

## Endorser Credibility Effects on Consumer's Attitude towards Advertisement and Brand: the Role of Brand Familiarity

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### Abstract

The use of celebrity as spokespeople for companies continues to be a popular method of advertising. The reason behind the popularity of celebrity advertising is the advertiser's belief that messages delivered by well-known personalities achieve a high degree of attention and recall for some consumer. The present study assesses the impact of dimension's source credibility on Yemeni's male consumer's attitude towards advertisement (Aad), and attitude towards the-brand (Ab). This study will use communication theory, and elaboration likelihood model (ELM) as predictor to explain the relationship between variables. Also, try to put some propositions serve the aim of this study. We surveyed 400 consumers (male) who viewed a real advertisement for projev Product Company. They rated the credibility of the endorser, and attitude towards the advertisement and attitude towards brand. Path analysis confirmed that endorser credibility had strongest impact on (Aad) more than (Ab). It found also, that attractiveness of endorser had strengthened impact on (Aad), then expertise, while no effect for endorser trustworthiness on (Aad). However, there was no effect for the moderator of prior attitude towards brand on the relationship between attitude towards advertisement (Aad) and attitude towards brand (Ab).

**Keywords:** Endorser Credibility, Attitude towards Advertisement, Attitude towards Brand, Prior Attitude toward Brand, Consumers, Yemen

### 1. Introduction

Professional communicators know how difficult it is to get a message over to an audience. Speeches are often received with skepticism. Business particularly focuses an incredulous reception. Corporate speechmaking is an indispensable tool that must be used to maintain or gain credibility in an incredulous age. Speech offers a number of features: 1. it humanizes the message. 2. It is readily adaptable to the needs and interests of the

audience. 3. It permits interaction. 4. It allows a person to probe an issue in considerable depth. Speech is a credible medium (Tarver et al., 1981).

Because of the importance of communicator's role, companies try to percent themselves, their products, and services with good communicators whom able to trigger consumer's perception and change their attitude toward companies and their products and services.

The rational of paying millions of dollars to these actors and athletes, of course, is that these message sources will add credibility to the advertisement. This added credibility due to the celebrity endorsement is expected in turn to enhance consumers' attitude toward ad (Aad), (Yoon et al., 1998).

Rusciolelli (1998), mentioned few questions as scales, if companies' want to choose the right spokesperson, these directions questions as follows:

Does the speaker have credibility and cachet?

Does the speaker have any correlation to your company's event?

Does the speaker have the skills to deliver a compelling keynote address?

Is the speaker over-saturated in the market?

Will your audience relate to the speaker?

Is the speaker too self-serving?

Will the speaker overshadow your event?

Will the speaker refer to your company in the speech?

Are speakers chosen based on your company president's personal preferences?

Many advertisements feature well-known athletes, actors, and other famous people to influence consumer perceptions and purchase intentions of the advertised brands. Communications scholars and advertisers practitioners seem to share the belief that the perceived attributes or characters of product endorsers influence the persuasive effects of the ads. As much, the use of celebrities as spokespeople for brands is a popular method of advertising (Ohanian, 1991).

However, many researchers have demonstrated that (Aad) influences consumers' attitudes towards the advertised brand (e.g., Gardner, 1985; Homer, 1990; Goldsmith et al., 2000; 2002; 2004; Lutz, & Belch, 1986; Miniard, Bhatla, & Rose, 1990; Mitchell & Olson, 1981). They have found robust evidence that brand attitude (Ab) influences purchase intention (PI). A particularly noteworthy model in this stream of research is what is commonly known as the dual mediation hypotheses (DMH), originally proposed by Letz (1985) and later modified by Miniard et al. (1990) and Yoon et al., (1998). The basic premise of the DMH is that

consumers' PIs are influenced by both (Ab) and (Aad) (either directly or indirectly through Aad's influence on Ab). This study will focus on the effects of dimensions of source credibility on (Aad), (Ab), and (PI).

The commonly reported influence of source credibility on the dependent variables may be different in different cultures. For example, a message source perceived as an expert might be more persuasive than a source perceived as trustworthy in certain cultures. Similarly, a trustworthy source might be more effective in other cultures in eliciting, or positive reactions to the advertisement and the advertised brand.

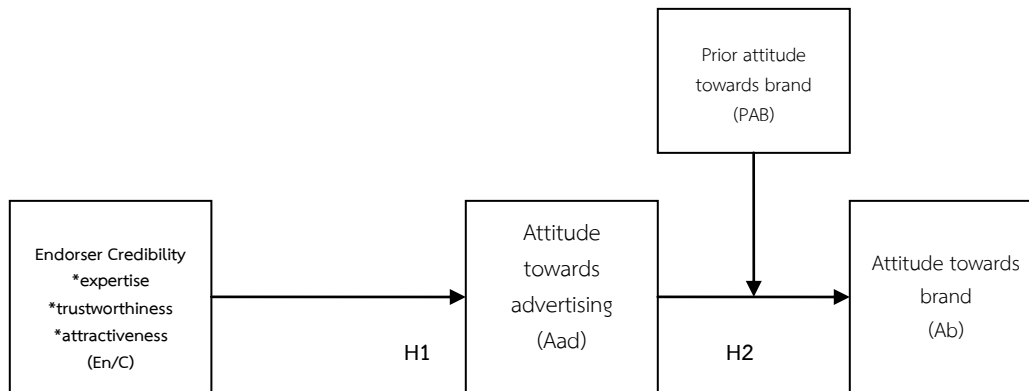
## 2. Print Advertising in Yemen

According to Sallam (2008) mentioned that Print advertising practice in Yemen actually started during the Ottoman Empire in 1918 in a local newspaper called Sana'a. The advertisements at that time covered only foreign products from England and Germany. Local products were rare and so were their advertisements. Some local advertisements were about house and shop rentals as well as advertisements linked to social activities. Today, the number of advertisements has increased and new and modern advertising techniques are flourishing. Yemen marketers are now using the media to sell and promote their products - i.e. from tangible to intangible products. Although print advertising is still popularly being used, studies focusing on them and their effect on consumers' behavioural purchase processes are scarce. To date, only two local studies were found focusing on the topic of advertising on Yemeni consumers' behaviour. However, both studies were on TV advertising. The scarcity of advertising related studies may also be due to what has been decided previously about budget limitations that firms have and on the fact that Yemeni consumers can be irrational and they do not think about the purchase they make (Sallam, 2008).

## 3. Conceptual Framework

Based on what above-mentioned, this framework has been developed for the study.

Figure 1: Theoretical Framework



#### 4. Literature review

According to Anderson (1970), source credibility can be conceptualized as a "weight" that can enhance the value of information in a message. There is ample research evidence to support a main effect of source credibility such that a highly credible communication source is more effective than a less credible source in causing positive attitude change and behavioral intentions (Gotlieb & Sarel, 1991; Homer & Kahle, 1990; Ward & MaGinnies, 1974; Woodside & Davenport, 1974). The effectiveness of a highly credible source, however, has been found to be moderated by some contextual factors. For example, Yoon et al., (1998), cited from McCroskey, 1969; 1970; Miller, 1966; Ward & MaGinnies, 1974) they mentioned that, the main effect of source increases when a highly credible source is identified early in the message and use of evidence can increase the influence of a low-credibility source. In addition, the effectiveness of source credibility has been found to be moderated by some receiver characteristics including the locus of control, authoritarianism, involvement, and extremity of initial attitude. For instance, Yoon et al., cited from (Bettinghaus, Miller, & Steinfatt, 1970; Haley, 1972) they mentioned that, highly authoritarian people tend to be more influenced by high-credibility source. Johnson and Scileppi (1969) suggested that individuals highly involved with the issue are relatively immune to the effect of source credibility. In other words, people with low involvement may simply accept or reject the message on the basis of source without carefully examining the arguments. Yoon et al (1998) cited from (Dholakia & Sternthal, 1977) that, they found that people with initial positive attitude towards the advocated position were more influenced by a less credible source and people with initial negative attitudes toward the advocated issue were more persuaded by a more credible source.

In addition to studying the role source credibility in the persuasion process, a considerable amount of attention has been paid to what constitutes source credibility. Yoon et al., (1998) tried to flow the dimensions of source credibility over time, they mentioned, These studies have identified expertness and trustworthiness (Hovland & Weiss, 1951); safety, qualification, and dynamism (Berlo, Lemert, & Mertz, 1969); trustworthiness and competence (Bowers & Phillips, 1967); and authoritativeness and character (McCroskey, 1966) as possible dimensions of source credibility. Although various dimensions have been proposed, most of the studies suggest that expertise and trustworthiness are two of the most important and enduring components of source credibility. In the advertising context, attractiveness has also been suggested as a component of source credibility (McCracken, 1989; Ohanian, 1990).

However, Ohanian (1990), in next table (1) summarized the dimensions of source credibility and components of measure for source credibility which were used in previous studies.

**Table 1: Summary of Major Research Studies that have addressed the components of Source Credibility**

| Authors                         | Dimensions measured   | Number of items    |
|---------------------------------|---|--------------------|
| Applbaum and Anatol, (1972)     | <ul style="list-style-type: none"> <li>• Trustworthiness</li> <li>• Expertness</li> <li>• Dynamism</li> <li>• Objectivity</li> </ul>  | 13<br>10<br>5<br>3 |
| Berlo, Lemert, and Mertz (1969) | <ul style="list-style-type: none"> <li>• Safety</li> <li>• Qualification</li> <li>• Dynamism</li> </ul>   | 5<br>5<br>5        |
| Bowers and Phillips(1967)       | <ul style="list-style-type: none"> <li>• Trustworthiness</li> <li>• Competence</li> </ul>   | 7<br>5             |
| DeSarbo and Harshman (1985)     | <ul style="list-style-type: none"> <li>• Expertness</li> <li>• Attractiveness Trustworthiness</li> <li>• Likability</li> </ul> <p>Additional Dimensions Evaluated</p> <ul style="list-style-type: none"> <li>• Potency</li> <li>• Activity</li> </ul> | 4<br>2<br>1<br>2   |
| McCroskey                       | <ul style="list-style-type: none"> <li>• Authoritativeness</li> </ul>   | 6                  |

|                                |                     |    |
|--------------------------------|---------------------|----|
| (1966)                         | • Character         | 6  |
|                                | • Authoritativeness | 23 |
|                                | • Character         | 20 |
| Simpson and<br>Kahler(1980-81) | • Believability     | 8  |
|                                | • Dynamism          | 6  |
|                                | • Expertness        | 7  |
|                                | • Sociability       | 3  |
| Whitehead<br>(1968)            | • Trustworthiness   | 18 |
|                                | • Competence        | 4  |
|                                | • Dynamism          | 3  |
|                                | • Objectivity       | 3  |
| Wynn (1987)                    | • Expertness        | 12 |
|                                | • Dynamism          | 6  |
|                                | • Believability     | 3  |
|                                | • Sociability       | 3  |

According to dimensions of endorser credibility, (Ohanian, 1990; 1991; Goldsmith et al., 2000; 2001; 2002) have sourced that endorser credibility has three dimensions, expertise, trustworthiness, and attractiveness.

Anyway, many studies considered endorser credibility (En/C) as antecedent of attitude towards advertisement (Aad), and (Aad) as the main input of attitude towards brand (Ab), (e.g., Goldsmith et al., 1999; 2000; 2001; 2002). Prior attitude towards brand (PAB) plays as a function and representative of brand familiarity which plays as moderating variable in the relationship between (Aad) and (Ab) and the following sections will discuss these variables:

#### **4.1 Endorser Credibility's Relationship with Attitude toward Advertisement and Brand Attitude**

If a consumer has a positive perception about an endorser that appears in an advertisement, this will lead him or her to form a positive (Aad).

Previous studies confirm that a credible endorser can serve as an important antecedent in the evaluations of advertisements and brands. Specifically, a credible endorser has shown to have a positive effect on the consumers' (Aad), and (Ab), (Goldsmith

et al., 1999; 2000; 2002; Goldberg et al., 1990; Mitchell et al., 1981; Mackenzie, Lutz & Belch, 1986). Thus, (En/C) has a direct relationship with (Aad).

On the other hand, (En/C) has an indirect relationship with (Ab) through (Aad), when a consumer is interested with an advertisement, he will form a positive attitude towards the advertised brand that is available in the advertisement.

Previous studies show that there is an indirect relationship between (En/C) and (Ab), (Goldsmith et al., 1999). This is consistent with the literature on (Aad) according to the Elaboration Likelihood Model ELM. Endorser credibility is linked with the peripheral route to attitude to advertising (Aad), also, (En/C) is linked with central route to attitude toward brand (Ab).

Using a select Yemeni advertisement shown to a group of Yemeni males' consumers, this study attempts to investigate the relationships of (En/C-Aad), (En/C-Ab) and (Aad-Ab) when prior attitude towards brand (PAB) is tested, following previous studies done in the topic (i.e., Goldsmith et al., 2000; 2002; Ohanian, 1991; Shimp & Gresham, 1985).

#### **4.2 Attit\*Corresponding author, E-mail: ude towards Advertisement and Attitude toward Brand**

Attitude is an individual's internal evaluation of an object such as a branded product, and has been an important concept in marketing research since 1960s. There are two major reasons for this long-term interest. First, attitudes are often considered relatively stable and enduring predisposition to behave in particular way (Fishbein & Ajzen, 1975). Consequently, they should be useful predictors of consumers' behavior towards a product or service. Second, social psychology has provided several theoretical models of the attitude construct; especially through studies by Fishbein and Ajzen (Fishbein and Ajzen, 1975) that have stimulated much of attitudinal research in marketing.

Attitude also has been defined as "relatively global and enduring evaluation of an object, issue, person, or action" (Hoyer & MacInnis, 1997). Oskamp (1991) cited from Wu (1999) stated that there are many academic writers and researchers who have written on attitude dimensions. Most of them indicated that attitude is considered as a good predictor to understanding consumers' intentions and behaviors.

Previous studies have referred attitude towards specific dimensions such as attitude towards advertiser (Lutz, 1985), attitude towards advertisement and attitude towards brand (Rajeev et al., 1986). The present study is focusing on two of them, which are, (Aad) and (Ab).

Attitude towards advertisement (Aad) has been defined as a predisposition to respond in a favorable or unfavorable manner to a particular advertising stimulus during a particular exposure situation (Mackenzie, Lutz & Belch, 1986; Biehal, Stephens & Curlo, 1992). (Ab) is defined as a predisposition to respond in a favorable or unfavorable manner to a particular brand after the advertising stimulus has been shown to the individual (Phelps & Hoy, 1996). Previous studies indicated that (Aad) and (Ab) are not considered as one variable as they are different from each other, and had been used as separated variables (e.g., Goldsmith et al., 2000; 2002; Wahid & Ahmed, 2011; Ahmed & Wahid, 2012). The different between the both (Aad) and (Ab) is very clear as appeared from their definitions above.

It is understood that messages in advertisements affect the relationship between (Aad) and (Ab), specifically when consumers are unfamiliar with the advertised brand due to their lack of prior knowledge on which to base their (Ab). Thus, they are more likely to rely on (Aad) in forming an (Ab). Consumers with prior brand familiarity, by contrast, are more likely to draw on their existing brand knowledge, attenuating the influence of attitude towards specific advertisement (Aad) on (Ab). Therefore, the effect of (Aad) on brand evaluations should be greater when the advertisement is for an unfamiliar rather than a familiar brand (Machleit & Wilson, 1988; Machleit & Madden, 1993; Campbell & Keller, 2003). Hence, there is a general agreement shows that (Aad) affects (Ab) when unfamiliar brands are tested. But when brand familiarity is tested, the relationship between (Aad) and (Ab) is different and next section will explore the relationship.

### 4.3 Brand Familiarity

Brand familiarity is defined as individual's familiarity with a brand on which if a person is familiar with the brand, then the familiarity will reduces the need to external information. Whereas the unfamiliarity with the brand will increase such need (Oliver & Bearden 1985).

Prior attitude towards brand (PAB) is considered as function of brand familiarity, so, it plays an important role in change the relationship between (Aad) and (Ab) and make it significant or insignificant relationship. Previous studies used (PAB) as moderator between (Aad) and (Ab) (e.g., Machleit and Wilson 1988; Phelps & Hoy, 1996). Thus, (PAB) refers to individual's response to the brand before being expos to the advertising stimulus (Phelps & Hoy, 1996).

If a consumer has a positive (Aad), he would directly or indirectly form a positive (Ab) that available in the advertisement. Previous studies also confirm that (Aad) has a strong



relationship with (Ab) and this is consistent with DMH, which stresses direct and indirect relationships between (Aad) and (Ab) (Shimp & Gresham, 1985; Mackenzie & Belch, 1986; Brown & Stayman, 1992).

The primary focus of the earlier literature has been on assessing the effects of (Aad) on (Ab) and evidence from previous studies strongly supports a positive relationship between the constructs (Machleit & Wilson, 1988). Furthermore, previous studies have primarily focused on attitude towards advertising of unfamiliar or hypothetical brands. This was particularly true, in the early 1980s, where there have been many studies that had demonstrated an association between attitude towards advertisement and attitude towards brand by using unfamiliar or hypothetical brands. However, by the end of 1980s, subsequent studies had included that both familiar and unfamiliar brands to provide more insight into the differences in response that are elicited by familiar and unfamiliar brands (Machleit & Wilson 1988; Machlei, Madden & Allen, 1990).

However, the present study will focus on the familiar, which is projeh, a product widely used among Yemeni's male consumers and the projeh brands are familiar to the consumers in Yemen.

#### **4.4 Attitude towards Advertisement (Aad) and Attitude towards Brand (Ab) when Brand Familiarity is tested.**

(Aad) and (Ab) may be expected to be more divergent in the case of familiar versus unfamiliar brands (Campbell & Keller, 2003). It is understood that messages of advertisement affect the relationship between (Aad) and (Ab), especially when consumers are unfamiliar with a brand. This could be due to their lack of prior knowledge about the brand on which to base their attitude on towards the brand. Therefore, we could conclude that, firstly, customers are more likely to rely on attitude towards advertisement before forming their attitude towards the brand.

Consumers with prior brand familiarity, by contrast, are more likely to draw on their existing brand knowledge, attenuating the influence of attitude towards the specific advertisement on attitude towards the brand. Therefore, the effect of (Aad) on (Ab) should be greater when the advertisement is for an unfamiliar rather than a familiar brand (Machleit & Madden 1993; Machleit & Wilson, 1988; Campbell & Keller, 2003). Hence, there is a general agreement that (Aad) affects (Ab) when unfamiliar brands are tested (Batra & Ray, 1985; Phelps & Hoy, 1996). Table 1.1 summarizes the relationship between (Aad) and (Ab) when unfamiliar brand is tested as follows:

**Table 1.1**

Relationship between Attitudes towards Advertising (Aad) - Attitude towards Brand (Ab) When Unfamiliar Brand Is Tested

| No. | Study                            | Aad-Ab Relationship                | Result      |
|-----|----------------------------------|------------------------------------|-------------|
| 1   | Campbell & Keller (2003)         | Direct relationship                | Significant |
| 2   | Homer (1990)                     | Indirect, through brand cognition. | Significant |
| 6   | Machleit & Sahni (1992)          | Direct relationship                | Significant |
| 12  | Homer & Yoon (1992)              | Direct relationship                | Significant |
| 17  | Biehal & Stephens & Curlo (1992) | Direct relationship                | Significant |

On the other hand, there is a disagreement as to whether (Aad) influences (Ab) for familiar brands or when they use brand familiarity as a moderator between (Aad) and (Ab) (Gresham & Shimp, 1985; Phelps & Hoy, 1996). Thus, prior attitude towards brand (PAB) is assumed to be playing an important role in changing the relationship between (Aad) and (Ab) and makes it a significant or insignificant relationship. Phelps and Thorson (1991), and Edell and Burke (1986), found a significant (Aad-Ab) relationship for familiar brands. On the contrary, Machleit and Wilson (1988), and Madden and Allen (1990) did not find any significant Aad-Ab relationship for familiar brands. In addition, Phelps and Hoy (1996), and Laroche, Kim and Zhou (1996), found that (Aad) has significant effect on (Ab) for both familiar and unfamiliar brands. Moreover, Phelps and Thorson (1991) found a significant (Aad) on (Ab) relationship for familiar brand. In addition, Gresham and Shimp (1985), found significant effects of (Aad) on (Ab) for only six of fifteen familiar brands. Machleit and Wilson (1988), and Madden and Allen (1990), however, did not find any significant effect of (Aad) on (Ab) when brand familiarity is tested.

**Table 1.2**

Relationship between Attitudes towards Advertising (Aad) - Attitude towards Brand (Ab) When Familiar Brand Is Tested

| No. | Study                      | Aad – Ab Relationship (when Brand Familiarity is tested)                                 | Results                       |
|-----|----------------------------|--|-------------------------------|
| 1   | Gresham & Shimp (1985)     | Found significant effects of (Aad) on (Ab) for only six of 15 familiar brands.           | Significant and Insignificant |
| 2   | Edell & Burke (1986)       | Found no role of (PAB) as moderator in the relationship between (Aad-Ab).                | Insignificant                 |
| 3   | Machleit & Wilson (1988)   | Did not find significant relationship between (Aad) and (Ab) for familiar brands.        | Insignificant                 |
| 4   | Madden & Allen (1990)      | Did not find significant (Aad-Ab) relationship for familiar brands.                      | Insignificant                 |
| 5   | Phelps & Thorson (1991)    | Found a significant (Aad-Ab) relationship for familiar brands.                           | Significant                   |
| 6   | Laroche, Kim & Zhou (1996) | Found that (Aad) has significant effect on (Ab) for both familiar and unfamiliar brands. | Significant                   |
| 7   | Phelps & Hoy (1996)        | Found that (Aad) has significant effect on (Ab) for both familiar and unfamiliar brands. | Significant                   |

To sum up, there is a general agreement that (Aad) affects (Ab) when unfamiliar brands are tested (Batra & Ray, 1985). Likewise, there is a disagreement as to whether (Aad) influences (Ab) for familiar brands. Phelps and Hoy (1996) suggested that the strength of the relationship between (Aad) and (Ab) may be moderated by a number of factors (e.g., brand familiarity). Their suggestion is based on the contradictory findings of earlier works, and it seems clear that additional study of the moderating effects of brand familiarity and prior brand attitude is needed. Therefore, Machleit and Wilson (1988) and Phelps and Hoy (1996) used brand familiarity as a moderator in their studies of relationship between attitude towards advertising and attitude towards brand. Further, Machleit and Wilson (1988) have cited Edell and Burke (1986) which offered preliminary evidence to support the moderating role of brand familiarity in the (Aad – Ab) relationship. In order to reexamine the use of “brand familiarity” as a moderator in the relationship between (Aad) and (Ab), thus, the present study made use of (PAB) as a moderator.

## 5. Hypotheses

### Hypotheses - En/C Relationship with Aad

Credible endorser can serve as an important antecedent in evaluations of advertisements and brand. Specifically, a credible endorser has been shown to have a positive effect on consumer's attitude towards advertisement, (e.g., Goldsmith et al., 1999; 2000; 2002; Goldberg, et al., 1990; Mitchell et al., 1981; Mackenzie, Lutz, and Belch, 1986). So, endorser credibility has direct relationship with (Aad). The present study assumes direct relationship between (En/C) and (Aad). Thus, this study hypothesis that:

**H1: Endorser credibility (En/C) has direct and positive relationship with (Aad).**

Corollary hypotheses are as follows:

**H1.1:** attractiveness of endorser credibility has direct and positive relationship with (Aad).

**H1.2:** trustworthiness of endorser credibility has direct and positive relationship with (Aad).

**H1.3:** expertise of endorser credibility has direct and positive relationship with (Aad).

### Hypotheses - Aad Relationship with Ab

There are many previous studies that explored the relationship between (Aad) and (Ab). Some of them considered (Aad) as a main input of (Ab). Thus, the relationship is strong between these two variables (e.g. Machleit & Wilson, 1988; Phelps & Hoy, 1996; Campbell & Keller, 2003; Karen et al., 1990; Rajeev et al., 1986).

Some of the studies considered the relationship between (Aad) and (Ab) as an indirect relationship and they used cognitive and emotional variables as mediators between (Aad) and (Ab) for examples, Karen et al., 1990; Brown & Stayman, 1992). Many of the previous studies emphasized that (Aad) and (Ab) have strong and direct relationship (e.g., Shimp & Gresham, 1985; Youjae Yi, 1990; Mackenzie, Lutz & Belch, 1989).

Often, when consumer is interested with a particular advertisement, this means he possesses positive attitude towards the advertisement and that leads a consumer to form positive attitude towards the brand that is shown in the advertisement. The same goes when Yemeni's males who are used to watch or read about particular advertisement of projeh (cover head product brand advertisement), this will lead them to form positive attitude towards the advertisement (Aad) and will lead them to build positive attitude towards that brand (Ab) which available in the advertisement. Thus, the present study hypothesizes that:

**H2: There is a positive and direct relationship between attitude towards advertisement (Aad) and attitude towards brand (Ab)**

Brand familiarity refers to the extent of a consumer's direct and indirect experience with a brand (Kent & Allen, 1994). Familiarity with a brand influences a consumer's confidence towards a brand, which in turn affects his/her intention to buy a particular brand (Michael, Kim & Zhou, 1996). In the present study, brand familiarity is playing a role as a moderator between (Aad) and (Ab) and (PAB) is treated as a function of brand familiarity. This is also in line with previous studies which had explored the relationship (e.g., Machleit & Wilson 1988; Phelps & Hoy, 1996).

The literature has noted that one's (Aad) can influence his/her (Ab) (Batra and Ray, 1986) although there is a general agreement that (Aad) affects (Ab) when unfamiliar brands are tested (Machleit & Wilson, 1988; Mackenzie et al., 1986). However, there is also a disagreement as to whether (Aad) influences (Ab) for familiar brand. Machleit and Wilson (1988), Phelps and Hoy (1996) suggested that many of the earlier studies, which found a significant (Aad) influence were flawed because of the researchers' failure to account for consumers' prior attitude towards a brand (PAB). However, whether the outcome is significant or not is depending on consumers' familiarity with the brand (Machleit & Wilson, 1988, and Phelps & Hoy, 1996).

When a consumer possesses some level of (PAB) this means that the consumer is familiar with a particular brand. When never Yemeni's males already have (PAB) about a projeh brand we assume that they use their (PAB) to moderate – either to strengthen or weaken - the relationship between their (Aad) and (Ab). As such, the present study hypothesizes that:

**H3: Prior Attitude towards Brand (PAB) is a moderator in the relationship between Attitude towards Advertisement (Aad) and the Attitude towards Brand (Ab).**

## **6. Methodology**

### **6.1 Choice of Real Product Advertisement**

Yemeni's consumer who act as users of cover head product (Projeh) were considered the population for this study. However, since this will include many of them only Yemenis' men, who wear and use Projeh product were selected as samples. To achieve the objective, an advertisement for a very popular and well known brand for a cover head product in Yemeni i.e. Projeh, was chosen to be evaluated by Yemeni's consumers. A total of 400 questionnaires were personally distributed to selected group of

Yemeni's consumers. The questionnaires contain a full-page advertisement of the Projeh brand and also the picture of the person who endorses the brand to represent the En/C and a series of related questions pertaining to the objectives of the study.

These men were invited to a showing of an advertisement and then were asked to fill in a survey questionnaire. A five-point Likert scale ranging from 1 = strongly disagree to 5 = strongly agree were used to measure responses for all En/C, (Aad), (Ab) and (PI) variables in the study. To En/C, Newell and Goldsmith's (1999) instrumentation were closely followed although there were items on which were developed specifically to suit the study's objectives. En/C was initially proposed as three-dimensional; i.e. expertise (6 items) five adopted from (Goldsmith et al., 1999), 1 self-developed. Trustworthiness (5 items), while attractiveness (4 items). This study however enlisted 4 items to be measured for expertise dimension (3 from Newell and Goldsmith (2001), 1 self-developed) and 6 items for trustworthiness (4 from Newell and Goldsmith (2001), 2 self-developed). But the results of the factor analysis explored that 4 items of the endorser's trustworthiness were dropped because of a cross factor, so this study just used only two dimensions of endorser credibility which are namely endorser (attractiveness and expertise). For (Aad), the study adapted Holbrook and Batra (1987) and Goldsmith et al.'s (1999; 2002) instruments. For (Ab), five items were adapted from the study of Goldsmith et al. (1999; 2002), and lastly, this study adopted the three items measure from Goldsmith et al. (1999; 2002) study for (PI).

## **7. Results**

Of the total 400 respondents surveyed, all of them use cover head product Projeh, most of them were found to be married (78 percent). The majority of the respondents are aged over 25 years (80 %). In addition, the most of them have first degree (97 %). However, approximately 87 % of them admitted their concern about the brand of cover head that they used in their wearing.

### **7.1 Multiple Regression Analysis**

The multiple regression analysis is the statistical technique used to analyze the relationship between a single dependent (criterion) variable and several independent (predictor) variables (Hair et al., 1998). In order to test the hypothesis, the multiple regression analysis was used to find the variance of purchase intention that is explained by the two constructs of main interest in this study, namely, expertise and trustworthiness within corporate credibility (C/C) variable. It was also used to test the impact of (C/C) on attitude towards advertisement (Aad) and attitude towards brand (Ab) as well as to compare

the difference of impact between dimensions of corporate credibility on attitude towards advertising (Aad) and attitude towards brand (Ab). The results of this analysis provide answers for the hypotheses tested in this study.

### 7.1.1 En/C – Aad relationship

The multiple regression analysis is the statistical technique used to analyze the relationship between a single dependent (criterion) variable and several independent (predictor) variables (Hair et al., 1998; 2000). In order to test the hypothesis, both dimensions of endorser credibility (i.e. attractiveness and expertise) seem to have an effect on (Aad) with a significant value of  $\beta = 0.40$  ( $p > 0.01$ ) and  $\beta = .19$  ( $p > 0.05$ ) sequential. These results indicate that H1 is accepted and two of its corollary hypothesis, i.e. H1.1, H1.2 are accepted and Table 1 below shows that.

**Table 1: H1 - The effect of endorser credibility (En/C) – i.e. expertise, trustworthiness, and attractiveness on Aad**

| Attitude toward Advertisement | Beta      | t-test | Sig  | VIF |
|-------------------------------|-----------|--------|------|-----|
|                               | tolerance |        |      |     |
| Endorser's Expertise          | .19*      | 3.6    | .000 | 1.7 |
| Endorser's Attractiveness     | .40**     | 8.8    | .000 | 1.3 |
| <hr/>                         |           |        |      |     |
| R <sup>2</sup>                | .39       |        |      |     |
| Adjusted R Square             | .38       |        |      |     |
| F Value                       | 59.4**    |        |      |     |

Note: \*\*  $p < 0.01$ , \*  $p < 0.05$

### 7.2 Simple Regression Analysis

The simple regression analysis is the statistical technique used to analyze the relationship between a single dependent (criterion) variable and single independent (predictor) variables. In order to test the first hypothesis (H3), the simple regression analysis was used to find the effect of (Aad) on (Ab). The results of this analysis provide answers for the hypotheses tested in present study in next table as follows.

### 7.2.1 (Aad)-(Ab) relationship

**Table 2: H2 - The effect of attitude towards advertisement (Aad) on attitude towards brand (Ab).**

| Attitude toward Brand         | Beta    | t-test | Sig  | VIF   |
|-------------------------------|---------|--------|------|-------|
| Attitude toward Advertisement | .53**   | 12.0   | .000 | 1.000 |
|                               | 1.000   |        |      |       |
| R <sup>2</sup>                | .28     |        |      |       |
| Adjusted R Square             | .27     |        |      |       |
| F Value                       | 142.9** |        |      |       |

Note: \*\* p<0.01

Results explored that (Aad) explained (.28) of the variance in (Ab) ( $R^2=.28$ ). The variable of (Aad) was found positively and significantly associated with (Ab) as ( $\beta=.53$ ,  $p<0.01$ ), it is obvious then that hypothesis (H2) is accepted.

### 7.3 Hierarchical Regression Analysis

Hierarchical regression analysis was utilized in order to test the moderating effect of the (PAB) on the relationship between (Aad) and (Ab) that is hypotheses 2 (H2).

Based on the suggestions of Sharma et al., (1981) a three-step hierarchical regression analysis should be used in the appearance of a moderator in a model. The model variables (Aad) and (Ab) were entered in the first step. Next, the moderator variable (PAB) was entered in the second step, and lastly, the interaction between the moderator and the independent variable was entered. The results of the hierarchical regression analysis are presented in Table 4 and 5.



**7.3.1 (PAB) as moderator between (Aad) and (Ab)**
**Table 3: H3 – Moderator effect of prior attitude towards brand (PAB) on relationship between (Aad) and (AB)**

| Dependent Variable   | Attitude toward Brand |        |              |        |     |      |
|--|-----------------------|--------|--------------|--------|-----|------|
|  | Step 1                | Step 2 | Step3        | t-test | Sig | VIF  |
|  |                       |        | tolerance    |        |     |      |
| <b>Main Effects</b>  |                       |        |              |        |     |      |
| Attitude toward Advertisement                                  | .53**                 | .25**  | .13<br>.07   | .93    | .35 | 15.2 |
| <b>Ator (Direct Effect)</b>                                    |                       |        |              |        |     |      |
| Prior Attitude toward Brand                                    |                       | .50**  | .47**<br>.13 | 4.7    | .00 | 7.6  |
| <b>Interaction Effects</b>                                     |                       |        |              |        |     |      |
| Attitude toward Advertisement x<br>Prior Attitude toward Brand |                       |        | .18<br>.03   | .88    | .38 | 30.4 |
| R <sup>2</sup>   | .28                   | .50    | .50          |        |     |      |
| R <sup>2</sup> change  | .28                   | .32    | .00          |        |     |      |
| Adjusted R Square  | .27                   | .50    | .50          |        |     |      |
| F  | 143**                 | 189*   | 126**        |        |     |      |
| F change   | 143**                 | 170**  | .785         |        |     |      |

Note: \*\* p&lt;0.01, \*p&lt;0.05

It can be observed that prior attitude towards brand is not a moderator because the results of interaction effect of moderator variable (PAB) and independent variable (Aad) on the dependent variable (Ab) is not significant (.18). In other words, this means that H3 which hypothesized that (PAB) is a moderator variable between attitude towards advertisement (Aad) and attitude towards brand (Ab) is not accepted.

## 8. Discussion and Implications

The objective of this study as stated earlier is to investigate the (En/C) relationship with (Aad) and (Ab) when brand familiarity is tested. The study found that endorser attractiveness was found to have a greater impact on (Aad), then, endorser expertise. This result reflects that Yemeni consumer is impacted by attractiveness of endorser more than his expertise to trigger him toward advertisement. This result seems to contrast with previous studies' results. For example, (Yoon, et al., 1998) as they found that attractiveness has more effect on (Aad) than other dimensions. In addition, the study found positively and significantly associated between (Aad), (Ab) and (PI) sequential. This finding seems to be in line with the previous study of (Goldsmith et al., 2000).

In terms of (Aad) and (Ab) relationship, the present study found that attitude towards advertisement (Aad) had significant effect on attitude towards brand (Ab), and this agree with results' study of Goldsmith et al., (2000; 2002). These results reflect that Yemeni consumers are affected by the advertisement which in turn leads them to form positive attitude towards brand (Ab).

The present study also found that no effect for prior attitude towards brand (PAB) on the relationship between attitude towards advertisement (Aad) and attitude towards brand (Ab). This result conflicts with the study of Gresham and Shimp (1985), as they found significant effect of attitude towards advertisement (Aad) on attitude towards brand (Ab) for six of 15 familiar brands. The present study's result also conflict with studies of Edell and Burke (1986); and Phelps & Thorson (1991), and Laroche, Kim & Zhou, (1996). Result of the present study agreed with the result's study of Machleit and Wilson (1988); and Madden and Allen (1990); and Gresham and Shimp (1985), as they did not find any significant relationship between attitude towards advertisement (Aad) and attitude towards brand (Ab) for familiar brands.

The present study found no effect of prior attitude towards brand (PAB) in the relationship between attitude towards advertisement (Aad) and attitude towards brand (Ab), and this result reflects that Yemeni male teachers' attitude towards projeh advertisement (Aad) effect on their attitude towards projeh brand (Ab) and there is no role to their prior attitude towards brand (PAB) and also this result reflects the importance role of consumer's attitude toward advertisement to form their attitude towards brand (Ab). By another way, this means there is no role of prior attitude towards brand (PAB) because male teachers' attitude towards advertisement (Aad) is able to form their attitude towards brand (Ab). Thus, Yemeni projeh companies should be concerned about their consumer's attitude towards

advertisement (Aad) in order to lead them to enhance Yemeni consumers' attitude towards their brand.

## 9. Conclusions

This study has undertaken an in-depth review of endorser credibility (En/C) and its effect on (Aad) and (Ab). The findings provide an understanding of Yemeni's consumer behavior and thus gave practitioners some ideas in understanding how to use the endorser credibility factor to enhance the consumers' attitude towards advertisement (Aad) and brand (Ab). It is hoped that the study can provide insights for further research in this area and help policy makers of companies to employ the implementation of the role of source credibility as it is found to be the main driver of consumer behavior in marketing. However, the limitations of the study need to be noted. For instance, using a sample size of only 400 Taiz male consumers means that the results cannot be generalized for all Yemeni consumers. And that collecting data at only one point in time knowing that source credibility is based on long-term marketing strategies that needs time to be built and to be nurtured points to the more appropriately used longitudinal approach study in order to cope with the long-time nature of the marketing strategies investigated in this study.

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