THE EFFECT OF ENDORSER CREDIBILITY ON CONSUMER'S ATTITUDE TOWARDS ADVERTISEMENT AND BRAND: THE ROLE BRAND FAMILIARITY

Methaq Ahmed Sallam

College of Administrative Sciences, Najran University,

P.O. box 1988, 11001 Najran, Saudi Arabia

methaq68@yahoo.com

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 female consumer's attitude towards advertisement (Aad), and attitude towards the-brand (Ab). This study will use communication theory, and elaboration likelihood model (ELM) as predicator to explain the relationship between variables. Also, try to put some propositions serve the aim of this study. We surveyed 250 women consumers who viewed a real advertisement for ghee 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 toward Ad, Attitude toward Brand and Brand Familiarity

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 abele 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 focuses 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 some perceived as trustworthy in certain cultures. Similarly, a trustworthy source might be more effective in other cultures in eliciting, ore positive reactions to the advertisement and the advertised brand.

Conceptual Framework

Based on what above-mentioned, following framework has been developed for the study (figure 1).

Figure 1: Theoretical Framework
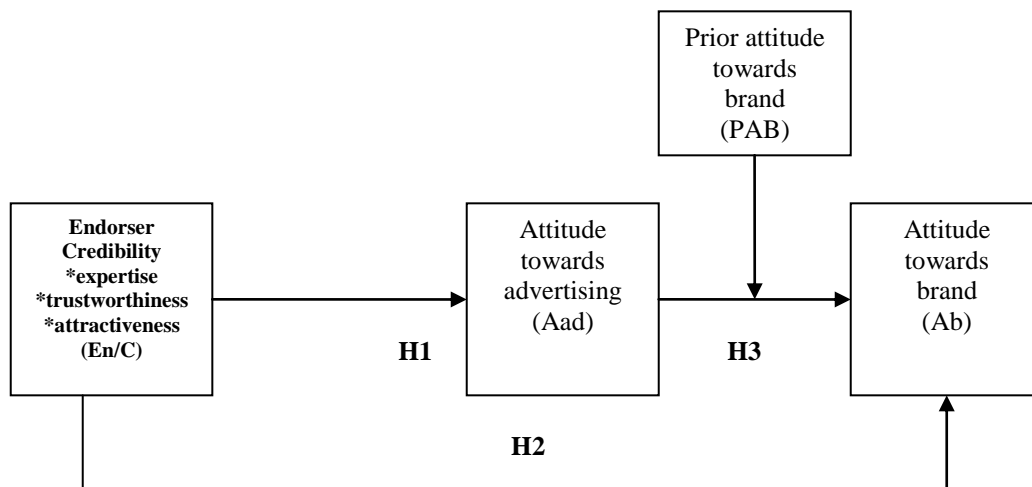
LITERATURE REVIEW

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 form 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 authoritativess 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)	• 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

According to dimensions of endorser credibility, (Ohanian, 1990; 1991; Goldsmith et al., 2000; 2001; 2002) have soured 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 discus these variables:

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 or she 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 females' 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).

Attitude 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). 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.

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/she 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 ghee, a product widely used among Yemeni's housewives and the ghee brands are familiar to the consumers in Yemen.

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 2 summarizes the relationship between (Aad) and (Ab) when unfamiliar brand is tested as follows:

Table 2: 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 3: 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.

HYPOTHESES

Credible endorser can serve as an important antecedent in evaluations of advertisements and brand. Specifically, a credible endorsers 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). In addition, endorser credibility has indirect relationship with (Ab) through (Aad) when consumer is interested with advertisement he/she will form positive attitude toward the advertised brand that available in the (Ad). The present study assumes direct relationship between (En/C) and (Aad) and (Ab). 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).

H2: Endorser credibility (En/C) has direct and positive relationship with (Ab).

Corollary hypotheses are as follows:

H2.1: attractiveness of endorser credibility has direct and positive relationship with (Ab).

H2.2: expertise of endorser credibility has direct and positive relationship with (Aad).

H2.3: trustworthiness of endorser credibility has direct and positive relationship with (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 females already have (PAB) about a ghee brand (Al-Kamariah 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).

METHODOLOGY

Yemeni women who act as users of ghee product were considered the population for this study. However, since this will include thousands of them, only women from Taiz city in Yemen, who cooked using ghee, were selected as samples. These women 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 measure (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). For (Aad), the study adapted Holbrook & Batra (1987) and Goldsmith et al.,'s (1999; 2002) instruments.

RESULTS

Of the total 250 women respondents surveyed, most were found to be not married (56.8 percent), either already possessing a first degree (49.6 percent) or are now studying for their first degree (49.2%). In addition, the newspaper readership rate amongst these women was found to be quite poor - 78% reported that they read newspapers only 1-2 times per week. And majority of them only paid occasional attention to the advertisements shown in the newspapers (62%) and magazines (67.6%). However, approximately 95.6% of them admitted their concern about the brand of ghee that they used in their cooking.

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 three constructs of main interest in this study, namely, expertise, trustworthiness and attractiveness within endorser credibility (En/C) variable. It was also used to test the impact of En/C on attitude toward advertising (Aad) and attitude toward brand (Ab) as well as to compare the difference of impact between dimensions of endorser credibility on attitude toward advertising (Aad) and attitude toward brand (Ab). The results of this analysis provide answers for the hypotheses tested in this study.

Table 4: H1 - The effect of endorser credibility (En/C) – i.e. expertise, trustworthiness, and attractiveness on Aad

Independents variables	Dependent variable Attitude toward advertising
	Beta Coefficients and Significant levels
Attractiveness	.40**
Trustworthiness'	-.04
Expertise	.38*
R	.63
R²	.40
Adjust R²	.39
F	54.18

Note: Significant levels: ***P<0, 001; **P<0, 01; *p<0, 05

From table 4, it was found out that the three dimensions of (En/C) explained 0.40 of the variance in (Aad) (R² = .40). the two dimensions of (En/C) were found positively and significantly associated with (Aad), Attractiveness (β = .40, P<0,01), and expertise (β = .38, P<0,01), while, Trustworthiness was negatively and it is not significantly associated with (Aad), (β = -0 .40, P>0,01), it is obvious then that Hypothesis 1 (H1) and two of its corollary hypothesis, i.e., H1.1, H1.3 are accepted, while H1.2 is rejected.

Table 5: H2 - The effect of endorser credibility (En/C) – i.e. expertise,
trustworthiness, and attractiveness on (Ab)

Independents variables	Dependent variable Attitude toward brand
	Beta Coefficients and Significant levels
Attractiveness	.20**
Trustworthiness'	.16
Expertise	.15
R	.42
R²	.18
Adjust R²	.17
F	17.7

Note: Significant levels: ***P<0, 001; **P<0, 01; *p<0, 05

From these results, it was found out that the three dimensions of (En/C) explained 0.18 of the variance in (Ab) (R² = .18). the three dimensions of (En/C) were found positively associated with (Ab), but attractiveness has positive and significant on (Ab) (β = .20, P<0,01), while, trustworthiness and expertise were not positively and significantly associated with (Ab), as trustworthiness (β = .16, P>0,01), and lastly, expertise (β = .15, P<0,01), then that Hypothesis 2 (H2) and two of its corollary hypothesis, i.e., H2.1, H2.2, are rejected, while H2.3 is accepted.

Hierarchical Regression Analysis

Hierarchal regression analysis was utilized in order to test the moderating effect of the (PAB) on the relationship between (Aad) and (Ab) that is hypotheses 3 (H3).

Based on the suggestions of Sharma et al., (1981) a three-step hierarchal 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 6.

(PAB) as moderator between (Aad) and (Ab)

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 (.14). 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.

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

Dependent Variable	Attitude towards Brand					
	Step 1	Step 2	Step 3	t-test	Sig	VIF
			tolerance			
Main Effects						
Attitude towards Advertisement	.53**	.27**	.18	.67	.51	15.5
			.06			
Ator (Direct Effect)						
Prior Attitude towards Brand		.53**	.47*	2.5	.01	7.8
			.13			
Interaction Effects						
Attitude towards Advertisement x			.14	.38	.71	31.1
Prior Attitude towards Brand			.03			
R^2	.28	.49	.49			
R^2change	.28	.22	.00			
Adjusted R Square	.27	.48	.48			
F	44.1**	55.3*	36.7**			
F change	44.1**	48.6**	.142			

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

DISCUSSION AND IMPLICATIONS

The objective of this study as stated earlier is to investigate the (En/C) relationship with (Aad) and (Ab). The study found that in terms of (En/C-Aad) relationship, the first component, endorser attractiveness was found to have a greater impact on (Aad), then, endorser expertise, while trustworthiness of endorser was negative effect on (Aad). This result reflects that Yemeni consumer is impacted by attractiveness of endorser more than his/her expertise to trigger him/her toward advertising. 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 terms of the relationship between (En/C) and (Ab) - (H2) it found that attractiveness has positive and significant on (Ab) while, trustworthiness and expertise were not positively and significantly associated with (Ab), then that Hypothesis 2 (H2) and two of its corollary

hypothesis, i.e., H2.1, H2.2, are rejected, while H2.3 is accepted. This result reflects that Yemeni consumer is impacted by attractiveness of endorser only, while he/she has no trust on the endorser expertise and trustworthiness. This result conflicted with study of (Yoon, et al., 1998) that claimed that, trustworthiness had significant effect on (Ab), but this study, explored that attractiveness has significant effect.

However, generally this study explored little negative effect from few dimensions of endorser credibility on (Aad) and (Ab), while results of previous studies explored only positive impact from all three dimensions of endorser credibility on (Aad) and (Ab). This result may be due to the type of actress or actor who produced and supported the product used in the advertisement of this study, as previous studies used high endorser credibility while this study used low endorser credibility and unknown actress from outside Yemen.

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 female teachers' attitude towards ghee advertisement (Aad) effect on their attitude towards ghee 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 female teachers' attitude towards advertisement (Aad) is able to form their attitude towards brand (Ab). Thus, Yemeni ghee 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.

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 250 Taiz female 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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