

**THE IMPACT OF SOURCE CREDIBILITY ON YEMENI MALE CONSUMERS'
ATTITUDES TOWARD PRINT ADVERTISEMENT, BRAND ATTITUDES AND
PURCHASE INTENTION OF HEAD COVER PRODUCT: THE MODERATING
ROLE OF BRAND FAMILIARITY**

by

METHAQ AHMED ABDULMAJID

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DEDICATION

This thesis is especially dedicated to:

My beloved father and mother, my wife, my sons and to all of my family

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LIST OF ABBREVIATIONS

Advertising	Ad
Attitude toward advertisement	Aad
Attitude toward Brand	Ab
Purchase Intention	PI
Corporate Credibility	C/C
Endorser Credibility	En/C
Prior Attitude toward Brand	PAB
Brand Familiarity	B/F
Elaboration Likelihood Model	ELM
Dual Mediating Hypotheses	DMH
The Theory of Reasoned Action	TRA
Theory of Planned Behavior	TPB

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THE IMPACT OF SOURCE CREDIBILITY ON YEMENI MALE CONSUMERS' ATTITUDES TOWARD PRINT ADVERTISEMENT, BRAND ATTITUDES AND PURCHASE INTENTION OF HEAD COVER PRODUCT: THE MODERATING ROLE OF BRAND FAMILIARITY

ABSTRACT

The understanding of consumers' processes and activities that people engage in when searching for, selecting, purchasing, using, evaluating, and disposing of products and services to satisfy their needs and desires is crucial to guide marketers to discover the stimuli that they can create to motivate consumers to form positive perception, opinion and attitude about their company's image and purchase intention of their products. Hence, the importance of the concept of source credibility in advertisement i.e. corporate credibility and endorser credibility. The aim of this study is to examine the effect of both the endorser and corporate credibility (or better known as dual source credibility) as antecedents to consumers' attitude toward advertisement. This study also explores the role of brand familiarity on which Prior Attitude toward Brand is investigated as the moderator between Attitude toward Advertisement and Attitude toward Brand. The model developed for this study is an integration of five separate "advertisement effect" models found in the advertising related literature. This study surveyed 388 Yemeni male consumers who viewed a real print advertisement for a head cover product. The study found that of the two source credibility investigated, endorser credibility portrays greater antecedent impact on Attitude toward advertisement than corporate credibility. The study also found that prior attitude toward brand is not a moderator for Attitude toward Advertisement and Attitude toward Brand. Attitude toward Brand is partial mediator for the relationship between attitude toward advertisement and purchase intention.

KESAN KREDIBILITI SUMBER KE ATAS SIKAP PENGGUNA LELAKI DI YEMEN TERHADAP PERIKLANAN BERCETAK, SIKAP JENAMA DAN KEINGINAN PEMBELIAN BARANGAN PENUTUP KEPALA: PERANAN PENYEDERHANAAN KEBIASAAN JENAMA

ABSTRAK

Pemahaman proses dan aktiviti pengguna dalam pencarian, pemilihan, pembelian, penggunaan, penilaian dan penyingkiran barangan dan perkhidmatan demi memenuhi keperluan dan keinginan amat penting dalam membimbing pemasar untuk mencari dan mencipta ransangan yang dapat membentuk tanggapan positif, pendapat dan sikap mengenai imej syarikat dan hasrat pembelian barangan syarikat oleh pengguna. Kerana itu, konsep kewibawaan sumber di dalam pengiklanan dari sudut kewibawaan pengesah atau jurucakap dan kewibawaan Korporat sepatutnya diberikan perhatian. Tujuan kajian ini adalah untuk menyelidik kesan kedua-dua sumber iaitu Pengesah dan Korporat sebagai antisiden kepada sikap pengguna terhadap iklan. Kajian ini turut menyelidik peranan kebiasaan jenama di mana sikap awal terhadap jenama dikaji sebagai moderator antara sikap terhadap iklan dan sikap terhadap jenama. Model yang dibangunkan untuk kajian ini merupakan paduan lima model berasingan yang terdapat dalam sorotan karya pengiklanan terdahulu. Kajian ini meninjau 388 pengguna lelaki di Yemen yang diajukan iklan cetakan sebenar barangan penutup kepala bagi sebuah syarikat. Kajian ini mendapati bahawa Pengesah berwibawa lebih berpengaruh berbanding Kewibawaan Korporat ke atas sikap terhadap iklan. Walaubagaimanapun, sikap awal terhadap jenama bukan moderator untuk sikap terhadap iklan dan sikap

terhadap jenama. Sikap terhadap jenama adalah moderator separa untuk hubungan antara sikap terhadap pengiklanan dan hasrat pembelian.

CHAPTER 1

OVERVIEW

1.0 Introduction

The importance of understanding consumers' processes and activities that people engage in when searching for, selecting, purchasing, using, evaluating, and disposing of products and services to satisfy their needs and desires to marketers are very well acknowledged (Taflinger et al., 1996). The understanding is crucial to guide marketers to discover the stimuli that they can create to motivate consumers to form positive perception, opinion and attitude about the company's image and purchase intention of their products. In short, the understanding helps marketers in predicting consumers' behaviour within the consumption process.

Advertising is one medium that has been continuously used to influence consumer behaviour. Although there are few factors that can form and influence the consumer's attitude towards advertising such as target characteristics, source characteristics, message characteristics, and cognitive routes; the concept of credibility in advertisement continues to be of interest to scholars and practitioners in marketing and advertising (Goldsmith et al., 2000; Ferle et al., 2005). Source credibility (e.g. endorser and corporate credibility) that is portrayed within an advertisement is considered as one of the most important of all stimuli that marketers use to build and enhance consumer's attitude toward advertisement (Aad), and is assumed to have an effect on the other behavioural outcomes such as attitude toward brand (Ab), and purchase intention (PI).

Although there are many “advertising effects models” suggested in the advertising literature about the relationships of these variables, there has not been one comprehensive model in the literature that shows the connections of all relationships between the variables mentioned. The models are found to be segmented in nature and thus, there is a need to come up with one comprehensive model that shows how all these advertisement related variables play a role in the advertising process for consumers. The purpose of this study is to suggest an integrative model that focuses on source credibility in advertisement as an antecedent to the other consumers’ behavioural processes from the few segmented models found in the advertising literature (e.g. Shimp & Gresham (1985), Machleit & Wilson (1988) and Goldsmith et al. (2002). These models will be further explained in the next chapter. The integration of all these variables within one model from all the other relevant models found in the advertising literature is of utmost importance and this will have to be the first task to be carried out.

Another important aspect is to test the proposed integrative model in inner Yemeni city of Taiz, a unique city representing the country which is rich in its traditional culture and background amidst its poor economic status. By doing so, this study becomes the first one to investigate such issues in Yemen. This study is also different from all the other previous studies on the same issue which focused on countries with stable economies instead of poor and traditionalistic. The study will investigate whether source credibility (e.g. corporate and endorser credibility) act as an antecedent to advertising effect model (attitude toward advertisement, attitude toward brand and purchase intention). This study

will also examine whether attitude toward brand (Ab) is a mediator between attitude toward advertisement (Aad) which is considered as an independent variable, and purchase intention (PI) which is considered as a dependent variable of this study. In addition, this study theorises prior attitude toward brand (PAB) as a moderator in the relationship between attitude toward advertisement and attitude toward brand. In this study, theories of elaboration likelihood model (ELM) and dual mediating hypotheses (DMH) are used to explain the relationship between variables. The role of moderator variable of prior attitude toward brand (BAP) is explained by the contingency theory. The three theories will be used to explain the relationship between all the variables concerning the issues of attitude and attitude change that happen in the proposed advertising effect model.

This study is to be the first ever study to be conducted in Yemen that focuses on print advertisement effects on consumers. The methodology chapter will explain in further detail the reasons of why the city of Taiz and print advertisement are chosen for the study.

1.1 Yemen marketplace

The world has witnessed radical changes in economic, social, technological, political and legal fields and these changes have been influencing the economies of all countries in general and the Arab countries including Yemen in particular. The world is experiencing rapid changes that move at extraordinarily fast pace forcing governments and business organizations to accept these changes and to face their challenges and also to adapt to their implications.

The Journal of Yemeni Economy (2001) mentioned that one of the most important aspects that industrial, commercial, financial, and service business organizations should be aware of its marketing activities. The industries are advised to apply the concepts and modern bases of marketing and re-organize the organizations accordingly. All marketing activities should be subjected to the fulfilment of needs and desires of the consumers and the needs of internal and external markets as these business organizations want to survive, develop, and continue to have the ability to compete in the national and international markets.

The journal concluded that many Yemeni companies suffer from the absence of data base and modern information including marketing data and information with respect to consumers and the needs of local, regional and international markets. Moreover, they lack the marketing data and information about changes and development of the goods and services and how these changes influence the internal marketing environment of companies in order to help marketing decision makers in making proper and correct decisions and in preparing good marketing plans, policies and strategies.

Another conclusion made by the journal is the absence of the budget for sales promotion amongst companies in Yemen. Some Yemeni companies do not assign special budget for marketing because administrative leaders wrongly believe that promotion programmes have no effect on the promotion of sales. Although some companies assign a budget for marketing, in reality, they do not use it on sales promotion but for other purposes such as gifts to bring in facilities or to obtain concessions from the government, (Journal of Economic, 2000).

1.2 Consumers in Yemen

The Consumer Protection Society's (2000) study has identified two types of consumers in Yemen; traditional and irrational consumers. They are explained below.

1.2.1 The Traditional Consumer

This type is considered generally as the prevailing type among the majority of families and individuals in Yemen who are strengthened by a number of values, habits and local traditions. They can be summed up as follows:

i - Religious Values

Religious values direct the individuals' behaviour as consumers. The main religious periods such as the holy month of fasting in Islam (Ramadan), the feast of breaking fast and the feast of Sacrifice (Adha) give rise to random consumption of all kinds of goods.

ii - Reflex Behaviour Habits

This behaviour is caused by a condition of deprivation suffered by the individual during his or her childhood. During childhood, the child might see many and various goods in the markets and exhibitions, but he or she could not get them, therefore he or she could only dream of them.

When this individual has the financial ability, he or she immediately thinks of those goods which he or she was deprived of having them by then. This behaviour includes random purchase of food and non-food goods by some members of a family without prior planning or necessary needs. This happens

when one member of a family purchases a commodity because it stirs his or her attention even though when there is no need for it.

iii -The Habit of Generosity

The Yemeni society is distinguished by traditional habits which are the stuff of many legends such as the story of Hatem Al Taie which is quoted as an example of excessive expenditure on food during occasions of marriage, birth or death. This occurs when a guest comes any time without planning, just like what happened in the desert long ago when a guest (e.g. a close relative, a stranger or a noble) passes by suddenly. As a habit of generosity, the host will be do his best (even borrowing) to ensure that the guest is entertained and welcomed.

iv - Depending on God (Allah)

Yemeni society is distinguished by its religious beliefs and its dependence completely on God who is the powerful provider and the final authority in life and the hereafter. In other words, all depends on the will of God Almighty. This is different from the concept of negative dependence which is considered as a justification of failure for some people who are powerless.

The right belief is to do your best, and then leave it all to God's will who controls everything. The values mentioned earlier are only some examples which can explain Yemeni consumer's behaviour according to the Consumer Protection Society (2000).

1.2.2 The Irrational Consumer

The irrational consumer possesses a very unique characteristic which is not found in other Arab societies. The phenomenon of Gat consumption (people in Yemen is chewing young leaves of the Qat's Tree) is a good example of such consumer type. The purchase takes a great percentage of the income of an individual and a family. In most cases, the expenditure of an individual or a family on Gat may outreach their expenditure on other food and non-food goods. The official statistics of Taiz governorate (Journal of Economic, 2000) indicate that the Gat and tobacco group occupy the second position directly after the group of grains that is about 9.71% out of 28 groups from a total of 392 types of goods surveyed. This means that the Gat and tobacco group is considered the second most necessary commodity for the Yemeni people before all other goods like meat, fish, clothes, or services like health, education and other goods and services.

In addition, the Consumer Protection Society's (2000) survey which was distributed to samples in Taiz city in order to study the problem of consumer behaviour of Yemeni consumers found that Taiz consumers as part of Yemeni consumers seemed to practice random purchasing (without prior planning) in most purchase behaviour.

1.3 Print Advertising in Yemen

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.

1.4 Problem Statement

From the discussion in the introduction section above, there are few questions to be answered: 1- Can we improve the many available advertising effect models which are segmented in nature?, 2- In a country like Yemen especially with regards to Taiz city itself, will source credibility (e.g. endorser and corporate credibility) that are depicted in an advertisement (i.e. print ad) have an effect on Yemeni consumers' behaviour i.e. attitude toward advertisement, brand, and purchase intention? In addition, 3- does brand familiarity play a role as a moderator in the integrative model proposed in this study?

As stated earlier, although many studies have been conducted on this issue, there are still gaps that need to be filled in the literature review. Studies conducted by previous researchers only focused on certain aspects of the behavioural process. The advertising effect models found in the literature review are rather segmented in nature. Although the behavioural process of $Aad \Rightarrow Ab \Rightarrow PI$ in the advertising effect models has been accepted by many researchers, it was found that the aspect of how this process starts (e.g. by introducing source credibility within an advertisement) in each model differs. At least five models in the literature review (i.e. Goldsmith et al., 1999, 2002; Holbrook & Batra, 1987; Machleit & Wilson, 1988; Yoon et al., 1998; Phelps & Hoy, 1996; Shimp & Girsham, 1985) were found to explain only certain aspects of the consumers' behavioural process.

In other words, the model proposed in this study is an integrative one from five separate models found in the advertising related literature, e.g. Holbrook et al. (1987) explored the relationship between Aad and Ab. Shimp and Gersham (1985) illustrated the relationship between Aad, Ab and PI. Phelps and Hoy (1999) explored the relationship between Aad, Ab and PI when prior attitude toward brand is the moderator between Aad and Ab. Yoon et al. (1998) examined the effect of En/C on Aad, Ab, and PI. Lastly, Goldsmith et al. (2000; 2002) tested the effect of dual credibility (e.g. endorser and corporate credibility) on Aad, Ab and PI.

As mentioned above, the five models are segmented in nature. So, this study has built an integrated model to encompass all the above models in one

theoretical framework. Thus, the present study proposes a comprehensive model to fill the gap available in the literature review as well as to give Yemeni marketers and advertisers a clear idea about “advertising effect models”, Yemen style by examining the effect of dual credibility (e.g. endorser and corporate credibility) as antecedents on Yemeni consumers’ Aad which is represented as an independent variable. It will also explore the effect of Aad on both Ab which is represented as a mediating variable, and PI which is considered as the dependent variable of this study.

In addition, this study will further explore the role of PAB by using it as a moderating variable Aad and Ab. This study is necessary because it is considered the first study undertaken to explore the role of Yemeni consumer’s Aad, Ab and his/her PI when they are impacted by source credibility (e.g. endorser and corporate credibility). Apart from that, this is the first study that is going to use print advertisements in Yemen.

In short, the inadequacy of the above five separate models mentioned earlier requires a study in an attempt to integrate the five models into one comprehensive model. In other words, it is the intention of this study is to build an integrated model to encompass all the above studies in one theoretical framework so that a comprehensive understanding of the process (i.e. what triggers Yemeni consumers’ PI or how source credibility affects Yemeni consumers’ Aad, and how Aad affects Ab, and how Aad and Ab affect his/her PI when a familiar brand is tested) can be developed and acknowledged.

1.5 Research Objectives

The broad objective of this study is to investigate PI of the Yemeni consumers in terms of credibility factors that are associated with the advertisement effects. In doing so, the study will establish the effects of selected source credibility within an advertisement as antecedent variables on consumers' behavioural processes that lead to their PI. In addition, the effects of previous B/F will be investigated. Specifically, the objectives of this study are as follows:

- 1- To investigate the antecedent effect of source credibility (i.e. endorser credibility E/C and corporate credibility C/C on consumer's Aad.
- 2- To investigate whether consumer's Aad has an effect on consumer's PI.
- 3- To investigate whether consumer's Aad has an effect on consumer's Ab.
- 4- To investigate whether consumer's AB has an effect on PI.
- 5- To investigate whether consumer's PAB moderator on the relationship between consumer's Aad and consumer's Ab.
- 6- To investigate whether consumer's Ab mediates consumer's attitude Aad and consumer's PI.

1.6 Research Questions

From the aforementioned research background and problem statement, the following research questions will be answered in this study. They are as follows:

- Q1: Is the antecedent effect of source credibility (e.g. endorser and corporate credibility) significant on Aad?
- Q2: Is the impact of Aad on PI significant?

Q3: Is the impact of Aad on the Ab significant?

Q4: Is the impact of Ab on PI significant?

Q5: Does PAB act as a moderator on the relationship between Aad and Ab?

Q6: Does Ab act as a mediating variable on the relationship between Aad and PI?

1.7 Significance of the Study

In terms of contribution towards the existing body of knowledge, the findings of this study will fill the gap that has been found in the literature review about the comprehensiveness of an “advertising effect model” to influence consumers’ purchase decisions. While previous studies provided only segmented models, the findings of this study will give a complete overview of the scenario within the model tested. In particular, the researcher will attempt to study dual source credibility (i.e. corporate and endorser) in one framework, as well as having brand familiarity B/F as a moderating variable between attitude toward advertisement Aad and attitude toward brand Ab.

In terms of what the present study will contribute to the industry, the findings will provide an understanding of the consumer’s behaviour and will thus give the practitioners further insights in understanding how to use the source credibility factor to enhance the consumers’ Aad, how Aad has an effect on attitude toward brand Ab, and also how Ab has an effect on their PI, when B/F is tested as a moderator between Aad and Ab.

Although the findings of this study will be specifically useful for the Yemeni marketers, especially in Taiz city, they will indicate whether the use of a popular advertisement with source credibility within it, i.e. Projeh for more than forty years, on Yemeni consumers will be successful in influencing them to purchase the product/brand rather than other brands that can be found in the market. These findings can be used to specifically position and strategize the product and brand in the market.

1.8 Definition of Variables

This study will use a number of terms and variables which have been defined as follows to suit the study's objectives.

1.8.1 Credibility

Credibility refers to the extent to which the source is perceived as possessing expertise that is relevant to the communication topic or message and hence can be trusted to give an objective opinion on the particular subject (Ohanian, 1990; Goldsmith, Lafferty & Newell, 2000).

1.8.2 Corporate Credibility (C/C)

C/C is defined as the extent to which consumers believe that a firm can design and deliver products and services that can satisfy customer's needs and wants (Goldsmith et al., 2000).

In this study, C/C is operationalised within two dimensions:

- i) Expertise
- ii) Trustworthiness

1.8.3 Endorser Credibility (EN/C)

An endorser is any individual who enjoys public recognition and who uses this recognition on behalf of a consumer good by appearing with it in an advertisement (Byrne et al., 2003). En/C in this study refers to a term used to imply a communicator's positive characteristics that affect the receiver's acceptance of a message (Ohanian, 1990). En/C can be further defined along the three dimensions of credibility, which are as follows:

i) Expertise refers to the extent to which a communicator is perceived to be a source of valid assertions.

ii) Trustworthiness refers to the degree of confidence in the communicator's intent to communicate the assertions he considers most valid (Ohanian, 1990).

iii) Attractiveness refers to the attraction aspects of the communicator that he or she generates which are consistently liked more and have a positive impact on products with which they are associated (Ohanian, 1990).

1.8.4 Brand Familiarity (B/F)

Brand familiarity (B/F) is defined as an individual's familiarity with a brand - if the person is familiar with the brand, then this familiarity will reduce the need for external information, whereas unfamiliarity with the brand will increase such a need (Oliver & Bearden, 1985).

1.8.5 Prior Attitude toward Brand (PAB)

Prior attitude toward brand (PAB) refers to the “individual’s response to the brand before exposure to the advertising stimulus” (Phelps & Hoy, 1996).

1.8.6 Attitude toward Advertisement (Aad)

Attitude toward advertisement (Aad) is defined as “a predisposition to respond in a favourable or unfavourable manner to a particular advertising stimulus during a particular exposure situation” (Biehal et al., 1992; Mackenzie & Belch, 1986).

1.8.7 Attitude toward Brand (Ab)

Attitude toward Brand (Ab) is defined here 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 & Hoy, 1996).

1.8.8 Purchase Intention (PI)

Purchase intention (PI) is defined as “how likely it is that the individual would purchase the product” (Phelps & Hoy, 1996:90) or the predisposition to buy a certain brand or product (Belch & Belch, 2004).

1.9 Organization of the Thesis

Chapter 1 provides an overview of introduction, Yemen marketplace, print advertising in Yemen, problem statement, research objectives, research questions, significant of study and definitions of the variables.

Chapter 2 explores the literature review related to the issue of advertising effect model by introducing the theories used in this study.

Chapter 3 provides the study's framework, hypotheses of this study, research approach, sampling design, design of questionnaire, variables and measures, validity of measure, data collocation and statistic techniques.

Chapter 4 explains response rate, respondent's profile, goodness of measure, reliability analysis, descriptive analysis, the modified conceptual framework, hypotheses testing, multiple regression analysis, mediating analysis and summary of hypotheses results.

Chapter 5 explores the recapitulations of the study's findings, summary of major findings and results of the hypotheses, discussion, contributions of the study, summary, limitations, suggestions for future research and lastly conclusion.

CHAPTER 2

LITERATURE REVIEW

2.0 Introduction

The purpose of this chapter is to review the relevant literature in order to identify the gap, thus enabling the researcher to build a conceptual model for testing and identifying the factors influencing consumers' PI. This chapter starts by giving an introduction about the consumer behaviour forming process (focusing on consumers' attitude) followed by sources of credibility, a description of each, with C/C being discussed first, followed by endorser credibility and the other variables like Aad, Ab, PI and B/F, and more details about the relationship among all variables used in this study.

2.1 Attitude

Attitude has been an important concept in marketing research since the 1960s. There are two major reasons for this long-term interest. First, attitudes are often considered a relatively stable and enduring predisposition to behaviour. Consequently, they should be useful predictors of consumers' behaviour toward a product or service. Second, social psychology has provided several theoretical models of the attitude construct especially through studies by Fishbein (1963; 1967) and Ajzen (1975; 1981) that have stimulated much of the attitudinal research in marketing (Andrew et al., 1986).

Attitude is a hypothetical construct that represents an individual's like or dislike for an item. It can be positive, negative or neutral views of an "attitude object": (i.e. a person, behaviour, issue, action or event). Sometimes one can also be

"ambivalent" towards a target, meaning that they simultaneously possess a positive and a negative bias towards the attitude in question, (<http://www.consumerpsychologist.com/#Attitudes>).

Hoyer (1997) defined attitude as an individual's internal evaluation of an object such as a branded product. Wu (1999) mentioned that attitude has been defined as a "relatively global and enduring evaluation of an object, issue, person, or action".

Consumer attitudes are said to be made up of a composite of a consumer's (1) beliefs about, (2) feelings about, (3) and behavioural intentions toward some object --within the context of marketing, usually a brand or retail store. These components are viewed together since they are highly interdependent and together represent forces that influence how the consumer will react to the object, (<http://www.consumerpsychologist.com/#Attitudes>).

i. Belief

The first component is belief. A consumer may hold both positive beliefs toward an object (e.g. coffee tastes good) as well as negative beliefs (e.g. coffee is easily spilt and stains papers). In addition, some beliefs may be neutral (e.g. coffee is black), and some may differ in variance depending on the person or the situation (e.g. coffee is hot and stimulates--good in a cold morning, but not good on a hot summer evening when one wants to sleep). (Consumer Behaviour: The Psychology of Marketing, (n.d.). Note also that the belief that consumers hold need not be accurate (e.g. pork contains little fat), and some beliefs may, upon closer examination, be contradictory (e.g., that a historical figure was a good person but also owned slaves).

Since the consumer can believe in many things, it may often be difficult to get down to a "bottom line" overall belief about whether an object such as McDonald is overall good or bad. The Multi-attribute (also sometimes known as the Fishbein) Model attempts to summarize the overall attitudes into one score using the equation:

$$A_b = \sum_{i=1}^n W_i X_{ib}$$

That is, for each belief, we take the weight, or importance (W_i) of that belief and multiply it with its evaluation (X_{ib}). For example, when a consumer believes that the taste of a beverage is moderately important, or a 4 on a scale from 1 to 7. He or she believes that the coffee tastes very good, or a 6 on a scale from 1 to 7. Thus, the product here is $4(6) = 24$. On the other hand, he or she believes that the potential of a drink to stain is extremely important (7), and coffee fares moderately badly, at a score of -4 on this attribute (since this is a negative belief, we now take negative numbers from -1 to -7, with -7 being the worst). Thus, we now have $7(-4) = -28$. Had these two beliefs been the only beliefs the consumer held, his or her total, or aggregated attitude would have been $24 + (-28) = -4$. In practice, of course, consumers tend to have many more beliefs that each must be added to obtain an accurate measurement, (<http://www.consumerpsychologist.com/#Attitudes>).

ii. Effect

Consumers also hold certain feelings toward brands or other objects. Sometimes these feelings are based on the beliefs (e.g., a person feels nauseated when thinking about a hamburger because of the tremendous amount of fat it contains), but there may also be feelings which are relatively

independent of beliefs. For example, an extreme environmentalist may believe that cutting down trees is morally wrong, but may have a positive effect toward christmas trees because he or she unconsciously associates these trees with the experience that he or she had at christmas as a child, (<http://www.consumerpsychologist.com/#Attitudes>).

Although many factors can influence attitude or can work as an input or antecedent of attitude in general as target characteristics, source characteristics, message characteristics and cognitive and emotional routes. This study will focus on specific terms of attitude and this is called attitude toward advertising impacted by source credibility (endorser and corporate credibility).

From what have been mentioned above, attitude is affected by advertising. Consumer's behaviour also is affected by attitude, so in the next part, the relationship between the consumer's behaviour and consumer's attitude will be explained.

iii. Behavioural Intention

Behavioural intention is what the consumer plans to do with respect to the object (e.g. to buy or not to buy the particular brand or object). Sometimes intention can be a logical consequence of beliefs (or effect), but may sometimes reflect other circumstances-- e.g. although a consumer does not really like a restaurant, he or she will go there because it is a hangout for his or her friends (<http://www.consumerpsychologist.com/#Attitudes>).

2.2 Attitude and Behaviour Relationship

In contrast with the Theory of Reasoned Action model, Fazio (1986) proposed the Attitude-to-Behaviour Process Model which states that "attitudes can guide a person's behaviour even when the person does not actively reflect and deliberate about the attitude" (Fazio & Powell, 1989). In this model, how the event or decision is viewed by the subject is the main indicator of attitude which eventually will lead to a course of action (how the person interprets the event). The attitude in this case is related to past memory and past experiences which result in an evaluation of the object (decision) (Fazio & Powell, 1989).

The Attitude-Behaviour Process Model can be used to explain an example concerning a couple wanting to go on vacation to Disney World. The man may have a predisposed poor attitude towards Disney World because of a bad experience there as a child. The woman may not have visited Disney World before and only has external cues from commercials and advertisements which lead her to have a strong positive attitude towards going there for a vacation (Magee, 2007).

The attitude-to-behaviour influence depends on how much of the attitude is formed from the past memory. This decision can be a very long and well thought out one or it could be routine. If the attitude is not derived directly from the memory then external cues are used to help form the attitude to make the decision. On the whole, the stronger the relationship between memory and perception of the object, the stronger will be the attitude toward the resulting decision (Fazio & Powell, 1989). This means, an individual may have a prior

attitude toward an object or subject such as PAB as a result of this. PAB is theorised to reflect the role of the memory.

The models both allude to the same conclusion that attitude is the main predictor of behaviour. It is just that they come to it from different angles. The Theory of Reasoned Action says that people are rationally thinking about all their actions and the possible outcomes, and intention being the major part of attitude formation.

The Attitude-to-Behaviour process Model indicates the person's attitude is subjective to the situation and events that are surrounding the decision which will result in the attitude formation about the decision and behaviour. This model supports the idea of routine decisions versus thinking decisions by the Theory of Reasoned Action (Magee, 2007).

From what has been mentioned above, attitude is therefore considered a good predictor to understand the consumer's intentions and behaviours. Therefore, attitude had been used extensively in many previous studies on consumer's behaviours. In studying the effectiveness of advertising, it is important to note that the theory of Elaboration Likelihood Model (ELM), and Dual Mediating Hypotheses model (DMH) are popularly used by researchers (e.g. Goldsmith et al, 2000; 2002), because these models relate to the communication processing through advertising. More details about theories used are to come at the end of this chapter. Thus, this study is going to use these models to explain and predict the relationship between the variables in this study.

As stated earlier an attitude can be changed through moving factors such as persuasion. The celebrated work of Carl Hovland, at Yale University in the 1950s and 1960s, helped to advance knowledge of persuasion. In Hovland's view, we should understand attitude change as a response to communication. Carl Hovland and his colleagues did experimental research into the factors that can affect the persuasiveness of a message, and these factors are (<http://www.consumerpsychologist.com/#Attitudes>):

Target Characteristics refer to the characteristics of the person who receives and processes a message. One of which is intelligence - it seems that more intelligent people are less easily persuaded by one-sided messages. Another variable that has been studied in this category is self-esteem. Although it is sometimes thought that those higher in self-esteem are less easily persuaded, there is some evidence that the relationship between self-esteem and persuasibility is actually curvilinear, with people of moderate self-esteem being more easily persuaded than both those of high and low self-esteem levels. The mind frame and mood of the target also plays a role in this process, (<http://www.consumerpsychologist.com/#Attitudes>).

Source Characteristics: The major source characteristics are expertise, trustworthiness and interpersonal attraction or attractiveness. The credibility of a perceived message has been found to be a key variable here (Hovland & Weiss, 1951). If one reads a report about health and believes it came from a professional medical journal, one may be more easily persuaded than if one believes it is from a popular newspaper. Some psychologists have debated whether this is a long-lasting effect. However, Hovland and Weiss (1951) found

the effect of telling people that a message came from a credible source disappeared after several weeks (the so-called "sleeper effect"). Whether there is a sleeper effect is controversial. Received wisdom is that if people are informed of the source of a message before hearing it, there is less likelihood of a sleeper effect than if they are told a message and then told its source.

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Message Characteristics: The nature of the message plays a role in persuasion. Sometimes presenting both sides of a story is useful to help change attitudes. And **Cognitive Routes:** A message can appeal to an individual's cognitive evaluation to help change an attitude. In the central route to persuasion the individual is presented with the data and motivated to evaluate the data and arrive at an attitude changing conclusion. In the peripheral route to attitude change, the individual is encouraged to not look at the content but at the source. This is commonly seen in modern advertisements that feature celebrities. In some cases, physicians, doctors or experts are used. In other cases film stars are used for their attractiveness. The present study will focus on source characteristics which include source credibility.

The next section will give more details about source credibility and why this study focuses only on source credibility and not on all source characteristics, After a brief explanation on the importance of consumer's behaviour and its components, the researcher will explain further about source credibility (e.g. endorser and corporate credibility) and why this dual credibility is used as antecedents in this study. In addition, the researcher will also explain the