

# CONSUMER PSYCHOGRAPHIC AND DEMOGRAPHIC CHARACTERISTICS TOWARDS FEMALE ENDORSEMENT IN ADVERTISING

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## Abstract

Nowadays advertising has become a lifeline for business and endorsement of a females in advertising has become an unavoidable fact. Over a few decades, a wide range of researches have been carried out on female role portrayal in advertisements however, the role of demographic factors to moderate the relationship between consumer attitudes and responses towards female endorsement in print advertisement is yet to examine. Therefore, the objective of this study was to examine the role of demographic factors as a moderator to influence the response towards female endorsement in print advertisements. A survey was administered on 296 respondents from urban cities of Pakistan through questionnaires. The major findings of this study are that gender, income, education and geographic location do not moderate the relationship between attitude and response towards female endorsement in print advertisement. It was also found that male consumers as compared to females perceive that the presence of a female endorser in a billboard grabs their attention, increases their interest and desire, makes the commercial more memorable and keeps them aware of the brand name of the product. But female consumer's perception is that the female endorser in a billboard increases their possibility of buying the endorsed product more as compared to male consumers.

**Keywords:** Advertisement, Women Endorsement, and Consumers' Perception, Psychological Factors, Demographic Factors.

## INTRODUCTION

Open a magazine, any magazine or pass a string of billboards on a road and you will see the image of the beautiful women: extremely thin, wearing beautifully designed clothes with flawless skin. This ideal "beauty" is seen everywhere around us in almost every product advertisement whether it's a clothing or a baby care advertisement. This "ideal women" sometimes enhances our desire for the product or creates awareness about the brand or company. Women are portrayed in a wide variety of categories from housewives to professionals in an advertisement (Holtzhausen, Jordaan and North, 2011). The portrayal of women in media is a long debated topic with people's own views about it.

Nowadays advertising has become a lifeline for business. The fact behind advertisements is that customers are influenced by advertising and advertisers know this reality. Why else would companies spend so much on advertising their product or service? Advertisements trigger a sense of need for the product in consumer's mind and this convinces consumers to buy the products they rather may not. Advertising creates an entire cultural worldview that influences our attitudes (Rositter and Percy, 1980; Mitchell, 1986; Tudin and Nawawi, 2010) and beliefs (Calfee and Ringold, 1994) and sometimes behavioural response (Wells, Burnett and Moriarty, 1992; Li, Daugherty and Biocca, 2002).

There are so many marketing communication strategies but the most famous among these is the celebrity endorsement (Yang, 2018). Erdogan (1999) explained that celebrity endorsement as part of marketing communications strategy is a rather common practice for many organizations in marketing their products. Female as compared to male endorsement is commonly used nowadays particularly in clothing, food, home appliances (Holtzhausen, Jordaan and North, 2011) and cosmetics (James, 2010). Female dominance is found in both food and non-food TV commercials in Pakistan (Ali, Raza, Kumar, Hafeez and Ghufuran, 2012).

Female endorsement has been increasingly popular in advertising a product or service. Over a few decades, a wide range of researches have been conducted on female role portrayal in advertisements (Courtney and Lockeretz, 1971; Wagner and Banos, 1973; Wortzel and Frisbie, 1974; Venkatesan and Losco, 1975; Belkaoui and Belkaoui 1976; Lundstrom and Sciglimpaglia 1977; Weinberger, Petroschius, and Westin, 1979; Ford and LaTour, 1993; and Holtzhausen, Jordaan and North, 2011; Salem, Baidoun, Walsh & Sweidan, 2019; Tiwari & Raj, 2019). Much of the researches have been limited to the celebrity endorsement (H. Silvera and Austad, 2003; Premeaux, 2009; Hudha and Hidayat, 2009; Chan, Leung Ng and Luk, 2013; and Roy, Jain and Rana, 2013) but no one has yet considered the endorsement of females only and the consumer attitudes and responses towards female endorsement in print advertisement. Therefore, the aim of this study is three fold:

1. To examine the consumer's attitude towards female endorsement across urban cities of Pakistan.
2. To examine the behavioral response of consumers across urban cities of Pakistan when they are exposed to an ad containing a female endorser.
3. To examine the role of demographic characteristics to moderate the relationship between attitude and response towards female endorsement in print advertisements.

## LITERATURE REVIEW

Advertising and culture go hand in hand as there is a great link between them (Mortimer and Grierson, 2010). Sometimes advertising is influenced by culture (Lin, Koroglu and Olson, 2012) and sometimes culture is influenced by advertising (Mueller, 2007). Advertisements vary from culture to culture. A study conducted by Hong, Muderrisoglu and Zinkhan (1986) indicated that advertisements in Japan were more emotional and less comparative than American advertisements. Another study conducted by Wang and Chan (2001) indicated that separated

appeals (also known as individualism according to Hofstede, 1980) were used more in US advertising and connected appeals (also known as collectivism according to Hofstede, 1980) were used more in print advertising. So (2004) analysed advertisements from the top circulated women's magazine of Hong Kong and Australia and found out that Hong Kong advertisements contain more information signals, sexier and less emotional content as compared to Australian advertisements. Kaliny and Gentry (2007) concluded in their study that Arab culture and American culture are very different but there are some similarities in the two cultures with respect to their TV advertisements' appeal and content.

### **Women's Appearance in Muslim Dominant Countries' Culture**

Although it is impossible to conclude all of the cultural values of the Arab countries (Lamb, 1987) but Wilson (1996, p.69) summarized the Arab culture as follows:

“Everyone loves children; that age automatically confers wisdom; that men and women have vastly different personalities and characteristics; that a person's dignity, honour, and reputation are of primary importance and must be protected at all costs; that one must always behave in a way that will create a good impression on others; that loyalty to one's family takes precedence over personal needs; that piety is one of the most admirable traits in a person; and that there should be no separation between “church and state”—religion should pervade all aspects of life.”

One of the main cultural differences between the countries is women's appearance in society. For example, in Saudi Arabia, women are bound to obey the law of covering themselves up while in Lebanon, Syria and Egypt, there are no such laws. Another concept of women wearing veil (hijab) depends on the family and a person's way of life and commitment and teachings of Islam. Al-Olayan and Karande (2013) compared the advertisements of United States with the Arab world via content analysis and concluded that in Arabic ads women are shown wearing long dresses and are shown where their presence is related to the advertised products.

It is clear that this religious and cultural constraint may pose an advertising dilemma upon advertisers who use females as sex appeal to sell their products that are targeting men (e.g. Salem, Baidoun, Walsh & Sweidan, 2019). It is also evident that advertisers will have to be more cautions in showing women using women's products (e.g. American razor ads showing women how nice their legs will look if they use the specified product, would not be culturally suitable in Saudi Arabia).

### **Roles Portrayed by Women in Advertisements**

Over the past 40 years, there is a long list of literatures on how women are depicted in advertisements (Belkaoui and Belkaoui, 1976; Lundstrom and Sciglimpaglia, 1977; Bretl and Cantor, 1988; Sullivan and O'Connor, 1988; Michell and Taylor, 1990; Wiles, Wiles and Tjernlund, 1995; Ford, Voli, Jr. and Casey, 1998; Frith, Cheng and Shaw, 2004; Acevedo,

Nohara, Arruda, Tamashiro and Brashear, 2006; James, 2010; Holtzhausen, Jordaan and North, 2011; Salem, Baidoun, Walsh & Sweidan, 2019; Tiwari & Raj, 2019).

A study conducted by Dominick and Rauch (1972) indicated that women were depicted in decorative roles (sex objects) or useful roles (housewives or mothers) rather than professionals or working wives. Another study indicated that women were depicted in nonworking roles, as low income earners, in decorative roles and idle situations and as having limited purchasing power (Belkaoui and Belkaoui, 1976). Another previous research showed that men were more likely to be portrayed in an occupational setting and that women were more likely to be portrayed at home (Furnham, Babitzkow & Ugucioni 2000). James (2010) indicated that the female athletes that are used in advertisements to target female teens are being portrayed as experts. Holtzhausen, Jordaan and North (2011) analyzed 245 commercials to find out that women are most often portrayed as product users, and least often as sex objects and in terms of product categories, women featured most often in advertising for personal care items and least often in sport-related commercials. Furthermore, following table 1 provides a summary of international researches on female role portrayal in advertisements.

**Table 1:** Summary of researches

<b>Role Portrayal</b>	<b>Sources</b>
Decorative	Dominick and Rauch (1972); Belkaoui and Belkaoui, (1976); Cheng (1997)
Home maker	Courtney and Whipple (1974); Manstead and McCulloch (1981); Furnham, Babitzkow & Ugucioni (2000); Kim and Lowry (2005)
Professionals	Lysonski (1983); Nassif & Gunter (2008)
Sex objects	Dominick and Rauch (1972); Soley and Kurzbard (1986); Baker (2005); Ibroscheva (2007); Holtzhausen, Jordaan and North (2011)
Wife/Mother	Dominick and Rauch (1972); Wee, Choong and Tambyah (1995); Kim and Lowry (2005)
Product user	Manstead and McCulloch (1981); Bretl and Cantor (1988); Hawkins and Aber (1993); Holtzhausen, Jordaan and North (2011)
Dependent upon men	Courtney and Whipple (1974); Manstead and McCulloch (1981); Baker (2005); Kim and Lowry (2005); Ibroscheva (2007)

## **Role of Media in Portraying Women**

Advertising nowadays is an inevitable part of the social milieu. As such it is not surprising that the advertisers use women as sex appeal to grab the attention of consumers and sometimes they use women as a selling point for their brand (Reichart and Lambiase, 2003). Shahwar (2013) examined the audience's perception about the portrayal of women in Pakistani advertisements. The study revealed that the advertisements today are not following the social and cultural norms and the overall image of women in advertisements is blemished up to some extent which creates a frustration among female consumers.

## **Consumer Perception towards Female Portrayal in Advertisements**

After a list of researches demonstrating a wide range of roles portrayed by women in print advertisements, researchers began to ask whether these portrayals were apparent to consumers.

DeYoung and Crane (1992) examined the Canadian female's attitudes towards the portrayal of women in advertising. This study was basically a replica of an American study conducted over ten years ago. The methodology involved in this study was survey research. By using a simple template method, a sample of 175 women over the age of 18 years was selected from a telephone directory. The results indicated that attitude towards the portrayal of women in advertising in Canada were same as the attitude found over ten years ago in America and half of the women in both studies were more sensitive to the portrayal of women in advertising. In particular, respondents in this study believed that women were not exactly depicted in advertising in Canada. It was also observed that such attitudes were consistent across the demographic categories of the respondents including age, income, education and marital status.

Ali and Shahwar (2011) explored the representation of men and women in the advertisements of Pakistani electronic media. The aim of this research was to examine the appearance of women in advertisements and whether this portrayal is according to the cultural values of Pakistan and how it influenced the perception of Pakistani people. One hundred and fifty TV commercials aired over the Pakistani channels from 1st July, 2008 to 31st December, 2008 were content analysed. The sampling technique used in the study was purposive sampling. The variables studied were product category, the number of principal character, the age, gender and task of the character in the ad. The results indicated that the advertisements portray women in stereotypical roles that are as housewives or as attracting objects to capture the attention of viewers which is against the cultural and social values.

Khraim (2012) examined the Jordanian male consumer's attitude towards women in advertisements. The variables studied were demographics and attitude towards women in advertisements. The data was gathered from Jordanian male consumers between the ages of 18 to 55 via survey. Out of 450 respondents only 353 responses were received. The results of principal component factor analysis indicated that out of four factors only three of them influence a consumer's attitude towards women in advertising namely culture, control and emotion. The fourth factor that is women appearance doesn't have positive effect on Jordanian male consumers' attitude towards women in advertisements. This was explained as many respondents in Jordan think that women should not appear in advertisements because of the culture in Jordan which is

shaped by Islamic teachings and religion plays a vital role in influencing a consumer's thinking about advertisements. Therefore, it is recommended that media should portray women in the Islamic cultural perspective and western indecent culture must not be promoted by the media regardless of accepting the dynamic globalization process.

### **Consumer's Behavioural Response towards Female Portrayal in Advertisements**

Gaied and Rached (2010) compared the persuasive effectiveness and attitude changes tempted by the famous and non-famous endorsers in advertising. The variables studied were attitude towards the ad, attitude towards the brand, intention to buy, attractiveness, credibility and expertise of the endorser. The study conducted experiment among 290 Tunisian women between the ages of 18 to 35 years. Two TV ads depicting a female spokesperson was shown to the women. First ad showed a female celebrity named Claudia Schiffer endorsing Loreal brand and the second ad showed a non-celebrity young girl endorsing an Olay brand. The results from linear regression analysis indicated that a female celebrity/non-celebrity endorser impacted the purchase intention and attitude towards the advertisements. It was also revealed that a non-celebrity endorser was more credible and generated more favourable attitude towards the advertisement, brand and purchase intention than a celebrity endorser.

Wei and Lu (2013) compared the celebrity endorsement to online customer reviews on female's shopping behavior. This study was based on AIDMA (Attention, Interest, Desire, Memory and Action) and AISAS models (Attention, Interest, Search, Action and Share). A total of 203 questionnaires with four ads were sent, out of which 176 responses were useable. The ads contained a female celebrity, Tiffany Hsu, and a female online consumer, both endorsing the same shoe and toner product. ANOVA was applied to test the hypothesis. The results indicated that a product endorsed by a female celebrity (i.e. shoes) induced more attention, desire and action than the female online consumer but on the other hand a product endorsed by a female online consumer (i.e. toner) evoked significantly more memory, search and share attitude than the female celebrity.

In a nutshell, literature review indicates that the women are portrayed mainly in two types of roles i.e. as house wives and as sex objects. Most advertisers use females as sex objects in advertisements to capture the attention of the viewers which is socially and culturally unacceptable. Furthermore, this misrepresentation of women led by the media is changing the concept of respects about the women among the minds of viewers and also indicates that a woman's physical beauty is likely to be an instrument for inducing demands for products.

In the end advertisements in Muslim countries should follow the Islamic teachings as well as cultural norms of a country. The dressing of the models and the visuals of the advertisement in Muslim countries should be according to Islamic values. There should not be any language or message which can cause frustration in the minds of the viewers.

**AIDMA Framework**

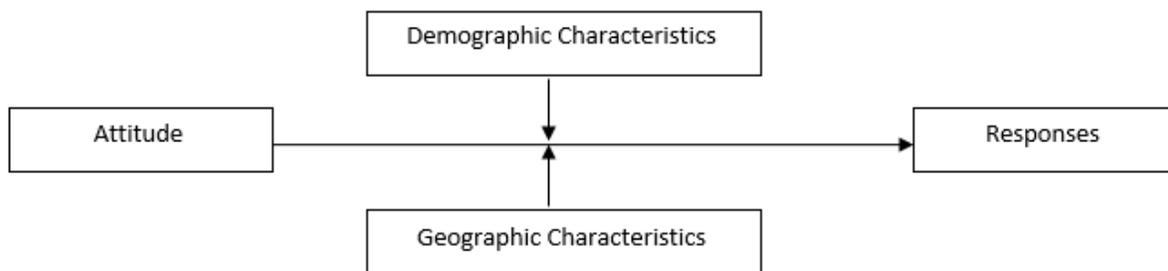
The concept of AIDMA was developed by Samuel Roland Hall in 1924. This AIDMA framework is a modified version of E. St. Elmo Lewis’s AIDA model. Lewis claimed at least three ideologies to which an advertisement should conform:

“The mission of an advertisement is to attract a reader, so that he will look at the advertisement and start to read it; then to interest him, so that he will continue to read it; then to convince him, so that when he has read it he will believe it. If an advertisement contains these three qualities of success, it is a successful advertisement.”

AIDMA is the acronym for Attention, Interest, Desire, Memory and Action. AIDMA is commonly used in marketing and advertising that describes a series of events that may occur when a consumer is exposed to an advertisement. Figure 1 illustrates the theoretical framework that is used in this study based on the AIDMA framework. The below framework relates to AIDMA framework in a way that any advertisement is aimed to draw the attention of consumers in first step. After that, it arouses the consumers’ interest in the advertised product. Then, consumers generate desire for the advertised product and keep it in the memory. Eventually, the consumers act to purchase it. However, their act to purchase highly depend upon geographic, demographic and psychographic factors (Sumita & Isogai, 2009). Based on these thertacial foundations, following hypotheses are proposed:

- H1: Gender moderates the relationship between attitudes and response towards female endorsement in print advertisement.
- H2: Age moderates the relationship between attitudes and response towards female endorsement in print advertisement.
- H3: Marital status moderates the relationship between attitudes and response towards female endorsement in print advertisement.

**Figure 1:** Attitude leads to behavioural response



- H4: Education moderates the relationship between attitudes and response towards female endorsement in print advertisement.
- H5: Income moderates the relationship between attitudes and response towards female endorsement in print advertisement.

H6: Geographic location moderates the relationship between attitudes and response towards female endorsement in print advertisement.

## **METHODOLOGY**

### **Research Design**

The study was carried out to examine the attitude and responses of consumers towards female endorsement in print advertisement across three different urban cities of Pakistan i.e. Karachi, Lahore and Islamabad. This survey was administered to the general public of urban cities of Pakistan through e-survey. E-survey was used because these were extremely efficient at providing information in a relatively brief time period at low cost (Anjum, More and Ghouri, 2012; Robson, 1993). Moreover, it allows the collection of a large amount of data from a sizeable population in a highly economical way (Ghouri, Khan, Malik, and Razzaq, 2011; Saunders, Lewis and Thornhill, 2011). Additionally, it reduces the geographical dependence when it is difficult to gather data from geographically dispersed population. Moreover, these are faster in completion so that the researcher is able to gather the data in a timely manner.

### **Sampling Design**

To obtain the relevant information, population surveyed consists of students, working professionals, and house wives from three urban cities of Pakistan i.e. Karachi, Lahore and Islamabad. The sample consisted of demographically diverse group of male and female consumers who were currently residing in Karachi, Lahore or Islamabad. The researchers endeavored to determine the population size but unable to do so as there was no official count available and Pakistan's economy is largely undocumented; therefore, population was assumed to be unknown. The online link of questionnaires was sent on the premise that the consumers can read, understand and respond to the statements in the questionnaire. The respondents were approached using unrestricted non-probabilistic sampling technique. Sample size was determined as per the recommendations of Hair (1998) to maintain a sample of at least 5 times of number of questions in the questionnaire. The researchers, however, maintained the ratio of 1:10 to make the findings of current research more robust. During the survey period, 300 responses were received and after the elimination of missing data, 296 responses were usable.

### **Measures**

The questionnaire was comprised of two sections; demographics and study variables based on AIDMA framework. The study variables included questions from attention, interest, desire, action, memory and awareness. The scales were adopted from established and standardized sources so that there had been no issue of reliability and validity in the measurement. The male and female consumers in each city were asked to rate their level of agreement with the statements on five point Likert scale: (1) Strongly Disagree, (2) Disagree, (3) Neither agree nor disagree, (4) Agree and (5) Strongly Agree.

**ANALYSIS**

The online survey was targeted for 300 potential participants across three different cities in Pakistan i.e. Karachi, Lahore and Islamabad. The demographical statistics of 300 respondents is summarized as follows:

**Gender**

The following table implies that a higher number of male participated in the survey than females. It also shows that only 0.3% data is missing.

<b>Gender</b>	<b>Frequency</b>	<b>Percent</b>
Male	191	63.7
Female	108	36
<b>Total</b>	<b>299</b>	<b>99.7</b>

**Age**

The majority of participants are between the ages of 20 to 29 years, which stand at 62.7%. Among those participants who are between 20 to 29 years of age are male respondents which constitute 39.1% of data.

<b>Age</b>	<b>Frequency</b>	<b>Percent</b>	<b>Gender</b>	<b>Frequency</b>	<b>Percent</b>
Less than 20	29	9.7	Male	15	5.0
			Female	14	4.6
20 – 29	188	62.7	Male	117	39.1
			Female	70	23.4
30 – 39	51	17.0	Male	33	11.0
			Female	18	6.0
40 – 49	23	7.7	Male	20	6.6
			Female	3	1.0
50 – 59	7	2.3	Male	4	1.3
			Female	3	1.0
60 and above	2	0.7	Male	2	0.6
			Female	0	0
<b>Total</b>	<b>300</b>	<b>100.0</b>		<b>299</b>	<b>99.6</b>

**Marital Status**

Out of the total survey participants, 60.3% participants are single and out of these single respondents 38.7% are male and 21.7% are female.

<b>Marital Status</b>	<b>Frequency</b>	<b>Percent</b>	<b>Gender</b>	<b>Frequency</b>	<b>Percent</b>
Single	181	60.3	Male	116	38.7
			Female	65	21.7
Married	117	39.0	Male	73	24.4
			Female	43	14.3

Divorced	2	0.7	Male	2	0.6
			Female	0	0
<b>Total</b>	<b>300</b>	<b>100.0</b>		<b>299</b>	<b>99.7</b>

### Education Level

Out of 300 respondents, 136 of them are in Masters Level among which 80 respondents are male and 55 respondents are female.

Age	Frequency	Percent	Gender	Frequency	Percent
Below matriculation	5	1.7	Male	1	0.3
			Female	4	1.3
Matriculation	6	2.0	Male	2	0.6
			Female	4	1.3
Intermediate	27	9.0	Male	21	7.0
			Female	6	2.0
Bachelors	104	34.7	Male	70	23.4
			Female	34	11.3
Masters	136	45.3	Male	80	26.7
			Female	55	18.3
Other	22	7.3	Male	17	5.6
			Female	5	1.6
<b>Total</b>	<b>300</b>	<b>100.0</b>		<b>299</b>	<b>99.4</b>

### Occupation

The following table indicates that 26.3% respondents are students, out of which 14.3% are male and 12% are female.

Occupation	Frequency	Percent	Gender	Frequency	Percent
Teacher	7	2.3	Male	4	1.3
			Female	3	1.0
Technicians	8	2.7	Male	8	2.6
			Female	0	0
Engineers	46	15.3	Male	39	13.0
			Female	7	2.3
Builders	3	1.0	Male	3	1.0
			Female	0	0
Doctors	10	3.3	Male	5	1.6
			Female	5	1.6
Managers and Administrators	73	24.3	Male	58	19.3
			Female	14	4.6
Students	79	26.3	Male	43	14.3
			Female	36	12.0
Unemployed	24	8.0	Male	6	2.0
			Female	18	6.0

Other	49	16.3	Male	24	8.0
			Female	25	8.3
<b>Total</b>	<b>299</b>	<b>99.7</b>		<b>299</b>	<b>98.9</b>

### Monthly Household Domestic Income (In Rupees)

Out of 299 valid responses, 18% respondents' monthly domestic household income lies between Rs. 25,000 to Rs. 39,999 and out of these respondents, 12% are male participants and only 5.6% are females.

Income	Frequency	Percent	Gender	Frequency	Percent
< 10,000	34	11.3	Male	10	3.3
			Female	24	8.0
10,000 – 24,999	32	10.7	Male	17	5.6
			Female	15	5.0
25,000 – 39,999	54	18.0	Male	36	12.0
			Female	17	5.6
40,000 – 54,999	48	16.0	Male	33	11.0
			Female	15	5.0
55,000 – 69,999	34	11.3	Male	21	7.0
			Female	13	4.3
70,000 – 84,999	32	10.7	Male	19	6.3
			Female	13	4.3
85,000 – 99,999	21	7.0	Male	15	5.0
			Female	8	2.6
100,000 and above	44	14.7	Male	40	13.3
			Female	4	1.3
<b>Total</b>	<b>299</b>	<b>99.7</b>		<b>299</b>	<b>99.6</b>

For testing the hypotheses, Multiple Linear Regression (Preacher, Curran, and Bauer, 2006) and Moderation Analysis (Ghouri and Mani, 2019) were applied. The results of modprobe output indicated that the moderation model fits well as  $F(7,290) = 69.6191, p < .05$ . All the variables are significant ( $p < 0.05$ ) except average attention ( $p > 0.05$ ). Most important, the interaction between gender (moderator variable) and average desire (focal predictor variable) is statistically insignificant,  $b = -0.1122, p = 0.1587$ . So the relationship between the average desire and average buying intention is not contingent on gender. Therefore, hypotheses that gender moderates the relationship between attitude and response towards female endorsement in print advertisement is reject. Specifically, the negative coefficient for the interaction means that the effect of average desire will be negative as the gender decreases. Observe that male consumers' average desire will be more as compared to female consumers [ $(M = 1) = 0.3645, t(290) = 6.2271, p < 0.05, 95\% \text{ CI from } 0.2493 \text{ to } 0.4797; (M = 2) = 0.2523, t(290) = 3.4461, p < 0.05, 95\% \text{ CI from } 0.1082 \text{ to } 0.3963$ ]

In case of age as a moderator, most important, the interaction between age (moderator variable) and average desire (focal predictor variable) is statistically significant,  $b = -0.0954, p = 0.0368$ . So the relationship between the average desire and average buying intention is contingent on age.

Therefore, accept hypothesis that age does not moderate the relationship between attitudes and response towards female endorsement in print advertisement. Specifically, the negative coefficient for the interaction means that the effect of average desire will be negative as the age decreases. By default, the macro probes the interaction at low (1.4352), moderate (2.3255), and high values (3.2158) of age. But observe that the effect is statistically significant at all levels of age. That is, the lower the age of a consumer, the higher will be his/her desire for the product endorsed by a female in print advertisement [(M = 1.4352) = 0.4209, t (290) = 6.3567, p<0.05, 95% CI from 0.2906 to 0.5512]

In case of marital status, all the variables are significant (p<0.05) except average attention (p>0.05). Most important, the interaction between marital status (moderator variable) and average desire (focal predictor variable) is statistically insignificant, b = -0.0713, p = 0.0677. So the relationship between the average desire and average buying intention is not dependent on the marital status of a person. Therefore, accept hypothesis that marital status does not moderate the relationship between attitudes and response towards female endorsement in print advertisement. By default, the macro probes the interaction at low (0.8104), moderate (1.7852), and high values (2.7601) of marital status. But observe that the effect is statistically significant at all levels of marital status. That is, the consumers who are single will have higher desire for the product endorsed by a female in print advertisement [(M = 0.8104) = 0.4087, t (290) = 6.1469, p<0.05, 95% CI from 0.2778 to 0.5395]

In case of education, only average interest, average memorable and average awareness are significant (p<0.05). Most important, the interaction between education (moderator variable) and average desire (focal predictor variable) is statistically insignificant, b = -0.1229, p = 0.3314. So the relationship between the average desire and average buying intention is not dependent on the education level of a person. Therefore, reject hypothesis that education does not moderate the relationship between attitudes and response towards female endorsement in print advertisement. By default, the macro probes the interaction at low (3.4721), moderate (4.4195), and high values (5.3668) of education. But observe that the effect is statistically significant at all levels of education. That is, the consumers who are highly educated will have higher desire for the product endorsed by a female in print advertisement [(M = 5.3668) = 0.3735, t (290) = 5.6705, p<0.05, 95% CI from 0.2439 to 0.5031]

In case of income, all the variables are significant (p<0.05) except average attention and income (p>0.05). Most important, the interaction between income (moderator variable) and average desire (focal predictor variable) is statistically insignificant, b = 0.0101, p = 0.5279. So the relationship between the average desire and average buying intention is not dependent on the income of a person. Therefore, reject hypothesis that income does not moderate the relationship between attitudes and response towards female endorsement in print advertisement. By default, the macro probes the interaction at low (2.1608), moderate (4.4040), and high values (6.6473) of income. But observe that the effect is statistically significant at all levels of income. That is, the higher the income, the higher will be the desire for the product endorsed by a female in print advertisement [(M = 6.6473) = 0.3528, t (290) = 5.5847, p<0.05, 95% CI from 0.2284 to 0.4771]

In case of geographic location, all the variables are significant (p<0.05) except average attention and city (p>0.05). Most important, the interaction between city (moderator variable) and average

desire (focal predictor variable) is statistically insignificant,  $b = 0.0093$ ,  $p = 0.8533$ . So the relationship between the average desire and average buying intention is not dependent on the geographic location of which the person belongs to. Therefore, reject hypothesis that geographic location does not moderate the relationship between attitudes and response towards female endorsement in print advertisement. By default, the macro probes the interaction at low (1.1848), moderate (2.0034), and high values (2.8219) of income. But observe that the effect is statistically significant at all levels of income.

## CONCLUSION

The major findings of this study are that gender, income, education and geographic location do not moderate the relationship between attitude and response towards female endorsement in print advertisement. It was also found that male consumers as compared to females perceive that the presence of a female endorser in a billboard grabs their attention, increases their interest and desire, makes the commercial more memorable and keeps them aware of the brand name of the product. But female consumer's perception is that the female endorser in a billboard increases their possibility of buying the endorsed product more as compared to male consumers.

## DISCUSSION

We live in a time where advertisements have transformed to a completely different meaning from where they were first created. Advertising is not only a business activity but also a cultural exchange. An excellent advertisement should both be accepted by people in target language country and embody the original local culture. The image of women in media is increasing day by day as women's participation increases in every walk of life. The female endorsement, today, is a powerful tool in promoting a product or service.

This study is based on the AIDMA model proposed by Samuel Roland Hall in 1924 as suggested by Sumita & Isogai (2009) and Wei & Lu (2013). The reason for choosing the AIDMA model is to analyze further the insight of consumer's attitude and behavioral response towards the female endorsement in a billboard advertisement. The findings of this study revealed that single male consumers between the ages of 20 to 29 perceived that the female endorsement in a billboard advertisement grabs their attention, increases their interest and desire, makes the commercial more memorable and aware them about the brand name of the product. On the other hand, single female participants between the ages of 20 to 29 perceived that the female endorser in a billboard advertisement increases their possibility of buying the endorsed product more as compared to male consumers. This is consistent with previous research; both Petroshius and Crocker (1989) and Patzer (1983) studies found that physically attractive models used in advertisements leads to more favourable attitudes toward the advertisement and stronger purchase intentions by the consumers.

The results also indicated that demographic variables – e.g., gender, income and education – do not moderate the relationship between attitude and response towards female endorsement in print advertisements. The geographic location, likewise, does not moderate the relationship between

attitude and response towards female endorsement in print advertisements. In addition, occupation is seen to moderate this relationship which is consistent with past theoretical and empirical findings (e.g., Ford & LaTour, 1996; Furnham, Babitzkow & Uguccioni 2000).

## LIMITATIONS AND FUTURE RESEARCH RECOMMENDATIONS

First, it is conducted in a single country with homogenous culture. There may be a possibility that the consumer attitudes and responses may vary over geographical and cultural boundaries, which was not tested in the present study. Future research can use an interview-assisted quantitative viewpoint to support such research. This study used a convenience sample and was limited to three different urban cities. Scholars including Singleton and Straits (2005), and Trochin (2001) pointed out that results gathered through convenience sampling tended to be chaotic and were unreliable for generalizing about anything beyond the sample. It would be interesting for future research to study different age groups and compare their attitudes and beliefs toward female endorsement. Third, this study focused only on billboards. Future research can examine different type of media. The effect of gender differences should also be examined in future studies.

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