value; and brand quality, among other things. A series of ANOVA were conducted to investigate statistical significance. The results are displayed in table 4.9.28. As the table shows, there were no significant differences between different educational levels regarding any of the statements investigated. Therefore, level of education has no impact on the perception of celebrity endorsed advertisements or purchasing behaviors related to exposure to the ads.

Table 4.9.29

Mean average rating of Monthly income Cross tabulation with variables agreements

Variables	Mean average rating of monthly income+ SD				F	p
	<1000	**1-3000**	**3-6000**	**>6000**		
1-4. The presence of celebrities in advertising help you recognize and recall brands more promptly:	4.0 +1.07	3.8 +0.71	3.8 +0.74	3.7 +0.73	0.004	0.9996
2-1. The Selection of stars and celebrities for commercials and their relevance to the advertised item affect this product status and prospects:	3.9 +0.89	3.8 +0.81	3.9 +0.93	3.9 +0.86	0.001	0.9999
2-3. There should be something in common between the product/brand and the celebrity personality (for example, Abla Kamel and Persil; Ahmed Ezz and Chevorlet Curze; Hend Sabri and Garnier hair color, etc.)	3.6 +0.83	3.9 +0.75	4.1 +0.89	4.0 +0.92	0.010	0.9986
3-1. The presence of celebrities in an advertisement encourages you to purchase the product	2.8 +0.59	2.8 +0.46	2.9 +0.44	2.8 +0.58	0.001	0.9999
4-1. Celebrity attractiveness has a direct and important impact on brand value	3.8 +0.86	3.7 +0.85	3.7 +0.68	3.7 +0.74	0.001	0.9999
4-2. Being fond with a celebrity in enough for you to purchase celebrity endorsed product.	2.7 +0.49	2.5 +0.37	2.5 +0.25	2.3 +0.27	0.037	0.9901
4-3. The assurance that the information about the brand is coming from a reliable source (celebrity) makes you more likely want to buy/use a product	2.8 +0.52	3.2 +0.44	3.1 +0.35	3.0 +0.47	0.019	0.9963
5-1. You believe that a celebrity uses the products that he/she endorses:	2.7 +0.31	2.5 +0.34	2.5 +0.25	2.3 +0.34	0.052	0.9838
5-2. Sometimes the popularity of the celebrity overshadows the product/brand:	3.6 +1.06	3.8 +0.80	3.9 +1.02	3.8 +0.76	0.003	0.9998
5-3. Companies invest large amounts of money for using celebrities in their advertisements because they are sure that it will increase sales and revenue.	4.5 +1.39	4.4 +1.16	4.4 +1.11	8.3 +1.08	0.001	0.9999
6-1. You believe that the products being advertised by celebrities are of good quality:	3.2 +0.75	2.9 +0.46	2.9 +0.66	2.9 +0.56	0.008	0.9990

@ Based on : 5= Strongly Agree, 4= Agree, 3= Neutral, 2= Disagree, 1= Strongly disagree

RQ19: Is there a relationship between income levels and purchasing intentions related to being exposed to celebrity endorsed advertisements?

It is important to investigate the relationship between income levels and purchasing intentions. The researcher looked at several variables, including whether exposure to ads featuring celebrities would help recognition and recall of the ads themselves, as well as the product brand. The researcher also looked at the effect of celebrity endorsed advertisements on product status; purchasing behavior; brand value; and brand quality, among other things. A series of ANOVA were conducted to investigate statistical significance. The results are displayed in table 4.9.29. As the table shows, there were no significant differences between different incomes levels regarding any of the statements investigated. Therefore, income has no impact on the perception of celebrity endorsed advertisements or purchasing behaviors related to exposure to the ads.

Chapter 5: Discussion

5.1 CONCLUSIONS AND SUGGESTIONS:

Despite the contradictory outcomes found in the literature on celebrities' endorsement in advertising, this research showed that Egyptian consumers were positive about many aspects of this issue in advertising strategy. It is obvious from the findings that Egyptian consumers liked the attractiveness of the advertisements that endorse celebrities. The results also revealed that there should be something common between the celebrities and the endorsed products in advertisements. Respondents believe that it is very important to match up between both the celebrity character and the brand, and the celebrity character and the targeted audience. However, the majority of responses did not seem to believe that such kinds of advertisements are convincing enough, in reality, to influence their brand choice behavior. Still, 19% of respondents admitted that the presence of celebrities in an advertisement encourages them to purchase the product and almost 44% were neutral on this matter (see table 4.9.22). One possible justification behind this result could be the design of the advertising message or the portrayal of celebrities was believable enough to convince and appeal to the Egyptian consumers. On the other hand, the choice of celebrities to endorse the product was not matching with consumers' expectations. In both ways, this result requires reconsideration to the way celebrities were exposed and chosen in advertising within the context of the Egyptian culture.

Also, the research conducted by Abdulla &Keenan (2009) which revealed that featuring a celebrity in advertisements would not encourage consumers to purchase the product indicates that there should be a call for better understanding of Egyptian consumer behavior, probably through market research, as this may guide advertising agencies to a more suitable and convincing form of celebrity endorsement advertising in Egypt.

It would be beneficial that Egyptian advertising specialists in the industry take into consideration consumer culture to maximize the benefits of using celebrities in advertising. Research in the West showed that the effectiveness of celebrities must be assessed against five essential attributes which is called 'TEARS' model created by Terence Shimp (2003) which are: Trustworthiness, Expertise, Attractiveness, Respect, and Similarity. In the Egyptian context, respondents gave credibility the highest percent of responses (25%), then trustworthiness with (20%), and the least percentage for expertise attribute (5%) and attractiveness (13%) (See table 4.9.16). This study showed that celebrities' attractiveness may add to the brand or product value as 47% agreed with this variable (see table 4.9.14). This result contradicts with TEARS model which proved through the Western context that expertises attribute (such as sports athletes) and attractiveness (physical, character and life style) are essential qualities and play an important role in influencing consumers purchasing behavior.

Research evidence revealed that the presence of celebrity endorsers had a positive impact on product buying behavior (for example, Goldsmith, Lafferty, and Newell, 2000; Mathur, Mathur, and Rangan, 1997, Ohanian, 1990). In the Egyptian context results showed that the presence of celebrities in advertisements does not really affect their purchasing behavior as 44% were neutral and 19% agreed on this variable (see table 4.9.22).

Another study in the West showed that people of all ages imitate and follow the behaviors and appearance of media celebrities they admired (Hoffner and Cantor, 1991). The study revealed that people who are fond of a celebrity does not really imitate or follow the product he or she is endorsing, as 38% disagreed with this variable and only 15% agreed (See table 4.9.15).

This study showed that there is a relationship between the Egyptian culture and purchasing behavior resulting from being exposed to celebrities' endorsements advertisements. Advertising plays an important role in the Egyptian economy as companies are initiating all possible procedures to motivate people to purchase through influential advertising campaign. All advertising experts in Egypt, for example Tarek Nour, acknowledge that the use of celebrities and superstars results in great awareness, publicity and attention to the brand or product.   Moreover, research conducted here in Egypt by marketing experts such as Mai Aly, the head of communication commercials in the Egyptian Company for Mobile Services (Mobinil), and Rajia Omar, Managing Director, DDB Worldwide, showed that consumers have a high level of message recall for brands and products that are endorsed by celebrities and that celebrities bring a positive image to a specific brand among the masses of other brands. Both of these experts also asserted that the significance of celebrity endorsers, however, does not lie in the fact that they are endorsed by firms who wish to increase profits, but how these celebrities will add value to this company and product or brand (Personal interviews, see appendix 1 for more information).

Some western research such as Shimp (2003) illustrated that stars appeal differently to various demographic segments (age, gender, class, geography etc.). Results in this Egyptian study showed that by calculation of responses coming from different demographics that there is no significant difference related to demographic segments such as gender, age, income and level of education. For example, when relating gender to stars appeal, attractiveness and fondness, the mean score for male (M = 2.56) while for female (M= 2.37), (p=0.4228) (see table 4.9.26) indicating no significant difference between both gender. On the other hand, when relating other demographic segments such as different age groups, level of income and level of education to stars appeal (see table 4.9.27,

4.9.28 &4.9.29) (p=0.9) which is higher than 0.05 indication no significant differences between both variables.

To conclude, the Egyptian context is different from the Western context in their assessment to celebrities' endorsement advertisements. In Egypt, people do love and imitate movie stars and singers but they do not really believe that they are credible when endorsing products and brands. The only factors that motivate them to purchase different kind of brands and products are their options and specifications (See table 4.9.25). In addition, humorous advertisements are the most enjoyable type of ads (See table 4.9.21).

5.2 Limitations of the Study:

- There was a shortage of references and research studies conducted in Egypt that document advertising. The majority of the literature review is based on western studies in USA, Asia, India and Jordan.
- The study focused on general behaviors, attitudes and perceptions of consumers, but did not get in depth to study the role of culture in shaping such behaviors, attitudes and perceptions.
- There is a lack of theoretical backgrounds which discuss celebrities' endorsement advertisements.
- The lack of studies on Egyptian commercials which examine consumers purchasing behavior made it difficult to compare the current study findings with previous ones.

5.3 Recommendations for future research:

- The current study findings suggest that advertising specialists and makers are recommended to improve the perception of the role of celebrities in advertising in Egypt. Marketing agencies need to investigate and understand to what extent Egyptian consumers' trust what celebrities say about brands and products, and to take into consideration the perceived

credibility of endorsement. Also, celebrity advertisements effectiveness need to be explored within the context of the Egyptian culture. Certainly, such kinds of research may improve advertising effectiveness, and increase the profits and revenues of Egyptian advertisers.

- The issue of celebrity endorsement in media advertising must be explored within the context of the Egyptian culture. For example, research needs to examine celebrities' credibility from the customer's point of view and find out how consumers position celebrities in their mind.

- Also, future research may explore the ideal celebrity characteristics that best match up with the products and the consumers as this will make celebrities more convincing to the Egyptian consumer.

In-depth Interviews:

1. DDB Worldwide (Advertising Agency)

Ms. Nada Zeitoun, Client Service Manager,. DDB Egypt is considered to be one of the world's largest and most powerful marketing and advertising services networks, indicated the importance of celebrity endorsements in Egypt, "We choose a certain celebrity character which will suit the brand. We also make sure that this celebrity has certain characteristics such as likeability, trustworthy and most important credibility". She also added "We have chosen Abla Kamel for Persil as she can reach both consumer classes (low and high), it is impossible to endorse Laila Elwey for detergent ads as she will not match up with the product".

Ms. Zeitoun also added that the agency conducted a survey among different classes and categories of Egyptian consumers and they found out that "Abla Kamel" is the best shot for such advertisement.

Ms. Zeitoun admitted that the outcome of advertisements such as Etisalat Ads, Vodafone Ads, etc. is measured according to the objective of the company itself. She added that the main objective does not have to be to increase revenues, but it can be to reach different categories, ages, classes of people, to gain popularity or to attract people emotionally through the use of celebrities.

Ms. Zeitoun also asserted that the use of super stars fulfill the communication objectives in a shorter way. For example, Etisalat ad in Ramadan was addressing different categories such as endorsing Ahmed Ezz to attract young girls, Mohamed Mounir to attract all ages, Donia Samir Ghanem to attract teenages, in addition to Yousra who attract both high and middle class categories.

On the other hand, Ms. Zeitoun believed celebrities' scandals can cause problems and affect the endorsed brand negatively, for example, the scandal of actor "Ahmed El Feshawy. She also added that after January 25th revolution, Tamer Hosney and Adel Imam lost their credibility as they were considered the supporters to the former regime, as a result, Pepsi and Vodafone stopped dealing with them.

2. Mobinil, the Egyptian Company for Mobile Services

Ms. Mai Ahmed Aly, Head of Communications Commercial, said that "There are good and bad side to use a celebrity in advertisements". She explained that they choose celebrities according to the

brand character, then they focus on language, style, color, etc. She also added that they have to specify the target audience whom they want their message to be communicated to.

She said "we have chosen the well known singer *Hakim* as he can address middle and low classes consumers, and he proved to be effective for a period of time".

Ms. Aly also added that they conducted a survey to figure out whether "Ahmed Adaweya" who is one of the popular singers in Egypt, is suitable to be endorsed in their ads and he proved to be the right celebrity to address all classes in Egypt.

When asking her about Etisalat ad she said "Etisalat created a platform for themselves to position themselves as the top telecommunication company in Egypt by endorsing top celebrities, their ad will have a long term effect and people will expect a better and more effective ad next time", which from her point of view will be difficult to achieve. She said "Etisalat fulfilled its objectives through this advertisement."

She also added that a celebrity is the one who transmit the message (the carrier), while purchasing intension differs according to many things other than the celebrity.

Ms. Aly believe that celebrity endorsement create a very high level of awareness of the brand but it is not a must that consumers get motivated to purchase, especially if the product is expensive.

Finally, Ms Aly recommended that companies should invest with the right celebrity. She added that they should stick to their brand character, and do not go beyond and imitate other ads.

Appendix 2

Questionnaire

This survey is designed for research and academic purposes to investigate how far celebrities who appear in advertisements can influence people's purchasing behavior. This investigation is part of the requirements to obtain a degree of Masters of Arts. The questionnaire is completely anonymous and voluntary. It takes you 3-5 minutes to complete it. Thank you for your cooperation.

1. How many hours do you spend watching/listening/reading the following media per day?:

Type of media	Zero	Under 1 hrs	1 to Under 4 hrs	4 to under 7 hrs	7 to under 10 hrs	10 hrs or more
Television						
Radio						
Newspaper						
Magazine						
Internet						

2. Do you remember the last time you have been exposed to a celebrity endorsed advertisement?

   - Yes
   - No

3. What do you think of celebrities endorsing products in general? (Please circle the number which best describes you opinion: *(ex: 1= very unfavorable, 5= very favorable)*

Agreement	Good	Effective	Attractive	Positive	Believable	Essential
1- Strongly Disagree						
2- Disagree						
3- Neutral						
4- Agree						
5- Strongly Agree						

4. The presence of celebrities in advertisements help you recognize and recall brands more promptly:

- Strongly Agree
- Agree
- Undecided
- Disagree
- Strongly Disagree

5. The selection of stars and celebrities for commercials and their relevance to the advertised item affect this product status and prospects:

- Strongly Agree
- Agree
- Undecided
- Disagree
- Strongly Disagree

6. In your opinion what characteristics should celebrity endorsers should have in order to attract consumers to purchase the brand/product: (You can check more than one)

- Credibility
- Physical Attractiveness
- Similarity to target audience
- Expertise
- Respect
- Trustworthiness
- Others (please specify)-----------------------

7. There should be something in common between the product/brand and the celebrity personality (for example, Abla Kamel and Persil; Ahmed Ezz and Chevorlet Curze; Hend Sabri and Garnier hair color, etc.)

- Strongly Agree
- Agree
- Undecided
- Disagree
- Strongly Disagree

8. The presence of celebrities in an advertisement encourages me to purchase the product.

- Strongly Agree
- Agree
- Undecided
- Disagree
- Strongly Disagree

9. Please rate the following celebrities in terms of how effective the advertisement were:-

Celebrities	Did not watch	Not effective	Average	Effective
Abla Kamel (Persil)				
Ragaa El Gedawy (Fairy)				
Yasmin Abdel-Aziz (Mobinil)				
Adel Imam (Vodafone)				
Tamer Hosny (Police Sunglasses)				
Ahmed Helmy & Mona Zaki (Optra Car)				
Yousra, Mohamed Mounir, Donia Ghanem, Ahmed Ezz (Itisalat)				

10. Celebrity attractiveness has a direct and important impact on brand value.

- Strongly Agree
- Agree
- Undecided
- Disagree
- Strongly Disagree

11. Being fond with a celebrity is enough for you to purchase celebrity endorsed product.

- Strongly Agree
- Agree
- Undecided
- Disagree
- Strongly Disagree

12. The assurance that the information about the brand is coming from a reliable source (celebrity) makes you more likely to buy/use a product

- Strongly Agree
- Agree
- Undecided
- Disagree
- Strongly Disagree

13. I believe that a celebrity uses the products he/she endorses.

- Strongly Agree
- Agree
- Undecided
- Disagree
- Strongly Disagree

14. Sometimes the popularity of the celebrity overshadows the product/brand.

- Strongly Agree
- Agree
- Undecided
- Disagree
- Strongly Disagree

15. Companies invest large amounts of money for using celebrities in their advertisements because they are sure that it will increase their revenue.

- Strongly Agree
- Agree
- Undecided
- Disagree
- Strongly Disagree

16. I believe products specifically advertised by the celebrities are of good quality.

- Strongly Agree
- Agree
- Undecided
- Disagree
- Strongly Disagree

17. What do you think is the reason for the companies to choose celebrity endorsement for promoting their products?

- For easy recognition and awareness of products/brands
- For memory of the ad and product
- They can't generate better ideas
- To be able to increase sales and profit
- To compete strongly with their counterparts

18. What type of celebrity endorsement persuades you personally to purchase products? (You can choose more than one)

- Actors/movie stars
- Singers/music stars
- Famous Businessmen

- Athletes
- Politicians
- None of the above
- Others (please specify):_____

19. What are the motivating factors when you plan to buy mobiles or cars?

- Discounts and offers
- Lower prices
- Option and specifications
- Latest models and trends
- Celebrity endorsing the product

20. What is the most persuading factor to purchase the following products?

Products	Brand name	Celebrity	Quality	Cost	Package /Options
Motor vehicle					
Clothes					
Food Products					

21. What form of advertising do you enjoy being exposed to?
   (Please check only one option)
   - Humorous Advertisements
   - Fast-paced Advertisements
   - Celebrities endorsed Advertisements
   - Advertisements which include babies, animals, etc.
   - Cartoon Advertisements
   - Musical Advertisements

22. What form of advertising do you consider the most irritating?
   (Please check only one option)
   - Humorous Advertisements
   - Fast-paced Advertisements
   - Celebrities endorsed Advertisements
   - Advertisements which include babies, animals, etc.
   - Cartoon Advertisements
   - Musical Advertisements

Please Indicate:

23. Your gender:
   - Female

- Male

24. Your age
   - Less than 18
   - 18 – 24
   - 25 – 31
   - 32 – 38
   - Above 38

25. Your educational level:

   - Bachelor degree
   - Masters degree
   - Ph.D. degree
   - University student
   - Less than high school diploma
   - High school diploma

26. Where do you live? (Indicate the name of the area)

   …………………………………………………………

27. Your household monthly income:
   Less than LE1,000
   LE1,000 – Under LE3,000
   LE3,000 – Under LE6,000
   LE6,000 - More

<u>Thank you</u>

Appendix 3

استبيان

تهدف هذه الدراسة للأغراض البحثية والأكاديمية إلى للتحقق من قدرة المشاهير الذين يظهرون في الإعلانات التجارية على التأثير في أنماط السلوك الشرائي للناس. هذا الاستبيان جزء من متطلبات الحصول على درجة ماجستير الآداب. الاستبيان تطوعي ولا يتم ذكر أسماء المشاركين. ملء الاستبيان يستغرق من 3 إلى 5 دقائق. شكرا لتعاونكم.

1. كم ساعة تقضيها في مشاهدة / الاستماع إلى / قراءة وسائل الإعلام يومياً:

أكثر من 10 ساعات	من 7 إلى 10 ساعات	من 4 إلى 7 ساعات	من 1 إلى 4 ساعات	أقل من ساعة	صفر	نوع وسيلة الإعلام
						التليفزيون
						الراديو
						الصحف
						المجلات
						الإنترنت

1. هل تذكر آخر مرة طالعت فيها إعلانا يقدمه أحد المشاهير ؟

- نعم
- لا

3. ما رأيك في المشاهير الذين يرعون المنتجات بشكل عام؟ (يرجى وضع دائرة حول الرقم الذي يعبر عن رأيك: (مثلا : 1 = غير مؤيد نهائيا ، 5 =مؤيد تماما)

التقيم	جيد	مؤثر	جذاب	إيجابي	قابل للتصديق	أمر أساسي بشكل عام
لا أوافق بشدة						
لا أوافق						
محايد						
اوافق						
اوافق بشدة						

4. وجود المشاهير في الإعلانات يساعدك على التعرف على العلامات التجارية وتذكرها بشكل أسرع:

- أوافق بشدة
- أوافق
- محايد
- لا أوافق
- لا أوافق بشدة

5. في رأيك، ما هي الخصائص التي ينبغي أن يتمتع بها المشاهير الذين يظهرون في الإعلانات التجارية من أجل جذب المستهلكين لشراء العلامة التجارية / المنتج: (يمكنك اختيار أكثر من صفة)

- المصداقية
- جاذبية بدنية
- التشابه مع الجمهور المستهدف
- الخبرة
- الاحترام
- الجدارة بالثقة

• اخرى (ارجو التحديد):------------------------

6. اختيار النجوم والمشاهير للإعلانات وارتباطهم بالمنتَج المُعلن عنه يؤثر على وضع المُنتَج وآفاقه المستقبلية:

• أوافق بشدة
• أوافق
• محايد
• لا أوافق
• لا أوافق بشدة

7. لابد من وجود شيء مشترك بين المنتَج / العلامة التجارية وبين شخصية الشخص المشهور الذي يقدم الإعلان (على سبيل المثال: عبلة كامل وبرسيل، أحمد عز وشيفروليه كروز، هند صبري وصبغة شعر غارنييه، الخ.)

• أوافق بشدة
• أوافق
• محايد
• لا أوافق
• لا أوافق بشدة

8. ظهور المشاهير في إعلان يشجعك على شراء المنتج:

• أوافق بشدة
• أوافق
• محايد
• لا أوافق
• لا أوافق بشدة

9. يرجى تقييم المشاهير التاليين من حيث مدى فعالية الإعلان:

المنتج / العلامة التجارية	الشخصية المشهورة	مؤثّر	متوسط	غير مؤثّر	لم أشاهد
برسيل	عبلة كامل				
فيري	رجاء الجداوي				
موبينيل	ياسمين عبد العزيز				
فودافون	عادل إمام				
نظارات بوليس الشمسية	تامر حسني				
سيارات أوبترا	أحمد حلمي ومنى زكي				
إتصالات	يسرا ومحمد منير ودنيا سمير غانم وأحمد عز وهند صبري وعزت أبو عوف				

10. جاذبية المشاهير لها تأثير مباشر ومهم على قيمة العلامة التجارية:

- أوافق بشدة
- أوافق
- محايد
- لا أوافق
- لا أوافق بشدة

11. كونك مغرم بالشخصية الشهيرة يكفي لجعلك تشتري المنتج الذي تعلن عنه:

- أوافق بشدة

- أوافق
- محايد
- لا أوافق
- لا أوافق بشدة

12. الاطمئنان إلى أن المعلومات حول العلامة التجارية قادمة من مصدر موثوق (المشاهير) يزيد من احتمال شرائك / استخدامك للمنتج:

- أوافق بشدة
- أوافق
- محايد
- لا أوافق
- لا أوافق بشدة

13. أعتقد أن المشاهير يستخدمون المنتجات التي يعلنون عنها:

- أوافق بشدة
- أوافق
- محايد
- لا أوافق
- لا أوافق بشدة

14. أشعر أحيانا أن شعبية الشخصية الشهيرة تجعل الإعلان عن المنتج / العلامة التجارية مبالغ فيه:

- أوافق بشدة
- أوافق
- محايد
- لا أوافق
- لا أوافق بشدة

15. تستثمر الشركات مبالغ كبيرة من المال لاستخدام المشاهير في إعلاناتها لتأكدها من انه سوف يزيد من عائداتها الإجمالية:

- أوافق بشدة

- أوافق
- محايد
- لا أوافق
- لا أوافق بشدة

16. أعتقد أن المنتجات التي يعلن عنها المشاهير على وجه التحديد تكون جودتها عالية:

- أوافق بشدة
- أوافق
- محايد
- لا أوافق
- لا أوافق بشدة

17. في رأيك، ما هو سبب اختيار الشركات للمشاهير للإعلان عن منتجاتهم؟

- لتحقيق شهرة وانتشار للعلامات التجارية / المنتجات بسهولة
- لتذكر الأعلان و المنتج
- لأنهم لا يستطيعون تقديم أفكار أفضل
- لزيادة المبيعات والأرباح
- للتنافس بقوة مع منافسيهم

18. مشاهير أي مجال يقنعونك شخصيا بشراء المنتجات؟

- الممثلون/ نجوم السينما
- المغنيون / نجوم الموسيقى
- مشاهير رجال الأعمال
- الرياضيون
- السياسيون

- غير المزكور اعلاه
- آخرون (يرجى التحديد): _____

19. ما هي العوامل المحفزة لك عندما تخطط لشراء الهواتف النقالة أو السيارات؟

- الخصومات والعروض
- أسعار أقل

- المواصفات و الأمكانيات
- أحدث الموديلات والصيحات
- ظهور المشاهير في الإعلانات

20. ما العامل الأكثر إقناعا لشراء المنتجات التالية:

المنتج	الاسم التجاري	المشاهير	الجودة	التكلفة	الأمكانات\العروض
السيارات					
الملابس					
المنتجات الغذائية					

21. ما نوعية الإعلانات التي تفضلها؟
(الرجاء إعطاء اختيار واحد)

- الإعلانات المضحكة
- الإعلانات المتسارعة   (ذات الايقاع السريع)
- الإعلانات التي يقوم بها المشاهير
- الإعلانات التي تشمل الأطفال والحيوانات، الخ.
- إعلانات الكارتون
- الإعلانات الموسيقية

22. أي أشكال الإعلانات تعتبره الأكثر إزعاجا؟
(الرجاء إعطاء اختيار واحد)

- الإعلانات المضحكة
- الإعلانات المتسارعة
- الإعلانات التي يقوم بها المشاهير
- الإعلانات التي تشمل الأطفال والحيوانات، الخ.
- إعلانات الكارتون
- الإعلانات الموسيقية

يرجى بيان ما يلي:

23. النوع:

- أنثى
- ذكر

24. العمر:

- أقل من 18
- 18 حتي 24
- 25 حتي 31
- 32 حتي 38
- فوق 38

25. المستوى التعليمي:

- حائز على درجة البكالوريوس/الليسانس
- حائز على درجة الماجستير
- حائز على الدكتوراه
- طالب جامعي
- حاصل على دبلوم

26. أين تعيش؟ (اذكر اسم المنطقة)

....

27. الدخل الشهري للأسرة:

أقل من 1000 جنيه

1000 وحتى أقل من 3000 جنيه

3000 وحتى أقل من 6000 جنيه

6000 جنيه أو أكثر

شكرا لكم

Bibliography

Aaker, D.A and Myers, J.G (1987), *Advertising Management*, 3rd edition, Englewood Cliffs, New Jersey: Prentice-Hall, Inc.

Abdulla, R., & Keenan, K. (2009). "Gender and Perceptions of Celebrity Advertising in Egypt." Presented to the Arab-U.S. Association for Communication Educators (AUSACE) convention. Cairo.

Alsmadi, S. (2006), *"The power of celebrity endorsement in brand choice: an empirical study of consumer attitudes in Jordan"*, *Journal of Accounting-Business and Management*, Vol. 13 No.1, pp.69-84.

Alsmadi, Sami (2005), *The Portrayal of Women in Television Advertising: An Empirical Investigation of Consumer Attitudes in Jordan,* International Journal of applied marketing, Vol.1, issue 2, PP. 1-16.

Assael, Henry. *Consumer Behavior and Market Action.* Boston, Massachusetts: Kent Publishing Company, 1984.

Atkin, Charles and Martin Block (1983), *"Effectiveness of Celebrity Endorsers,"* Journal of Advertising Research, 28 (February/March), 57-61.

Ajzen, I., & Fishbein, M. (2000). *Attitudes and the attitude behavior relation: Reasoned and automatic process.* In W. Stroebe & M. Hewstone. Eds. European review of social psychology. Chichester, UK: Wiley.

Ajzen, I., & Fishbein, M. (2005). *"The influence of attitudes on behavior.* In D. Albarracin, B. T. Johnson, & M. P. Zanna. Eds. The handbook of attitudes (pp. 173-221). Mahwah, NJ: Erlbaum.

Baker, Michael J. and Gilbert A. Churchill, Jr. (1977), *"The Impact of Physically Attractive Models on Advertising Evaluations,"* Journal of Marketing Research, 14 (November), 538- 555.

Barry, T. E. (2002). *In defense of the Hierarchy of Effects: A rejoinder to Weilbacher.* Journal of Advertising Research, 42(3), 44 – 47.

Basil, M.D (1996), *"Identification as a mediator of celebrity effects", Journal of Broadcasting & Electronic Media*, Vol. 40 pp.478-95.

Batra, R., & Holbrook, M. B. (1987). *"Development of a set of scales to measure affective responses to advertising",* Journal of Consumers Research, 404 – 420.

Bem, D. J. (1967). *"Self-perception: An alternative interpretation of cognitive dissonance phenomena".* Psychological Review.

Benson, P.L., Karabenick, S. A., & Lerner, R. M. (1976. *"Pretty pleases: The effects of physical attractiveness, race and sex on receiving help".* Journal of Experimental Social Psychology, 12, 409-415.

Bertrand, K and Todd, S (1992), ‘*Celebrity marketing: the power of personality: golf legends drive marketing campaigns’,* Business marketing, 77, No.8 p24-28

Blakeley, Kiri (2001), *Oops, They Did It Again,* Forbes, Vol. 168, Issue 8, P. 54.

Bowman, J. (2002), *"Facing advertising reality*", *Media Asia*, Vol. 7 No.26, pp.14-15.

Braun-LaTour, K.A. & LaTour, M.S. (2004). *"Assessing the long-term impact of a consistent advertising campaign on consumer memory".* Journal of Advertising, 49-62

Brown, W. J. & Basil, M. D. (1995). "*Media celebrities and public health: Responses to "Magic" Johnson's HIV disclosure and its impact on AIDS risk and high risk behaviors".* Health Communication, 7, 345-370.

Bryman, A (2004) Social Research Methods 2rd ed, Oxford University Press.

Bryman, A (1994), ‘The Mead/ Freeman Controversy: Some Implications for Qualitative Researchers’, in R.G. Burgess (ed.), Studies in Qualitative Methodology, Vol 4, Greenwich, Conn: JAI press

Buhr, Thomas, Terry Simpson, and Burt Pryor, "*Celebrity Endorsers' Expertise and perceptions of Attractiveness, Likability, and Familiarity".* Psychological Reports 60, (1987): 1307-1309.

Caballero, M.J. & Pride, W.M. (1984). *‘Selected Effects of Salesperson Sex and Attractiveness in Direct Mail Advertisements.”* Journal of Marketing, Vol 48(1), 94-100.

Caballero, Marjorie and Paul Solomon (1984), *"Effects of Model Attractiveness on Sales Response,"* Journal of Advertising, 13 (1), 17-23.

Caballero, Marjorie, James R. Lumpkin and Charles S. Madden (1989), *"Using Physical Attractiveness as an Advertising Tool: An Empirical Test of the Attraction Phenomenon,"* Journal of Advertising Research, 29 (August/September), 16-22.

Callcoat, M.F and Philips, B.J (1996), ‘*Observations: Elves make good cookies’,* Journal of Advertising Research, 36, September/October, p73-79

Carson, D; Gilmore, A; PerryC; and Gronhaug, K (2001) Qualitative Marketing Research, Sage: London

Cash, T. F., Gillen, B., & Burns, D. S. (1977). *”Sexism and beautyism in personnel consultant decision making”.* Journal of Applied Psychology, 62, 301-310.

Cassell, C. & Symon, G. (2004), Essential Guide to Qualitative Methods in Organizational Research, London, Sage
Chaiken, S. 1979, ‘*Communicator Physical Attractiveness and Persuasion’,* Journal of Personality and Social Psychology, vol.37, no.8, pp.1387-1397.

 Choi, S.M and Nora, J.R (2005), ‘*Understanding celebrity/product congruence effects: the role of consumer attributions and perceived expertise,’* American Academy of Advertising, Conference, Proceeding, p9

Craig, C. Samuel and John M. McCann (1978), *"Assessing Communication Effects of Energy Conservation,"* Journal of Consumer Research, 5 (September), 82-88.

Creswell, J.W (2003) Research Design: Qualitative, Quantitative and Mixed Methods Approaches, 2nd ed, Sage, Thousand Oaks, CA

Cuneo, Alice Z. (2002), *"Toys R Us Ad Touts Price Cuts,"* Advertising Age, p. 53.

Daneshvary, Rennae & Schwer, R. Keith (2000), *"The association endorsement and consumers' intention to purchase",* Journal of Consumer Marketing, Vol. 17 No. 3, pp. 203-213

Debevec, K and Kernan, J.B (1984), *'More evidence on the effects of a presenter's physical attractiveness: some cognitive, affective and behavioural consequences', In: Advances in Consumer Research,* (Ed) Thomas C. Kinnear, vol.11, Provo, Utah: Association for Consumer Research, p127-132

Denzin, N. K., & Lincoln, Y. S. (2000), Introduction: The discipline and practice of qualitative research. In N. K. Denzin & Y. S. Lincoln (Eds), Handbook of qualitative research (2nd ed):1-28. Thousand Oaks, CA:Sage

Denzin, N., & Lincoln, Y. S. (1994), Introduction: Entering the field of qualitative research. In N. K,

Denzin & Y. W. Lincoln (Eds.), Handbook of qualitative research: 1-17. Thousand Oaks, CA:Sage

DeSarbo, Wayne S. and Richard A. Harshman (1985), *"Celebrity-Brand Congruence Analysis,"* Current Issues and Research in Advertising, J. H. Leigh and C. R. Martin, Jr., eds., Ann Arbor, MI: Division of Research, Graduate School of Business Administration, The University of Michigan, 17-52.

Desphande, R and Stayman, D (1994), '*A tale of two cities: distinctiveness theory and advertising effectiveness'*, Journal of Marketing Research, 31, No1, p57-64.

Dholakia, R and Sternthal, B (1977), *'Highly credible source: persuasive facilitator or persuasive liabilities?'* Journal of Consumer Research, 3 No 4, p223-23.

Dillard, J. P., & Nabi, R. L. (2006). *The persuasive influence of emotion in cancer prevention and detection messages.* Journal of Communication.

Don W. Stacks, and Michael B. Salwen. Eds. *An Integrated Approach to Communication Theory and Research,* 2009. 2nd ed. New York: Routledge

Dipboye, R. L., Fromkin, H. L., & Wiback,K. (1975). *Relative importance of applicant sex, attractiveness, and scholastic standing in evaluation of job applicant resumes.* Journal of Applied Psychology, 60, 39-43.

Eagly, A H., & Chaiken, S. (1993). *"The psychology of attitude."* Fort Worth, TX: Harcourt Brace Jovanovich.

Easterby-Smith, M., Thorpe, R. & Lowe, A. (2002), Management Research 2nd edition, London: Sage

Edell, J. A., & Burke, M. C. (1987). *"The power of feelings in understanding advertising effects".* Journal of Consumer Research, 421-433.

Erdogan, B.Z (1999) *'Celebrity endorsement: A literature review',* Journal of Marketing Management, 15, p291-314

Erdogan, B., Baker, M., Tagg, S., 2001. *"Selecting celebrity endorsers: the practitioner's perspective"*. Journal of Advertising Research, 41(3), 39-48.

Evans, R.B (1988), *"Production and Creativity in Advertising".* London, Pitman Publishing.

Fazio, R. H., Zanna, M. P. & Cooper, J. (1977). *"Dissonance and self-perception: An integrative view of each theory's proper domain of application".* Journal of Experimental Social Psychology.

Ferguson, Doug (2000), *Woods: $45 Million Man?,* Wall Street Journal Interactive Edition, September 19.

Feuer, Jack (2002), *Falling Stars,* Adweek Easter Edition, Vol. 43, Issue 41, P. 9.

Fireworker, R.B and Friedman, H.H (1977), '*The effects of endorsement on product evaluation',* Decision Sciences, 8, p576-583

Fishbein, M., & Ajzen, I. (1975). Belief*, attitude, intention and behavior: An introduction to theory and research.* Reading, MA: Addison Wesley.

Forkan, J (1980), '*Product matchup key to effective star presentations,'* Advertising Age, 51, p42

Fraser, B. P., & Brown, W. J. (2002). *Media, celebrities, and social influence: Identification with Elvis Presley*. Mass Communication & Society, 5, 185-208.

Friedman, H.H and Friedman, L (1978), *'Does the celebrity endorser's image spill over the product,'* Journal of the Academy of Marketing Science, 6, Fall, p291-299

Friedman, H.H, Friedman, L (1979), *"Endorser effectiveness by product type",* Journal of Advertising Research, Vol. 19 No.5, pp.63-71.

Friedman, Jon, *Advertising Spokesperson Effects: An Examination of Endorser Type and Gender on Two Audiences.* Journal of Advertising Research 24, (October/November 1984): 33-41

Granberg, D. (1982). *Social judgment theory.* In M. Burgoon. Ed. Communication yearbook. Beverly Hills, CA: Sage.

Grimm, Mathew (2001), *False Consciousness*, Brandweek, Vol. 42, Issue 32, P. 34.

Hancock Beverley (2002), Trent Focus for Research and Development in Primary Health Care: An Introduction to Qualitative Research, Trent Focus, 1998. Downloaded from: http://66.102.9.104/search?q=cache:bXtnzs2LdTwJ:www.trentfocus.org.uk/Resources/Qualitative %2520Research.pdf+weakness+and+strength+of+qualitative+research&hl=en at 9th November 2005

Harmon, R.R and Coney, K.A (1982), *'The persuasive effects of source credibility in buy and lease situations,'* Journal of marketing Research, May, p255-260

Hoffner, C.,&Cantor, J. (1991). *Perceiving and responding to mass media characters.* In J. Bryant & D. Zillmann (Eds.), *Responding to the screen: Reception and reaction processes* (pp. 63–103). Hillsdale, NJ: Lawrence Erlbaum Associates, Inc.

Homer, P. M. (2006). *Relationships among ad-induced affect, beliefs, and attitudes.* Journal of Advertisin, 35-51.

Horai, J.M., Naccari, N., and Fatoullah, E., *Effects of Expertise and Physical Attractiveness Upon Opinion Agreement and Liking.* Sociometry 37 (no. 4, 1974): 601-606.

Hovland, C.I and Weiss, W (1951) *'The influence of source credibility on communication effectiveness'*, Public Opinion Quarterly, 15, Winter, p635-650

Hovland, C.I, Janis, L.I, & Kelley, H.H (1953), *Communication and Persuasion*, New Haven, CT: Yale University Press

Howard, Theresa (2002), *Stars Don't Mean Hits For Ads*, USA Today, 21-10.

Iddiols, D. (2002), *The fame game, using celebrities effectively,* World advertising research Center.

Internet World (2001), *Hey, Celeb: Don't Quit Your Day Job,* Vol. 7, Issue 3, P. 14.

Joseph, W. Benoy (1982), *"The Credibility of Physically Attractive Communicators: A Review,"* Journal of Advertising, 11(3), 15-24.

Kahle, L.R. and Homer, P.M. 1985, *'Physical Attractiveness of the Celebrity Endorser: A Social Adaptation Perspective',* Journal of Consumer Research, vol.11, March, pp.954-961.

Kamins, M.A (1989) *'Celebrity and non-celebrity advertising in a two-sided context,'* Journal of advertising research, 29, no. 3, p34-42

Kamins, M. (1990), *"An investigation of the match-up hypothesis in celebrity advertising: when beauty may be only skin deep",* Journal of Advertising*, Vol. 19 No.1, pp.4-13.*

Kamins, M.A and Gupta, K (1994), *'Congruence between spokesperson and product type: a matchup hypothesis perspective',* Psychology and Marketing, 11 No.6, p569-586

Karlins, M and Abelson, H.I (1970) *Persuasion,* 2nd edition, NY: Springer Publishing Company, Inc.

Kelman, H.C (1961*), "Processes of opinion change",* Public Opinion Quarterly*, Vol. 25 pp.57-78.*

Kiran, H. and Fahad, S. (2000), *A Content Analysis Of Magazine Advertisements From The United States And The Arab World,* Journal Of Advertising, Vol. 29, Issue 3, pp. 69-94.

Kotler, P (1997), *Marketing Management: Analysis, Planning, Implementation, and Control*, 9th edition, Englewood Cliffs, NJ: Prentice-Hall Inc.

Kumar, V. & Reinartz, Werner J. (2006). *"Customer relationship management: a databased approach".*

Kurgman, H. E. (1965). *The impact of television advertising: Learning without involvement.* Public Opinion Quarterly, 349-356.

Lafferty, B.A, Goldsmith, R.E and Newell, S.J (2002), *'The dual credibility model: the influence of corporate and endorser credibility on attitudes and purchase intentions'*, Journal of Marketing Theory and Practice, Vol.10 No.3, p1-12

Lafferty, Barbara A. (2000), *"The Impact of Corporate Credibility and Celebrity Credibility on Consumer Reaction to Advertisements and Brands"*, Journal of Advertising.

Lafferty, Barbara A. and Ronald E. Goldsmith (1999), *"Corporate Credibility's Role in Consumers' Attitudes and Purchase Intentions When a High Versus a Low Credibility Endorser Is Used in the Ad,"* Journal of Business Research, 44 (February), 109-116.

Lang, A. (2006). *Using the limited capacity model of motivated mediated message processing to design effective cancer communication messages.* Journal of Communication.

Lavidge, R. J. & Steiner, G. A. (1961). *A model for predictive measurement of advertising effectiveness.* Journal of Marketing, 25, 59 – 62.

Leary, M. R. (2007). *Motivational and emotional aspects of the self.* Annual Review of Psychology.

Leary, M. R., & Kowalshi, R. M. (1990). *Impression management: A literature review and to component model.* Psychological Bulletin.

Leigh, J. H., Zinkhan, G. M., & Swaminathan, V. (2006). *Dimensional relationships of recall and recognition measures with selected cognitive and affective aspects of print ads.* Journal of Advertising, 35(1), 105-122.

Levy, S (1959), *'Symbols for Sale'*, Harvard Business Review, 37, July/August, p117-124.

Lynch, J.G., Jr., & Srull, T.K. (1982). *Memory and attention factors in consumer choice: Concepts and research methods.* Journal of Consumer Research, 9, 18-37.

Lynch, J and Schuler, D (1994), *'The matchup effect of spokesperson and product congruence: a schema theory interpretation,'* Psychology and Marketing, 11, No.5, p417-445.

Maddux, J.E. and Rogers, R.W. 1980, *'Effects of Source Expertness, Physical Attractiveness, and Supporting Arguments on Persuasion: A Case of Brains Over Beauty',* Journal of Personality and Social Psychology, vol.39, no.2, pp.235-44.
Malhotra, N.K (2004) Marketing Research: An Applied Orientation, 4th ed, Prentice Hall

Mansour, T. (1998), *Attitudes Of Yarmouk University Students Towards Television Advertising and Its Relationship With Some Variables*, Journal Of Abhath Al-Yarmouk, Vol. 14, No. 1, pp. 101–120. (In Arabic)

Marshall, Martin N(1996*),"Sampling for qualitative research", Family Practice,* Publisher: Oxford University Press, Vol 13, No. 6, pp.522-525.

Mathur, L.K., Mathur, I., and Rangan, N., 1997. *The Wealth Effects Associated with a Celebrity Endorser: The Michael Jordan Phenomenon.* Journal of Advertising Research

McCracken, G (1989) *'Who is the celebrity endorser? Cultural foundation of the endorsement process,'* Journal of Consumer Research, 16 December, p310-321

McDaniel, Jr, Carl and Gates, R (2002) Marketing Research: impact of Internet, 5th ed: John Wiley & Sons, Inc.

McGuire, William J. (1958), *"Attitudes and Attitude Change,"* in Handbook of Social Psychology, Vol. 2, Gardner Lindzey and Elliot Aronson, eds., New York Random House, 233-346.

Meenaghan, T (1995), '*Advertising and development of marketing imaginary,'* In: Marketing Communications in Ireland, (Eds) Meenaghan, T and O'Sullivan, P, Dublin: UCD, Graduate Business, Oak Tree Press, p318-337

Menon, Mohan K.& Rogers, Hudson P. (2001) *"Celebrity Advertising: An Assessment of Its Relative Effectiveness"*

Mehragian, A., & Russell, J.A. (1974). *An approach to environmental psychology.* Cambridge, MA: MIT Press.

Miciak, A. R. and Shanklin, W. L. (1994*), Choosing Celebrity Endorsers,* Marketing Management, Vol. 3, Issue 3, PP. 50-59.

Miller, G. R. & Burgoon, M. (1973). *New techniques of persuasion.* New York: Harper & Row.

Miller, G. R. & Burgoon, M. & Burgoon, J. K. (1984). *The functions of human communication in changing attitudes and gaining compliance.* In C. C. Arnold & J. W. Bowers. Eds. Handbook of rhetorical and communication theory (pp. 400- 474). Boston: Allyn & Bacon.

Misra, S (1990), *'Celebrity spokesperson and brand congruence: an assessment of recall and affect',* Journal of Business Research, 21, September, p159-173

Mitchell, A. A. (1986, June*). "The effects of visual and visual components of advertisements on brand attitudes and attitudes toward the advertisement".* Journal of Consumer Research.

Mitchell, A. A.& Olson, J. C. (1981). *Are product attribute beliefs the only mediator of advertising effects on brand attitudes?* Journal of Marketing Research.

Neill J, (2003) 'Analysis of Professional Literature Class 6: Qualitative Research I' Outdoor Education Research & Evaluation Center, Downloaded from http://www.wilderdom.com/OEcourses/PROFLIT/Class6Qualitative1.htm as at 12th November 2005

Ohanian, R.(1990), *"Construction and Validation of a Scale to Measure Celebrity Endorsers' Perceived Expertise, Trustworthiness, and Attractiveness,"* Journal of Advertising, 19(3), 39-52.

Ohanian, R. (1991), *'The impact of celebrity spokesperson's perceived image on consumers' intention to purchase',* Journal of Advertising Research, 31, No1, p46-52

O'Mahony, S and Meenahgan, T (1997), *'Research the impact of celebrity endorsements on consumers',* in New Ways for Optimizing Integrated Communications, The Netherlands: ESOMAR, p1-16

Olson, J. C. & Reynolds, T. J. (1983). *Understanding consumers' cognitive structures: Implications for advertising strategy.* In L. Percy & A. Woodside. Eds. Advances in consumer psychology (pp. 77 – 90). Lexington, MA: Lexington Books.

Osgood, C. E., Suci, G. J. & Tannenbaum, P. H. (1957). *The measurement of meaning.* Urbana: University of Illinois Press.

Pappas, Ben (1999), *Star Power, Star Brands,* Forbes, Vol. 163, Issue, 6, PP. 188-195.

Palda, K. S. (1996). *The hypothesis of a Hierarchy of Effects: A partial evaluation.* Journal of Marketing Research.

Patzer, G.L (1983), *'Source credibility as a function of communicator physical attractiveness,'* Journal of Business Research, 11, no.2 p229-241

Pepe, Donna T. (2004), *Celebrity Checklist: Adding Star Power Isn't Just About Glamour- Do Your Homework,* Public Relations, July, PP. 94-97.

Petroshius, S.M and Schulman, Meg (1989), *'An empirical analysis of spokesperson characteristics on advertisement and product evaluation',* Journal of the Academy of Marketing Science, 17, No.3 p217-225.

Petty, R. E., & Cacioppo, J. T. (1986). *The elaboration likelihood model of persuasion.* In L. Berkowitz. Eds. Advances in experimental social psychology (pp. 123-205). San Diego, CA: Academic Press.

Petty, R. E., Ostrom, T. M., & Brock, T. C. (1981). *Cognitive responses in persuasion.* Hillsdale, NJ: Erlbaum.

Petty, R.E and Cacioppo, J.T (1980), *'Effects of issue involvement on attitudes in an advertising context',* In: Proceedings of the Division 23 Program, (Eds.) Gerald G.G and Marvin E. Goldberg, Montreal, Canada: American Psychological Association, p75-79

Petty, R. E., Cacioppo, J. T., & Schumann, D. (1983). *Central and peripheral routes to advertising effectiveness: The moderating role of involvement. Journal of Consumer Research, 10,* 135-146.

Plutchik, R. (1980). *Emotion: A psycho-evolutionary synthesis.* New York: Harper & Row.

Pornpitakpan, C (2003), *'Validation of the celebrity endorsers' credibility scale: evidence from Asians',* Journal of Marketing Management, 19, p179-195

Preston, I. (1982). *The association model of the advertising communication process.* Journal of Advertising.

Preston, I., & Thorson, E. (1984). *The expanded association model: Keeping the hierarchy concept alive.* Journal of Advertising Research.

Rossiter, J. R., Percy, L. (1978). *Visual imaging ability as a mediator of advertising response.* Advances in Consumer Research, 621-629. Ann Arbor, MI: Association for Consumer Research.

Schlecht, Christina (2003), *"Celebrities' Impact on Branding"*

Shapiro, W., & Krishnan, H. S. (2001). *Memory-based measures for assessing advertising effects: A comparison of explicit and implicit memory effects.* Journal of Advertising.

Shapiro, W., Maclnnis, D.J., & Parch, C.W. (2002). *Understanding program-induced mood effects: Decoupling arousal from valence.* Journal of Advertising.

Sherif, C. W., Sherif, M., & Nebergall, R. E. (1965). *Attitude and attitude change: The social judgment involvement approach.* Philadelphia, PA: W. B. Saunders.

Shimp, T.E (1997), *Advertising, Promotion, and Supplemental Aspects of Integrated Marketing Communication,* 4th edition, Fort Worth, Texas: The Dryden Press

Shimp, T. (2003), *Advertising and Promotion: Supplemental Aspects of Integrated Marketing Communications*, 6th ed., Dryden Press, New York, NY, pp.292-301.

Shimp, T. (2010). *Advertising Promotion and Other Aspects of Integrated Marketing communications,* 8th ed. Smith, R.C (1973) 'Source credibility context effects', Speech Monographs, 40, p303-309

Silverman, D. (2000). Interpreting Qualitative Data: Methods for Analyzing Talk, Text and Interaction, Sage Publications, London

Singer, B.D (1983) *'The case for using 'real people' in advertising'*, Business Quarterly, 48, Winter, p32-37

Singh, S. N., & Rothschild, M. L. (1983). *Recognition as a measure of learning from television commercials.* Journal of Marketing Research.

Solomon, Michael R., & Schopler, J. (1978). *The relationship of physical attractiveness and punitiveness: Is the linearity assumption out of line?* Personality and Social Psychology Bulletin, 4, 483-486.

Solomon, Michael R (1996), *Consumer Behaviour*, 3rd edition, London: Prentice-Hall International Inc.

Solomon, Michael R. (2002), *Consumer behavior: Buying, Having, and Being*, 5th edition, New Jersey, Prentice Hall International Inc.

Speck, P.S, Schumann, D.W, and Thompson, C (1988), *'Celebrity endorsements-scripts, schema and roles: theoretical framework and preliminary tests,'* In: Advances in Consumer Research (Ed) Michael, J.H, vol.15, p68-76

Srull, T. K. (1983). *Affect and memory*. In R.P. Bagozzi & A. M. Tybout. Eds. Advances in Consumer Research (pp. 244 – 263).

Srull, T. K. (1989). Advertising product evaluation: *The relation between consumer memory and judgment*. In P. Cafferata & A. Tybout. Eds. *Cognitive and effective responses to advertising* (pp. 120 – 135). Lexington, MA: Lexington Books.

Staats, A. W., & Staats, C. K. (1958). *Attitudes established by classical conditioning*. Journal of Abnormal and Social Psychology.

Stacks, D. W. & Salwen, M. B. (2009). Eds. *An Integrated Approach to Communication Theory and Research*. 2nd Edition. New York: Routledge.

Stenthal, B, Dholakia, R, and Leavitt, C (1978), *'The persuasive effect of source credibility: test of cognitive response,'* Journal of Consumer Research, 4 (4), p252-260

Sternthal Brian, Lynn W. Phillips and Ruby Dholakia (1978), *"The Persuasive Effect of Source Credibility: A Situational Analysis,"* Public Opinion Quarterly, 42 (Fall), 285-314.

Storck, Jerome T. & Sigall, Harold (1979) *"Effect of a Harm-doer's Attractiveness and the Victim's History of Prior Victimization on Punishment of the Harm-doer."* Personality and Social Psychology Bulletin, Vol. 5 No. 3.

Suegker, B. (2003), "Lifestyles of the fit and famous", *Biography*, Vol. 7 No.1, pp.60-5.

Thorson, E. (1990a). *Television commercials as mass media messages*. In J. J. Bradac. Eds, Messages in communication science: Contemporary approaches to the study of effects (pp. 195-230). Newbury Park, CA: Sage.

Thorson, E. (1990b). *Consumer processing of advertising*. In J. H. Leigh & C.R. Martin, Jr. Eds., Current Issues and Research in Advertising (pp. 197 – 230)

Thorson, E., & Friestad, M. (1989). *The effect of emotion on episodic memory for TV commercials*. In P. Cafferata & A. Tybout. Eds. Advertising and consumer psychology. Lexington, MA: Lexington Press.

Till, B D., & Baack, D. W. (2005). *Recall and persuation: Does creative advertising matter?* Journal of Advertising.

Till, B. and Shimp, T (1998), *"Endorsers in Advertising: The Case of Negative Celebrity Information"*, Journal of Advertising. Vol.27, Issue 1. pp.67-82.

Till, B.D. and Busler, M. (1998), *"Matching Products with Endorser: Attractiveness versus Expertise"*, Journal of Consumer Marketing Vol. 15 issue 6, pp.576-586.

Till, B.D and Busler, M (2000), *'The match-up hypothesis: physical attractiveness, expertise, and the role of fit on brand attitude, purchase intent and brand beliefs,'* Journal of Advertising, 29(3), p1-13

Tulving, E. (1972*). Episodic and semantic memory*. In E. Tulving & W. Donaldson. Eds. Organization of memory (pp.381-403). New York: Academic Press.

Van Maanen, J. (1991), The smile factory: Work at Disneyland. In P. J. Frost, L. F. Moore, M.R. Louis,C.C.Lundbery & J.Martin (Eds), Reframing organizational culture. 58-76, Newbury Park, CA: Sage

Watkins, A (1989), *'Simply Irresistible? Pepsi learns there is a down-side to signing up rock stars,'* Beverage Industry, (May), p1, p41

Wells, W.D., Prensky, D. (1996), *Consumer Behavior*, John Wiley & Sons, New York, NY, pp.44-46.

Woodside Arch G. and J. William Davenport (1974) *The Effect of Salesman Similarity and Expertise on Consumer Purchasing Behavior,* Journal of Marketing Research, 11 (May) 198-202.