

Endorser Credibility Effects on Yemeni Male Consumer's Attitudes towards Advertising, Brand Attitude and Purchase Intention: The Mediating Role of Attitude toward Brand

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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 consumer's attitude towards advertisement (Aad), the effect of (Aad) on consumer's attitude toward brand (Ab), the impact of (Ab) on consumer's purchase intention (PI) and explores the mediating role of (Ab) between (Aad) and (PI). This study will use the elaboration likelihood model (ELM) and theory of dual mediating hypotheses (DMH) as predictors to explain the relationship between variables. We surveyed 400 Yemeni male consumers who viewed a real advertisement. They rated the credibility of the endorser, attitude towards advertisement, attitude towards brand, and purchase intention. Path analysis confirmed that endorser attractiveness had strongest impact on (Aad) more than endorser expertise. It found also, (Ab) is considered to be a partial mediator between (Aad) and (PI) relationship.

Keywords: Endorser credibility, Attitude towards advertisement, Attitude towards brand, Purchase intention, 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).

Yoon et al. (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 (Goldsmith et al., 2000; 2002; 2004; Lutz & Belch, 1986; 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 Lutz et al. (1983) and later modified by 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 only on the effects of dimensions of source credibility on (Aad), the effect of (Aad) on (Ab), the impact of (Ab) on (PI) and the mediating role of (Ab) between (Aad) and (PI).

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. Literature Review

3.1 Attitude

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. Hoyer and MacInnis (1997) define attitude as "relatively global and enduring evaluation of an object, issue, person, or action". There are two major reasons for this long-term interest. First, similar to Hoyer and MacInnis's definition, attitudes are often considered relatively stable and are enduring predisposition for consumer to behave in particular way (Fishbein & Ajzen, 1975). Thus, consequently, they should be useful predictors of consumers' behavior towards a product or service (Oskamp, 1999). Second, several theoretical models on the attitude construct can be found in social psychology literature especially through studies by Fishbein and Ajzen (1975) that have stimulated attitudinal research in marketing.

Previous studies have referred attitude towards specific dimensions such as attitude towards advertiser (Lutz, 1983), attitude towards advertisement and attitude towards brand (Goldsmith et al., 2000). The present study is focusing on two of them, which are, attitude toward advertisement (Aad) and attitude toward brand (Ab).

The literature defines attitude toward advertisement (Aad) as "a predisposition to respond in a favourable or unfavourable manner to a particular advertising stimulus during a particular exposure situation" (Mackenzie, Lutz & Belch, 1986; Biehal, Stephens & Curlo, 1992). At times one's attitude toward an object can affect his/her attitude toward another object with which it is associated (Hoyer et al., 1997). In other words, a consumer's liking of advertising may be eventually transferred to the brand portrayed in the advertising. Thus, (Aad) plays an important role in affecting the consumer's attitude toward brand (Ab), and his/her purchase intention in either direct and/or indirect ways.

Attitude toward brand (Ab) is a “predisposition to respond in a favourable or unfavourable manner to a particular brand after the advertising stimulus has been shown to the individual” (Phelps & Hoy, 1996). (Ab) has been found to play an important role in affecting the consumer’s purchase intention (Goldsmith et al., 2000; 2002; Gresham & Shimp, 1985; Yi, 1990).

Purchase Intention (PI) refers to the predisposition to buy a certain brand or product (Belch et al., 2004). PI also indicates how likely it is that the individual would purchase a product (Phelps & Hoy, 1996). Many previous studies have used (PI) as a dependent variable (Goldsmith et al., 2000; Yi, 1990; Cox & Locander, 1987; Sallam, 2011).

3.2 Source Credibility and Its Dimensions

According to Anderson (1970), source credibility can be conceptualized as a “weight” that can enhance the value of information in a message. Source credibility, which refers to a message source’s perceived expertise and trustworthiness, has history in persuasion research (Tromala et al., 2006). Source credibility as one aspect of message sources (person, groups, or organizations) that influence the persuasiveness of a communication (Inoue et al., 2012). Persuasive communications play a key role in the dialogue (Johnston et al., 2010). 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. The effectiveness of a highly credible source, however, has been found to be moderated by some contextual factors. For example, Yoon et al. (1998) 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. (1998) mentioned that, highly authoritarian people tend to be more influenced by high-credibility source. Yoon et al. (1998) 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) 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. 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 (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.

Insert Table 1 Here

According to dimensions of endorser credibility, (Ohanian, 1990; 1991; Goldsmith et al., 2000; 2001; 2002; Sallam, 2011) have sourced that endorser credibility has three dimensions, expertise, trustworthiness, and attractiveness.

Ohanian (1990) mentioned that “source credibility” is a term commonly used to imply a communicator’s positive characteristics that affect the receiver’s acceptance of a message. Understanding and defining source credibility in the advertising and speech communication context is often confusing because of the many different operationalizations that appear in the literature. For example, in experimental studies, source credibility is often considered a categorical variable, such that individuals are presented as having high or low credibility (Anderson et al., 2000). Other approach commonly used to describe this phenomenon includes the use of such labels as: ethos, prestige, reputation, status, authority, competence, etc (Yoon et al., 1998). Research and reflection on the topic of celebrity endorsement rest on two general models: the source-credibility model and the source attractiveness model. The source credibility model resulted from a land mark study by Hovland and his associated (1953). They analyzed the factors leading to the perceived credibility of the communicator and concluded that two factors namely, expertness and trustworthiness-underscore the concept of source credibility.

Ohanian (1990) defined expertise as “the extent to which a communicator is perceived to be a source of valid assertions” and trustworthiness as “the degree of communicator’s intent to communicate the assertions he considers most valid”.

While the source-attractiveness model has its origins in the social psychological research and are a component of the “source valence” model of (McGuire, 1985). The attractiveness model contends that the effectiveness of a message depends on source “familiarity” “likability” “similarity” and “attractiveness” to the respondent.

For the present research, both the source-credibility model of Hovland et al. (1953) and the attractiveness model of McGuire (1985) were used in defining the dimensions of the source valence. Expertise and trustworthiness as suggested by Hovland et al. (1953) and attractiveness were used as hypothesized dimensions of source attributes. Ohanian (1990) mentioned that, the decision to use attractiveness was further motivated by the fact that attractiveness has become an important factor through the increasing use of celebrities as endorsers for products, services and/or social causes. Source likability and similarity were not used in the development of the scale but were employed as measures for homological validity. Following is a discussion of the three dimensions of expertise, trustworthiness, and physical attractiveness as the hypothesized dimensions of celebrity endorsers' credibility.

3.2.1 Trustworthiness

The trust paradigm in communication is the listener's degree of confidence in, and level of acceptance of, the speaker and the message. Ohanian (1990) mentioned, that concept of trust, in a tour of the centuries from Aristotal to King, and concluded that what Aristotal called "ethos" and what Hovland et al. (1953) called "source credibility" are the same concept: a listener's trust in a speaker. Furthermore, such term as "favourable disposition" "acceptance" "psychological safety" and "perceived supportive climate" are often mentioned as favourable consequences of trust.

Numerous studies support the effect of trustworthiness on attitude change. For example, in the context of fear arousing communication, Yoon et al. (1998) investigated the impact of source trustworthiness on the persuasibility of the communication. The results indicated that when the communicator was perceived to be high trustworthy, an opinionated message was more effective than a non opinionated communication in producing attitude change. However, when trustworthiness was low, this relationship was not significant. Ohanian (1990) manipulated a source's expertise and trustworthiness to assess the impact of each of these components on the communicator's persuasiveness. Their finding indicated that a source who was perceived to be both an expert and trustworthy generated the most opinion change. In fact, the trustworthy communicator was persuasive, whether an expert or not, Ohanian (1990).

3.2.2 Expertise

Expertise is the second dimension of source credibility as defined by Hovland et al. (1953). This dimension is also referred to as "authoritativeness", "competence" and "expertness". Adjectives such as "trained-untrained" "informed-uninformed" and "educated-uneducated" commonly have been used to measure this dimension, Ohanian (1990).

3.2.3 Attractiveness

A considerable body of research in advertising and communication suggests that physical attractiveness is an important cue in an individual's initial judgment of another person (Homer, 1985). Most companies are concerned about their corporate reputation because of its potential effects on consumer behavior, both positive and negative. Moreover, many of these same firms utilize endorsers in their ads, and the credibility of these endorsers is important to persuading consumers to buy the advertised brand (Goldsmith et al., 2000). The rationale 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 the ad (Aad) (Yoon et al., 1998). Ohanian (1990) mentioned that numbers of empirical investigations have examined the effectiveness of using credible spokesperson to enhance the persuasiveness of message, Studies have measured the process by which a communicator's perceived attractiveness, trustworthiness, and expertise mediate immediate and delayed attitude change and persuasion (Hovland et al., 1953).

Ohanian (1991) explored that two dimensions namely trustworthiness, and attractiveness of endorser credibility have an insignificant effect on respondent's purchase intention, but the expertise only was most closely with intention. Then, this conflicts with the result of Yoon et al. (1998) who proved that the three dimensions of endorser have normal significance on respondent's purchase intention; in addition, they empathized that attractiveness has more effect on (Aad) and that attractiveness is important in ad.

However, Barbara et al. (2004) mentioned that the two dimensions of source credibility as expertise and trustworthiness are important to the endorser, but dimension of attractiveness suggests that the message conveyed by the image of the endorser and the image of the product should converge, implying a need for congruence between the product image and the endorser image based on attractiveness. 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, (Goldsmith et al., 1999; 2000; 2002; Goldberg et al., 1990; Mitchell et al., 1981; Mackenzie et al., 1986). So, Endorser credibility has direct relationship with (Aad). In addition, endorser credibility has indirect relationship with (Ab) through (Aad) when consumer is interested with Ad he/she will form positive attitude toward the advertised brand that available in the Ad. Also, Endorser credibility has indirect

relationship with (PI) through (Aad) and this happens when consumer possess affective response toward (Ad) then he/she form positive purchase intention toward company's product or service, Goldsmith et al. (2000). That endorser credibility has totally positive and significant effect on attitude toward advertising (Aad) (Goldsmith et al., 1999; 2000; 2001; 2002; Ohanian, 1991; Goldberg et al., 1990). Scholars also explored that endorser credibility has positive and significant effect on attitude toward brand (Ab) through (Aad) (Goldsmith et al., 1999; 2000; 2001; 2002; Ohanian, 1991; Goldberg et al., 1990; Yoon et al., 1998).

Finally, they found that endorser credibility has significant and positive effect on purchase intention (PI) either through (Aad) or (Ab), (Yoon et al., 1998; Ohanian, 1991; Goldsmith et al., 1999; 2000; 2001; 2002).

The next section will explore that as follow:

3.3 Endorser Credibility's Relationship with Attitude toward Advertisement, Brand Attitude and Purchase Intention

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) (Goldsmith et al., 1999; 2000; 2002; Goldberg et al., 1990; Mitchell et al., 1981; Mackenzie et al., 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 or she will form a positive attitude toward 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, thus En/C has an indirect relationship with (Aad). Because endorser credibility is linked with the peripheral route to attitude, the endorser has a delicate relationship with (PI) based on (Aad). Previous studies also confirm that En/C has an indirect relationship with (PI) through (Aad) and this happens when the consumer possesses an effective response toward (Ad); then he or she forms a positive PI toward the company's product or service (Goldsmith et al., 2000).

That En/C has a totally positive and significant effect on (Aad) (Goldberg et al., 1990; Goldsmith et al., 1999; 2000; 2001; 2002; Ferle et al., 2005). Some scholars also explored and discovered that En/C has a positive and significant effect on (Ab) through (Aad) (Goldberg et al., 1990; Yoon et al., 1998; Goldsmith et al., 1999; 2000; 2001; 2002; Ferle et al., 2005). Finally, they found out that En/C has a significant and positive effect on (PI) either through (Aad) or (Ab) (Yoon et al., 1998; Goldsmith et al., 1999; 2000; 2001; 2002; Ferle et al., 2005). This study carried out in Yemen and focused only on the effect of dimensions of endorser credibility En/C on Yemeni consumer's attitude toward advertisement (Aad).

3.4 The Relationship between Attitude toward Advertisement (Aad), Attitude toward Brand (Ab) and Purchase Intention (PI)

Attitude towards advertisement (Aad) has been defined as a predisposition to respond in a favorable or unfavorable manner to a particular advertising stimulus during particular exposure situation (Mackenzie et al., 1986; Biehal et al., 1992). In a print advertisement for example, consumers will be depending very much on the picture(s) and information about the product that are inserted in it to motivate them to take a closer look at and continue reading it. An advertisement that provides good picture(s) may give a significant impact as the picture(s) help reader consumers to get "connected" with the product. Consumers can get closer to the product as they experience certain feeling(s) from watching the product e.g. the product seems authentic, credible and real (Brosius, Donsbach & Birk, 1996). According to Garcia and Stark (1991) novel in-text picture(s) are identified as (advertisement) content component(s) that are most likely to foster curiosity and thus motivate readers to continue reading. This is in addition to the line of catchy words (especially in the headline) that are carefully positioned to attract consumers when they read them (Boduch, 2001). A good advertisement can change one's perception as has been proven by N.W. Ayers, a New York based advertising agency on whom in 1938 was given a task of changing public perception towards diamond from a "one time object of financial investment" to being a "symbol of commitment and everlasting love" (Jhally, 2003). Today, we can see that the perception of romantic love is associated with the giving of diamonds to the loved ones. The present study assumes that attitude toward advertisement is already available with any consumer. As the consumer is exposed to an advertisement, its influence can be observed through consumer's reactions such as his/her persuasion speech (can be either positive or negative) about the brand on other people and his/her own behavior towards it. The uniqueness of (Aad) is that it has been used as antecedent to other variables or independent variable (Biehal et al., 1992), mediating variable (Ugur & Abdulla, 1993), even as dependent variable (Holbrook et al., 1987; Yi, 1990; Edell

& Burke, 1987; Homer & Yoon, 1992) in past studies. Its usage depends very much on the way of how it is perceived and positioned by the researchers.

Many studies considered attitude towards advertisement (Aad) as the main input of attitude towards brand (Ab), with both (Aad) and (Ab) hypothesized to have an effect on consumers' purchase intention (PI). Many previous studies have attempted to model the advertising effects that are assumed to happen through the flow of casual relationship between (Aad-Ab), (Aad-PI), and (Ab-PI). The advertising effect models can be found in studies such as Goldsmith et al. (1999; 2000; 2001; 2002) and Shimp and Gresham (1985). Attitude toward brand (Ab) is defined as a predisposition to respond in a favourable or unfavourable manner to a particular brand after the advertising stimulus has been shown to the individual (Phelps and 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 (Goldsmith et al., 2000; 2002). The difference between the two, i.e. (Aad) and (Ab) is very clear from each one's given definition in the literature.

Messages in advertisements may affect the relationship between (Aad) and (Ab), specifically when consumers are not familiar with the advertised brand due to their lack of prior knowledge on which to base their (Ab) evaluation. Thus, they are more likely to rely on (Aad) in forming their (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 (Campbell & Keller, 2003). There is a general agreement on the effect of (Aad) on (Ab) when unfamiliar brands are tested. However, the relationship between (Aad) and (Ab) is different when brand familiarity is tested. Both (Aad) and (Ab) have been assumed to have effect on consumers' purchase intention (PI) (Shimp & Gresham, 1985; Goldsmith et al., 2000; 2002). The consumer, who is effectively affected by advertising, may form a positive (Aad) that may then influence his/her (PI). A direct relationship between (Aad) and (PI) for both familiar and unfamiliar brands were found in Goldsmith et al.'s studies (2000; 2002). The relationships appear when affective responses are evoked, especially under conditions of low involvement. However, there can also be an indirect relationship between (Aad) and (PI) through (Ab), as will appear when the consumer develops a positive (Aad) which leads him or her to form (Ab) before starting to build a positive (PI) (Shimp & Gresham, 1985; Mackenzie et al., 1986; Brown & Stayman, 1992; Yoon et al., 1998). Phelps & Hoy (1996) in their study found out there is a significant effect of (Aad) on (PI) for both familiar and unfamiliar brands. Cox & Locander (1987), in their study, found out that (Aad) had an effect on (PI). However, Shimp & Gresham (1985) found out that (Aad) had both the direct effect on (PI) and the indirect effect through (Ab). In addition, Homer (1990) also found out that (Aad) had an effect on (PI). As for association between (Ab) and (PI), many studies found that (Ab) to have a positive and significant effect on (PI) (Mitchell & Olson, 1981; Shimp & Gresham, 1985; Batra & Ray, 1986; Phelps & Hoy, 1996). For example, Shimp's (1986) study found out a strong relationship between (Ab) and (PI). Many other studies have found out positive effects of (Ab) on (PI) when familiar and unfamiliar brands were tested. (Shimp & Gresham., 1985; Batra & Ray, 1986; Rajeev et al., 1986; Homer, 1990; Karen et al., 1990; Yi, 1990; Brown & Stayman, 1992; Homer & Yoon, 1992; Phelps & Hoy, 1996). In addition, the causal sequence of (Aad-Ab-PI) relationship explored in the previous studies considered attitude towards brand (Ab) as a mediator in the relationship between (Aad) and (PI) (Mechleit et al., 1988; Phelps et al., 1996). From the review of literature, Fighter 1 below depicted the proposed theoretical framework of the study. Next approach shows the hypotheses as follows:

4. Hypotheses of Study

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 toward ad (Goldsmith et al., 1999; 2000; 2002; Goldberg, et al., 1990; Mitchell et al., 1981; Mackenzie et al., 1986). So, Endorser credibility has direct relationship with (Aad). In addition, endorser credibility has indirect relationship with (Ab) through (Aad) when consumer is interested with (Ad) he/she will form positive attitude toward the advertised brand that available in the (Ad). Also, Endorser credibility has indirect relationship with (PI) through (Aad) and this happen when consumer possess affective response toward (Ad) then he/she form positive purchase intention toward company's product or service, Goldsmith et al. (2000). The contribution of this study, it carried out in Yemeni and tries to assume direct relationship between En/C and Yemeni male consumer's attitude toward advertisement (Aad), the effect of (Aad) on (Ab), the impact of (Ab) on (PI) and to explore the mediating role of (Ab) between (Aad) and (PI). Thus, this study hypothesis that:

H1: Endorser credibility 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).

H2: *There is a significant and positive relationship between Attitude toward Advertisement (Aad) and Attitude toward Brand (Ab).*

H3: *There is a significant and positive relationship between Attitude toward Brand (Ab) and Purchase Intention (PI).*

H4: *Attitude toward Brand (Ab) mediates the relationship between Attitude toward Advertisement (Aad) and Purchase Intention (PI).*

5. Methodology

5.1 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).

6. 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.

6.1 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; 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 2 below shows that.

6.2 Hierarchical Regression Analyses

Hierarchical regression analysis was utilized in order to test the mediating effect of attitude toward brand (Ab) on the relationship between attitude toward advertising (Aad) and purchase intention (PI). After regressing (PI) with both (Aad) and (Ab), both yielded significant effects. Therefore, (Ab) is considered to be a partial mediator between (Aad) and (PI).

6.3 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. The simple regression analysis was used to find the effect of (Aad) on (Ab) and the impact of (Ab) on (PI). In terms of hypothesis H2, attitude toward advertisement and attitude toward brand relationship, the study found that Aad has been hypothesized to have an effect on (Ab). Table 3 below shows that (Aad) explained (0.28) of the variance in Ab ($R^2 = 0.28$). The variable of (Aad) was also found to be

positively and significantly associated with (Ab) as ($\beta = 0.53, p < 0.01$). This means that H2 which has proposed the effect of (Aad) on (Ab) is accepted. This finding seems to be in line with the previous study of Goldsmith et al. (2000). Similar tests were conducted for the third hypothesis (H3) that focused on the relationship between attitude toward brand and purchase intention. There is a positive and significant relationship between consumers' brand attitude (Ab) and purchase intention (PI) and Table 4 below shows that.

7. Discussion and Implications

The objective of this study as stated earlier is to investigate the En/C relationship with (Aad), the effect of (Aad) on (Ab), the impact of (Ab) on (PI) and to illustrate the mediating role of (Ab) between (Aad) and (PI). 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 this study, the relationships amongst the four variables are revisited. The main difference between this study and previous studies lies in exploring the most positive dimensions of endorsers who used in developing country for example Yemen, compared to developed countries. In addition, illustration dimensions of endorsers effect on (Aad). This will provide the first insight on Yemeni consumer's behaviour in this area of study.

8. Conclusions

This study has undertaken an in-depth review of source credibility En/C and its effect on (Aad). It concluded that attractiveness more significant component of En/C rather than expertise. The findings provide an understanding of Yemeni's consumer behaviour and thus gave practitioners some ideas in understanding how to use the endorser credibility factor by focusing more on attractiveness of endorser than expertise to enhance the consumers' attitude toward advertising (Aad) that leads to effect on consumer's attitude brand (Ab) which form consumer's purchase intention (PI). 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 behaviour in marketing, we hope that the future studies of source credibility be long-term studies to give more deeply evaluation and high quality benefits. However, the limitations of the study need to be noted. For instance, using a sample size of only 400 Yemeni 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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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)	Trustworthiness	13
	Expertness	10
	Dynamism	5
	Objectivity	3
Berlo, Lemert, and Mertz (1969)	Safety	5
	Qualification	5
	Dynamism	5
Bowers and Phillips(1967)	Trustworthiness	7
	Competence	5
DeSarbo and Harshman (1985)	Expertness	4
	Attractiveness Trustworthiness	2
	Likability	1
	Additional Dimensions Evaluated	2
	Potency Activity	
McCroskey (1966)	Authoritativeness	6
	Character	6
	Authoritativeness	23
	Character	20
Simpson and Kahler(1980-81)	Believability	8
	Dynamism	6
	Expertness	7
	Sociability	3
Whitehead (1968)	Trustworthiness	18
	Competence	4
	Dynamism	3
	Objectivity	3
Wynn (1987)	Expertness	12
	Dynamism	6
	Believability	3
	Sociability	3

Table 2. H1 Multiple Regression Analyses: the Relationship between Source Credibility Dimensions and Attitude toward Advertisement

Attitude toward Advertisement	Beta	t-test	Sig	VIF	tolerance
Endorser's Expertise	.19*	3.6	.000	1.7	.60
Endorser's Attractiveness	.40**	8.8	.000	1.3	.8
R ²	.39				
Adjusted R Square	.38				
F Value	59.4**				

Note: Significant levels: ** p<0.01, * p<0.05.

Table 3. H2 Simple Regression Analyses: Relationship between Attitude toward Advertisement and Attitude toward Brand

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

Note: Significant levels: ** p<0.01.

Table 4. H3 Simple Regression Analyses: Relationship between Attitude toward Brand and Purchase Intention

Purchase Intention	Beta	t-test	Sig	VIF	tolerance
Attitude toward Brand	.63**	15.7	.000	1.000	1.000
R ²	.40				
Adjusted R Square	.40				
F Value	246**				

Note: Significant levels: ** p<0.01.

Table 5. H4 Attitude toward Brand (Ab) as a Mediator in the Relationship between Aad and PI

	Model (1) Purchase Intention Beta	Model (2) Attitude toward Brand Beta	Model (3) Purchase Intention Beta	t-test	Sig	VIF	tolerance
Aad	.56**	.53**	.32**	7.2	.001	1.4	.72
Ab			.46**	10.0	.000	1.4	.72
t-test	13	11					
Sig	.000	.000					
VIF	1.000	1.000					
tolerance	1.000	1.000					
R ²	.32	.28	.47				
F	172.5**	143**	166**				

Note: Significant levels: ** P<0.01.

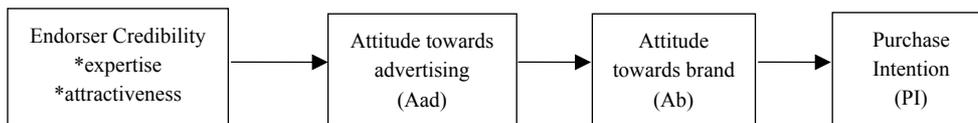


Figure 1. Framework of the Study