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**The Impact of Guerrilla Marketing Tactics on Egyptian
Talk Shows' Viewership: Testing a Celebrity
Endorsement Moderating Role.**

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Abstract:

Purpose – Diversity and multiplication of the TV channels have provided quality changes into provided programs and the broadening of TV channel marketing resulting in the shift of the viewers behavior. The production and purchase of many different and new talk shows program was a way to attract this wide range of viewers and the development in media field has become at its prime lately. Additionally, a global marketing strategy that has gained a lot of popularity over the years for many businesses is guerrilla marketing because it depends on creating messages for standard advertisement to change and influence the customers' attitude towards a certain talk shows at lower prices. The aim of this paper is to determine the influence of guerrilla marketing tactics impact on talk shows in Egypt showing the viewership ratings

and at the same time testing the celebrity endorsement moderating role to enhance these ratings.

Design/methodology/approach – The design of this research is descriptive and quantitative where primary data were then collected through the Questionnaire. Data were gathered from 425 Egyptian viewers. Hypotheses were tested using the statistical package for social sciences (SPSS V26) for basic descriptive statistics, and (Smart PLS 3.2.7) for SEM-PLS modelling.

Findings – The statistical findings showed that guerrilla marketing tactics (creativity, clarity, humor and surprise) have a substantial positive effect on the talk-shows' viewership rate. However, celebrity endorsement as a moderating variable doesn't have any significant effect on the relationship between guerrilla marketing tactics and Egyptian talk-shows' viewership rate.

Originality/value – The study of the effectiveness and efficiency of the guerrilla marketing support the believe of its suitability for any business. This research is concerned with the study of its effect from its various dimensions (creativity, clarity, humour and surprise) as an independent variable and at the same time studying the dependent variable which is; increasing the viewership of Egyptian talk shows shown on private channels or governmental channels, together with the moderating role test of celebrity endorsement in influencing the shape of the relation that exists between dependent and independent variables and through the use

of quantitative statistical methods to evaluate Egyptian viewers' opinions and to benefit from their suggestions.

Keywords: Guerrilla marketing, Viewership rate, Celebrity endorsement, Egyptian talk shows.

1. Introduction:

Guerrilla marketing is a form of shape-shifting that takes the brand name and products then presented it to consumers in an attractive, unexpected, personal and engaging way. Guerrilla marketing is considered a relatively new strategy in marketing that creates awareness and goodwill. So, the popularity of this unconventional marketing as an advertising method has increased in the last decade but yet very little is known about its influence.

The unconventional and memorable campaigns of the guerrilla marketing implement a lasting impression on consumers. The success of this untraditional marketing campaign gives a good impression and leaves the buyers seeking to know more about the good and/or service. The strategy of such marketing helps with brand recollect (Bergkvist and Zhou 2016). It's a contemporary and innovative method to break through traditional marketing limits and essential each time the customer is no longer inclined to react to the original marketing communication (Patalas, 2006).

In previous researches, it has been proved the campaigns of guerrilla marketing (also known as non- traditional advertising) was highly rated by individuals more than traditional ones in its perceived value and in its effectiveness (Dahlen, Granlund, Grenros, 2009). According to (Baltes & Leibing, 2008) guerrilla marketing indicates that it is a method of confronting competitors through extraordinary promotion ways. Nowadays, it has become a dominant competitive mechanism for companies as guerrilla marketers focus on creating marketing methods that are eye-catching creative, dynamic, and can adapt to change. Guerilla Marketing will not replace ordinary marketing but rather complement it.

Guerrilla marketing utilize alternative manoeuvres to generate productive outcomes at a low budget compared to standard marketing campaigns to show maximum profits (Ay et al., 2010). Therefore, it is broadly described as cost-efficient, innovative, inventive and unconventional (Schulte and Pradel, 2006).

The most popular method of promotion for any brand, good, and service (as talk shows) is usually done by celebrity endorsement. It is an approved form of marketing that is currently considered the most doable in promotion of goods and services so the usage of this type of marketing in commercial is not a one-way process, but celebrities have their characteristics and have a personality that is reflected on the value existing in the minds of their viewers which is similarly corporated in their consumer brands” (Seno & Lukas, 2007). The positive image of the celebrity (endorser) is transferred from the marketer to the customer

thus prompting the individual to acquire the product or watch certain talk shows. Advertisement using the celebrities' endorsements has a significant effect which is confirmed by many academic studies thus enhancing viewership rate (e.g., Amos, Holmes, and Strutton 2008; Bergkvist and Zhou 2016). The focus of endorsement of a celebrity depends on the endorsement' characteristics and to transfer it to the endorser products and/or brands in the consumer eye (Shakeel and Khan, 2011). So, our study investigates the celebrity endorsement moderating role on independent and dependent variables and the relationship between them.

The main motive behind guerrilla marketing is popularising talk show programme through creativity and innovation using many and different practices and techniques to establish direct contact and emotional reactions with the viewers and to get people to remember the talk show programme in a different way than they are accustomed to.

The study focuses on researching how guerrilla marketing helps TV networks especially governmental ones to improve their image and reputation in the market and how effectively they can attract and make place in the hearts of more and more Egyptian viewers. This is done through a framework that shows how guerrilla marketing tactics can help in increasing the number of audiences using celebrities' endorsers. The ratings of TV program have a direct influence on the advertisers' decisions and the offerings of TV stations' program. Simultaneously, TV program providers depend on television ratings reports to attract advertisers as well as to offer suitable programs.

2- Research problem:

After reviewing previous studies and conducting an exploratory study, the researchers found that the Egyptian talk shows, except for a few of them, did not get the expected interest from the Egyptian viewers, especially in the talk shows of the government channels, which negatively affected the advertisers' turnout on these channels. Therefore, the study problem is summarized as the tactics used by guerrilla marketing as a low-cost marketing tool to increase viewership of Egyptian talk-shows while studying the celebrity endorsement moderating role on such talk shows.

The research problem raises a number of inquiries that must be thoroughly discussed & examined, they are as follows:

- What is the role of guerrilla marketing in increasing the viewership of Egyptian talk shows?
- What are the dimensions of guerrilla marketing that affect Egyptian viewers?
- What is the role of celebrity endorsement to increase the viewership of Egyptian programs?
- What is the effect of the celebrity endorsement as a moderating variable on the relationship between guerrilla marketing tactics and rates of viewing Egyptian talk shows?

3- Research hypotheses and proposed model:

Previous studies have discussed guerrilla marketing and tactics to improve the ratings of viewership for television programs and channels

have been reviewed by the researchers in addition to the exploratory study that have been carried out, the study hypotheses can be discussed as follows:

H1: There is a significant positive impact of guerrilla marketing tactics (creativity, clarity, humour and surprise) on Egyptian talk-shows' viewership rate.

H2: Guerrilla marketing tactics (creativity, clarity, humour and surprise) positively affect Egyptian talk-shows' viewership rate moderated by the effect of celebrity endorsement.

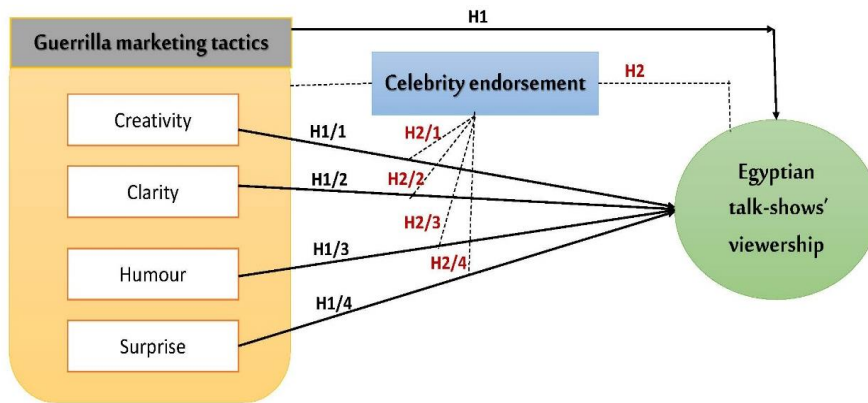


Figure 1

Conceptual diagram explaining the research model

4- Literature Review:**4.1 Guerrilla Marketing:**

Traditional marketing is not considered effective any more. Thereafter, additional promotional techniques were viewed as essential, such as, guerrilla marketing. Other terms for guerrilla marketing were mentioned such as: extreme marketing, grassroots marketing, or feet-on-the-street marketing, which are all obvious as primary types of promotion (Margolis and Garrigan, 2008). Guerrilla marketing can use a single or several elements in the actual publicizing to be more appealing.

The “guerrilla marketing” expression was initially created by Jay Conrad Levinson in the 1980s (Tam and Khuong, 2015; Dinh and Mai, 2016). This notion was embraced firstly by small enterprises as a mean of assisting them to be observed utilizing a low budget (Langer, 2006). A large section of people with a low-cost budget is the target of the guerrilla marketing tactics viewed in the light of viral, ambush, buzz or stealth marketing because it involves advertising in an unconventional mode belief. Nowadays, worldwide companies such as Nike, Audi and IKEA have been implementing this guerrilla marketing notion as it is considered a popular method during different stages of their marketing strategies (Ay et al., 2010; Hutter and Hoffmann, 2011; Tam and Khuong, 2015).

The researcher (Schulte, 2007) explained further that guerrilla marketing tactics are a modern communication tool and as a theory that allocates any kind of inventive thinking that always uphold the consumer perspective. While (Prévot, 2006) specified that guerrilla marketing is a way to secure maximum publicity using minimum cost to the company. Moreover, the sharing of knowledge with customers is an essential weapon used by guerrilla marketers (power of information). For viewers to pay attention, the guerrilla marketing has used a variety of brands in numerous circumstances covering wide range of countries. Nestle, Lipton, Ray-Ban and Ponds are examples for companies using public objects (i.e., bus stops, billboards) to convey the market message needed to attract the consumer attention (Hatch, 2005). Guerrilla marketing was found to have positive effect on consumers' purchase intentions because it is highly reliable and at the same time, it's inexpensive compared to other marketing technique. Being highly organized, guerrilla marketing can reach a wide range of audience swiftly and productively. In addition, it's entertaining and creates different advertisements. Thus, magnifying the profits and considered advantageous for promoters (Marrs, 2014; Tam and Khuong, 2015). On the other hand, this untraditional marketing has some drawbacks such as; it's high risk and its rapid reach to consumers; which means that unpleasant experiences or statements may consequently reach the consumers quickly. Also, another drawback, is that while other traditional advertising channels allow marketers to reach a huge number of consumers, guerrilla marketing activities were

only able to reach people who were passing close to the advertising activity.

The tactics of unconventional interactions (such as surprise and startled) are used by the guerrilla marketing as an advertisement strategy to promote a good and/or service (Hutter & Hoffmann, 2011) and can consequently if (integrated with traditional marketing) improve the organization productivity marketing of a product or service (Isaac, 2014). Also, guerrilla marketing integrated a number of tools such as advertising, public relations, and sales promotion, into an aggressive strategy to obtain consumers through a wide range of methods, for example; attention-getting street graphics, strange occurrences, memorable events, buzz, viral marketing, word-of-mouth (WOM) marketing, etc. (Chionne and Scozzese, 2014; Nufer, 2016).

The need of guerrilla marketing was found to be important in: (1) Branded clutter where conventional advertising used are ineffective and difficult. Guerrilla marketing is a very effective and a more convincing method of communication. (2) Technological advancement where conventional advertising communication avoid audience deliberately in contrast to the most popular guerrilla marketing tool is the participation of a consumer and making an effective perceptual impact without consumers' knowledge. (3) Crowded brand market where guerrilla marketing approach addresses the problem of advertising communication, high cost and competition made by the media purchase. Various literatures cover many guerrilla marketing variables as mentioned by (Ay et al., 2010), there are seven guerrilla marketing

effects such as: aesthetics (well-craftiness) novelty, relevance (meaningfulness), emotion arousal, message clarity, humour, and surprise. While according to (Chionne and Scozzese, 2014), the measurements in guerrilla marketing should be; (a) creativity (b) message clarity, (c) humor, (d) surprise.

The following are some factors of guerrilla marketing:

4.1.1: Creativity

Creativity is considered an important factor of guerrilla marketing campaign. These authors (Tam and Khuong, 2016; Jung, 2017) specified that creativity is an aspect that with novelty and relevance are deliberately sent out to viewers.

There has been clear evidence that creative ideas in marketing can induce the relationship between viewers and talk shows and what helps in encouraging this relationship for a long time more than positioning the ad about talk show in its usual and traditional way of advertising. (Jung, 2017). The main two factors in creativity of any ad about talk shows are: novelty and relevance.

Therefore, if creative talk shows get more attention from viewers', then in return positive intention attitude toward watching this channel will increase. This is consistent with the results of the field study conducted by researchers, as 49% of the respondents believe that creativity in the ideas and content of the show programs is one of the most important factors that attract them to watch and follow such programs. Despite

that, 81% of the respondents affirmed their rejection of ideas that do not conform to the customs and culture of society, even if they are creative.

Novelty

From the point of view of several authors; the novelty of talk shows should focus on giving significant information to the viewers, should be relevant to their life and the country in general and these talk shows should present these topics in a new way. Therefore; novelty is considered the key to creativity (Jackson and Messick, 1967; Ang et. al., 2012). The word novelty includes two main features (a) a deviation from the normal and (b) a sense of uniqueness, implying that TV shows should not be similar to any other shows of the same category (Stoltman, 1991). Hence, inspecting novelty influence is crucial to show how it can positively affect audience attitude and behavior and that will appear only if the TV show is successful and is related to general topics but in an innovative way (Haberland and Dacin, 1992).

Relevance

Relevance is another element in creativity which is known to heighten the effectiveness of the talk shows (Jung, 2017). Therefore, creative TV shows tend to get more attention resulting in more positive attitudes towards channel and presenter of shows (Sweetser et. al., 2016). The concept of relevance is that individuals should recognize the talk shows that catch their eyes from first sight of the ad about it. From (Heckler and Childers,1992 Ang and Low, 2000) point of view,

creativity is rated according to relevance of the show and whether the details of these shows are imbedded or not.

4.1.2 Clarity

Clarity is another factor of guerrilla marketing that the study is going to focus on because of its importance in any talk show. Clarity of the promotion is not just about creative idea or relevancy of information, but it's about the ability of the individual to understand the message he/she receives. In consequences, preliminary to watching talk shows; audiences must understand the these talk shows will result in a direct positive impact on increasing the channel intensity as has been confirmed by (Tom and Khong, 2015). In this regard, 65% of the respondents confirmed that the clarity of the message and the topics in the talk shows are among the most important factors that attract them to watch these programs, while 74% of the respondents believe that the absence of the idea or the link of the content of the talk shows only to the presenter of the talk show and their attitudes weaken the credibility of these programs.

4.1.3 Humor:

Humor is yet another factor of guerrilla marketing that the study is going to take into consideration. To encourage any individual to watch certain talk shows. At first marketers have to catch their attention (Pieters et al., 2002), therefore, humor role at this stage is essential. Talk shows that are humorous tend to give a positive attitude toward the

program or the channel in general which results in increasing watching this specific channel (Sternthal and Craig, 1973 and Eisend et al., 2014). Theoretically, humor is considered the incentive to create a funny program (Eisend et al., 2014). It appears at the beginning of any marketing campaign about channels or talk shows and then later on, it is removed slowly as humor of this campaign begin to lose its effect due to repetition. Humor differs according to the culture and the social characteristics of each country (Chan, 2011). In addition, by analyzing and discussing the results of the field study, the researchers found that 38% of the respondents prefer that the content of the talk show programs contain entertaining topics and have a degree of humor and fun, and the majority of the respondents prefer that the presenter of the talk show be characterized by lightness and humor.

4.1.4 Surprise:

Surprise is considered another important factor used in guerrilla marketing, as it is used to startle individuals unexpectedly to attract their attention of governmental or non-governmental channels causing the divergence of perception and expectation (Hutter, K. et al 2011; Maniu and Zaharie, 2014). This unusual stimulus can affect more deeply than others (Waddill and McDaniel, 1998). Cognitive activation change is the result of surprise where a talk-shows may deliver something unexpected or misjudged and so leads to a surprise in the individual behavior.

The surprise factor is the astonishing feel that makes individual say "wow" or "aha", which fundamentally evokes the audience to watch the

channel or encourages viewers to watch a specific program (Nufer, 2013 and Nagar, 2015). Authors as (Tam and Khuong, 2016) commented that the shock contained in guerrilla marketing has a notable impact on talk shows viewership .

Surprise triggers affections and leads to more elaborate information processing when there is an incompatibility between a promotion and the expected outcome of that ad (Halkias and Kokkinaki, 2014). Furthermore, when the message is different from what is predicted to be, more favorable attitude will increase toward the talk shows and the channel in general which increase the individuals incline to watch (Nagar, 2015). Different methods can be used by marketing managers to attract viewers such as absurdity (Dahlen et al 2005), humor (Eisend, 2009), and shocking messages (Ay et al, 2010). Another possibility of evoking surprise is to implement advertisement about a specific program or a specific channel in an untypical location through applying guerrilla marketing different tactics.

The key objective of guerilla marketing is to get the attention of the targeted individuals to watch TV shows while being unaware of the campaign done by the channel. Nowadays, this kind of marketing used by marketers to attract and divert the attention of potential viewers is becoming harder due to fragmentation of the audience into small group numbers is from the escalating radio stations, TV stations, and other publishing papers (Kaikati & Kaikati, 2004). The personal television recorders, digital video recorders and other technologies, etc. can provide an easy way to the consumers he/she to skip or eliminate the commercials. This has made it more threatening for conventional

marketing to convince the potential consumers of a purchase (Shakeel and Khan, 2011). The concept of seeing guerrilla marketing as viral, rumors or hidden marketing includes publicizing in an untraditional route to reach numerous viewers with low financial budgets (Ay et al., 2010; Hutter and Hoffmann, 2011).

Previous studies focused mostly on individuals' reaction and behaviour towards the purchase intention and how guerrilla marketing can affect such behaviour (Fong and Yazdanifard, 2014; Iqbal and Lodhi, 2015, and Tam and Khuong, 2015). Uncertainty is considered the main obstacle in front of marketers especially when they try to use guerrilla marketing in their campaigns to impact the brand name of private or governmental TV channels. Therefore, we aim to provide a better understanding of the tactics used in such untraditional marketing through examining its impacts on consumers' watching different talk shows.

By reviewing the results of the field study, the researchers found that 74% of the respondents want the topics and ideas covered by the talk shows to be distinguished and constantly renewed. Also, 87% of the respondents expressed their rejection of the repetition of topics and ideas in all Egyptian talk shows, on private and governmental TV channels.

4.2 Celebrity Endorsement:

Social media nowadays is not only considered a digital platform used by celebrities to keep track of the celebrities' latest activities but also became a place where celebrities and their fans can share opinions and thoughts for mass media (Foong & Yazdanifard, 2014). The intention to watch a program or to purchase of a product increase with the rise of advertisements ratings, that is to say when the customers trust the endorsers to reflect their self-perception and self-image so they become brand loyal to the brand name (Choi and Rifon, 2012).

Most marketers have enough wisdom in using celebrity endorsement as a method of inducement as it is considered the formula for success to enlarge the brand identity, to increase the level of revenue as well as obtain a well-built brand loyalty. So, marketers are widely using diversity of celebrities in talk shows specifically or in advertisements in general to promote programs and to sell goods/services of specific brand names. Lately, the abundance of using celebrities in advertisements has become more widespread than ever.

Endorsement; is a route for communication where a celebrity is considered a spokesperson of the brand and verifies the brand's declaration and compete for place among other brands by offering his/her character, acceptance and position in a society (Roll, 2006 and Shoeb, and Khaid, 2014). Celebrity is a public known figure for his/her achievements in different areas (Friedman and Friedman, 1979 and Shoeb, and Khaid, 2014) as (actor, sports figure, entertainer, etc.). As an endorser, celebrities have to attain all the objectives (Lalwani, 2006), that is to say; Familiarity (well-known to target market, engaging, charming and reliable); Relevance (that is to say; there should be a

connection between the product and the endorser as well as between the audience and the endorser); Esteem (integrity to the public); Differentiation (he/she is seen as one of the masses, and at the same time be superior to them (Shoeb, and Khaid, 2014).

Celebrity endorsement is a strategy commonly used by marketers to build a brand identity and they are considered powerful reference groups because they can connect the positive features of their characteristics to the brand such as trustworthy and attractiveness. (Atkin & Block, 1983; Friedman & Friedman, 1976; Kamins, 1990; O'Mahony & Meenaghan, 1998; Erdogan, 1999; and Shakeel and Khan, 2011).

Celebrity Endorsement: a public figure associated with a brand/company/product to provide the required outcomes for sponsor. The companies utilize celebrity endorsement for various reasons; (1) the ability and empowerment of the celebrities to immediately change the products from being unknown to being recognized with attraction and interest and; (2) the celebrities can improve the brand name and rearrange the position of the brand among others in the marketplace (Dickenson, 1996, Louie et al., 2001); (3) the generation of effective PR for the product (Chapman & Leask, 2001; Larkin, 2002; Pringle & Binet, 2005; Shakeel and Khan, 2011). Celebrity endorsement provide a distinct differentiation among local, regional and international markets (Roll, 2006 and Shoeb, and Khaid, 2014). McCracken's (1989) defined celebrity endorser as any individual who enjoys public attention and who uses fame to benefit the products/services of any brand name through appearing with it in an advertisement, which is useful, because celebrities bring their own culture related interpretations and lifestyle to

the required promotional role. Authors as (Shoeb, and Khaid, 2014) stressed that to be truly productive, celebrities who are chosen as endorsement should be knowledgeable, skilled and certified in order to be recognized as an expert in this category.

In commercials, celebrity endorsement is considered favorable and well-established tool as they are found in magazines, TV, Radio advertisements, from everyday goods to luxury goods. Therefore, celebrity endorsement products are entering our life on a daily basis manner and considered the most well-known tools of advertising lately and is recognized as a path for success of marketing a product or building a brand name. Although it's quite easy to select any celebrity but what's more important is to try to build a relationship/bond between the product and endorser (Shoeb, and Khaid, 2014).

Celebrity talk shows exists in lots of TV channels nowadays as they have the potential to reach a large number of prospective viewers on a daily basis way and they can build credibility so that's why talk shows prefer to use celebrities to increase audiences and enhance positive feelings toward TV channels.

Because of their ability to positively sway the opinions of their fans who admire them; these celebrities are considered influencers and are usually imitated by such fans. In this technology age, even young generations can have access to the social media such as Facebook, Instagram, and Twitter, which permit them to effortlessly go after their favored celebrities (Poo & Chia, 2009).

The results of the statistical analysis show that the famous presenters of talk shows have no influence on the percentage of viewing of talk

shows. The researchers found that only 33% of the respondents watch talk shows because of the presenter of the program. In addition, 62% of the respondents confirmed the unattractiveness of Egyptian talk show presenters.

4.3 Talk Shows' Viewership Rate:

Social media has been on the rise for years where TV stations interact with the audiences by these special tools technologically such as Facebook, Twitter, Instagram, etc. In this day and age, audience dialogue is online gatherings, whereon Facebook or chat rooms are collected, clustered, analyzed instantly to review ratings and opinions. That means that social media have modified the traditional broadcasting talk shows that was known to gather the viewers in front of the TV (to watch their favorite shows and to discuss their content) into a digital form where viewers can watch their favorite talk shows any time and can discuss its content with family or online. In addition, as technology improved and the number of investors grown, TV channels increased rapidly from two to three channels in the past to hundreds or even thousands of ones. (Cheng, Wu and Chen, 2016).

A talk show program is a parameter of the viewership because it provides television programmers and commercial advertisers with the ratings of a program according to audience size and composition. Historically TV viewership has been fairly stable but has lately shown a

steady decline because of its' competition with other digital media and streaming platforms. (Hubert, 2017).

TV ratings can be an indicator while broadcasting a program or as an advertising factor or in a social sense which reflects the people's interest. TV ratings are essentially used by broadcasters and sponsors to estimate how much sponsors have achieved to measure the portion of audience of every household. Watching a specified program through advertising in terms of gaining more viewers to see their ads or talk shows. Therefore, people interest is raised towards TV programs, they will stay tuned to this program thus will lead to increase of the rating and increase of ads and the opposite is true. In addition, TV ratings are considered the parameter for estimating which topics are popular and which are considered social trends. Broadcasters created TV programs that are needed by many people. s Twitter, Facebook and other social media sites are also essential to attract the attention of people but only a small percentage of them are active i.e., the silent majority, are ignored (Hinami and Satoh, 2016).

Television Rating Points (TRP) are important for television broadcasters, media agencies, advertising agencies and advertisers. TRPs using statistical sampling techniques from target population to calculate how much a television channel is popular. The amount of expenditure (hundreds of billions of dollars) for the advertisement or for the scheduling hours for a program is based on the TRP where the buying and selling of air time is done by the media and companies. (Zhou et al , 2019).

Such reports of the TRP are sent currently but in real time; it is the indicator for the popularity of a certain channel and so advertisements are placed accordingly. Due to the fornication of audience the ratings acquired are more difficult and the advertising revenue are spread more and more among channels and platforms to understand what attract the attention of the audience and how to influence them more.

For any television program that are broadcasted are understandably divided the audience into four possible sources. Firstly; the 'lead-in' audience: those who stay to watch the program and stay on specific channel (Goodhardt et al., 1975; Webster, 1985; Barwise and Ehrenberg, 1988). Secondly; the 'switch in' audience: can be attracted to another channel while viewing television at the time, (Goodhardt et al., 1975; Webster and Lichty, 1991). Thirdly; the 'tune in' audience: those are viewers who watch the television on a specific channel (Webster and Lichty, 1991; Barwise and Ehrenberg, 1988). Finally; the 'time-shift' audience: those are viewers who watch their favorite programs from their PVR or any social media after the broadcasting time throughout the week (Webster et al., 2006).

Viewers who are known to be "lead-in" audience are vital for specific talk shows for many reasons. First, these audiences are simply watching a specific talk show and see no reason to change the channel. Second, the promotional plan tactics is used to reinforce lead-in audience through advertising during the previous shows and to lead them on to watch the next talk show. Third, through intentional order of programs network programming strategy work to build the lead-in audience, resulting in high levels of retention, while during the network

advertising break the lead-in audience evaluate that program before deciding whether to find something else to watch or not. (Eastman et al., 1997; Jardine and Romaniuk, 2009; Webster, 2006). So, a high-quality program (reflects in a high rating) will draw a large percentage of audience from the lead-in program (Jardine, Romaniuk, Dawes, and Beal, 2016).

However, investigation of TV ratings indicated that high ratings for certain programs can be predicted. The merging of TV ratings with multimedia contents of TV talk shows (such as video, speech) assists determining the relationships between the behavior of the audience and the TV program contents. (Hinami and Satoh, 2016). Broadcasting for the programs can be highly rated through studying the pattern that increase these ratings from the mining of the audience behavior and can consequently get sponsors.

Data collected during the TV ratings analysis indicate that switching on of a television takes place in one of the following cases:

- (a) TV Boundary show: Switch on the TV to watch a certain program.
- (b) Extrinsic factor: Switch on the TV because there is nothing else to do.
- (c) Transition: Losing interest in a certain channel and switching to different channels caused by the advertisement, topic change, etc. (Hinami and Satoh, 2016).

In this study, we are trying to see how far the success of guerrilla marketing tactics in using the celebrity endorsement as a moderating factor in affecting the TV viewers.

5- Research Methodology

This contemporary investigation is built mainly on the analytical explanatory method that entails surveying the reference of prior studies to formulate a conceptual framework for the conducted research. Through applying selective qualitative research procedures alongside the survey plan distributed on customers who watch talk-shows on governmental and non-governmental channels to collect necessary data needed.

5.1 Data Collection and Sample

In this study, the questionnaire in the survey was employed for gathering data via post-positive lens for model testing. The present study, thus, employed non-probability sampling, precisely, the purposive sampling procedure. To incorporate the technique of the purposive sampling into the process of collecting data, the respondents were asked questions related to talk-shows in addition to a study which included Egyptian customers watching governmental and non-governmental channels.

The large number of populations, time factor and cost consideration are considered restrains in this research. So, the sample number was verified at 384 audiences and the sampling method used to collect data is chosen for the study done on the consumers. The internet was used as a way of applying the questionnaire method to collect the required data.

To measure each attitude item, a five-point Likert-scale that ranges from strongly disagree (1) till strongly agree (5) was utilized. We

collected 428 responses, 425 of which were retained for analysis. The collection of data procedure lasted approximately (3) months from May.2018 to Oct. 2018. Data analysis was carried out using SPSS and the Smart-PLS 3.2.7 software.

5.2 Measures:

To develop the measurement of involved variables and number of items, some previous studies are considered as shown as table (1). The study involved three kinds of variables, Guerrilla marketing tactics (the independent variable), Customers' talk shows viewership (the dependent variable) and Celebrity endorsement (the moderated variable). The items and questions employed were constructed and optimized based on the literature, while the responses were calculated on a Likert scale of five points. Guerrilla marketing tactics were measured using four adapted sub-variables (creativity, clarity, humour and surprise). The scale consists of seventeen items which measure the four dimensions or facets of the construct, while Egyptian talk shows' viewership was captured by four items. Finally, six items were used to measure the moderating variable which Celebrity endorsement.

Table 1. The measures are used in the study

Variable	Number of items	Reference
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Guerrilla marketing	17	(Tam and Khuong, 2015; Dinh and Mai, 2016)
Egyptian talk shows' viewership	4	.(Jardine, Romaniuk, Dawes, and Beal, 2016)
Celebrity endorsement	6	(Shoeb, and Khaid, 2014; Shakeel and Khan, 2011; Chapman & Leask, 2001)

After the data was gathered and retrieved from the survey program, the data was entered into the SPSS. then, the data was cleaned up by deleting incorrect answers, defective questionnaires, or modifying data in case of misinterpretations or lack of regard. The fields were left empty for missed entries.

6- Statistical Results

As an analytical tool, this work used the Structural Equation Modeling (SEM) methodology using Partial Least Squares (PLS). PLS investigates psychometric characteristics and offers evidence of whether or not relationships exist (Fornell and Larcker, 1981).

6.1 Introduction

The data analysis in this study was carried out in two steps using SmartPLS 3.2.7. The content, convergent and discriminant validity of structures were tested in the first step measurement model. The structural model and hypotheses were then tested in the second stage. Before moving for further analysis, some diagnostic issues concerning the collected data have been inspected, these include missing data, outliers, and common method bias (CMB). Inspection of missing data found that some indicators have less than 5%, so we impute missing data (Hair et al., 2017) using the EM algorithm method since it provides the most accurate estimates at all levels of missing data (Little and Rubin, 2019). No outliers were detected in our dataset. Harman's single factor test to control common method bias that indicates that 45% of the variance can be explained by only one factor, therefore no single factor ascribes to the majority (> 50%) of the variance, suggesting that CMB is not an issue (Podsakoff et al. 2003).

6.2 Measurement Model

Measurement model assists in demonstrating reliability and validity of all constructs applied in the proposed model. (Hair et al., 2017) proposed that barometers with loading below 0.40 should be descended to allow for a better AVE and composite reliability. No indicators were descended from the model as shown in table (1) and figure (1). The

values of Cronbach's alpha, rho_A, and composite reliability values should be exceeding 0.7, and AVE greater than 0.5 as the threshold for satisfying these criteria based on the recommendation of (Fornell and Larcker, 1981), and (Hair et al., 2017). The outcomes in table (1) specify that the investigation fulfilled the necessary requirements for convergent validity and internal consistency of these scales.

Table (1): Reliability and validity of the constructs

<i>Construct</i>	<i>Item</i>	<i>Loading</i>	<i>Cronbach's Alpha</i>	<i>rho_A</i>	<i>Composite Reliability</i>	<i>AVE</i>
<i>Guerrilla Marketing</i>	CR1	0.804	0.921	0.922	0.936	0.646
	CR2	0.827				
	CR3	0.771				
	CR4	0.83				
	CR5	0.828				
	CR6	0.712				
	CR7	0.824				
	CR8	0.827				
<i>Clarity</i>	CL1	0.829	0.792	0.798	0.878	0.705
	CL2	0.879				
	CL3	0.81/				
<i>Humor</i>	HU1	0.883	0.877	0.893	0.923	0.8
	HU2	0.908				
	HU3	0.893				
<i>Surprise</i>	SU1	0.806	0.853	0.864	0.9	0.692
	SU2	0.857				

	SU3	0.833				
	SU4	0.831				
	Total		0.941	0.945	0.948	0.505
<i>Celebrity Endorsement</i>	CE1	0.877				
	CE2	0.898				
	CE3	0.833	0.886	0.918	0.914	0.646
	CE4	0.5				
	CE5	0.848				
	CE6	0.799				
<i>Customers Talk-Shows' Viewership</i>	CTSV1	0.842				
	CTSV2	0.9	0.869	0.888	0.911	0.719
	CTSV3	0.76				
	CTSV4	0.883				

Furthermore, estimating the Fornell–Larcker criterion called for comparing each composite AVE square root to the correlations betwixt the constructs (Hair et al., 2017). While the case was about impling that this discriminant validity criterion was fulfilled. Moreover, the HTMT (heterotrait-monotrait ratio of correlations) index was inspected through the threshold suggested by (Henseler et al., 2015), which indicated that the HTMT ratio values should be less than 0.9. The results of this test revealed that this condition was proven.

Table (2): Discriminant validity

Criteria	Construct	CTSV	Clarity	Creativity	Humor	Surprise	celebrity endorsement
Fornell	–	0.848					

		CTSV	Clarity	Creativity	Humor	Surprise	
Larcker	Clarity	0.508	0.84				
	Creativity	0.656	0.697	0.804			
	Humor	0.383	0.653	0.648	0.895		
	Surprise	0.451	0.49	0.659	0.435	0.832	
	celebrity endorsement	0.716	0.587	0.651	0.422	0.437	0.804
		CTSV	Clarity	Creativity	Humor	Surprise	
Heterotrait - monotrait ratio	Clarity	0.594					
	Creativity	0.727	0.808				
	Humor	0.423	0.781	0.704			
	Surprise	0.499	0.573	0.723	0.472		
	celebrity endorsement	0.776	0.709	0.707	0.463	0.48	

6.3 Structural Model

The structural model got evaluated for hypothesis testing. Research hypotheses were evaluated on the basis of path coefficients (β), the coefficient of determination (R^2), Cohen's effect sizes (f^2), level of significance (p and t-values), and Stone-Geisser's predictive relevance (Q^2) (Hair et al. 2017).

6.3.1 Testing the main hypothesis

The structural analysis of the current study showed that guerrilla marketing has significant positive effect on customers talk-shows'

viewership since
 $(\beta = 0.287, t = 4.04, P < 0.001, 95\% CI \text{ for } \beta = [0.146, 0.425])$, so,
 the first hypothesis is supported.

Table (3): Main hypotheses testing

Main Hypotheses	β	t-value	P-value	95% CI		Remark
				LL	UL	
Guerrilla marketing -> CTSV	0.287	4.04	0.000***	0.146	0.425	Supported
celebrity endorsement -> CTSV	0.53	7.136	0.000***	0.385	0.668	Supported
GM * CE -> CTSV	0.000	0.005	0.996 ^{NS}	-0.041	0.039	Not Supported

***P < 0.001, ^{NS}Not Significant, LL = Lower Limit, UL = Upper Limit, CI =

Confidence interval

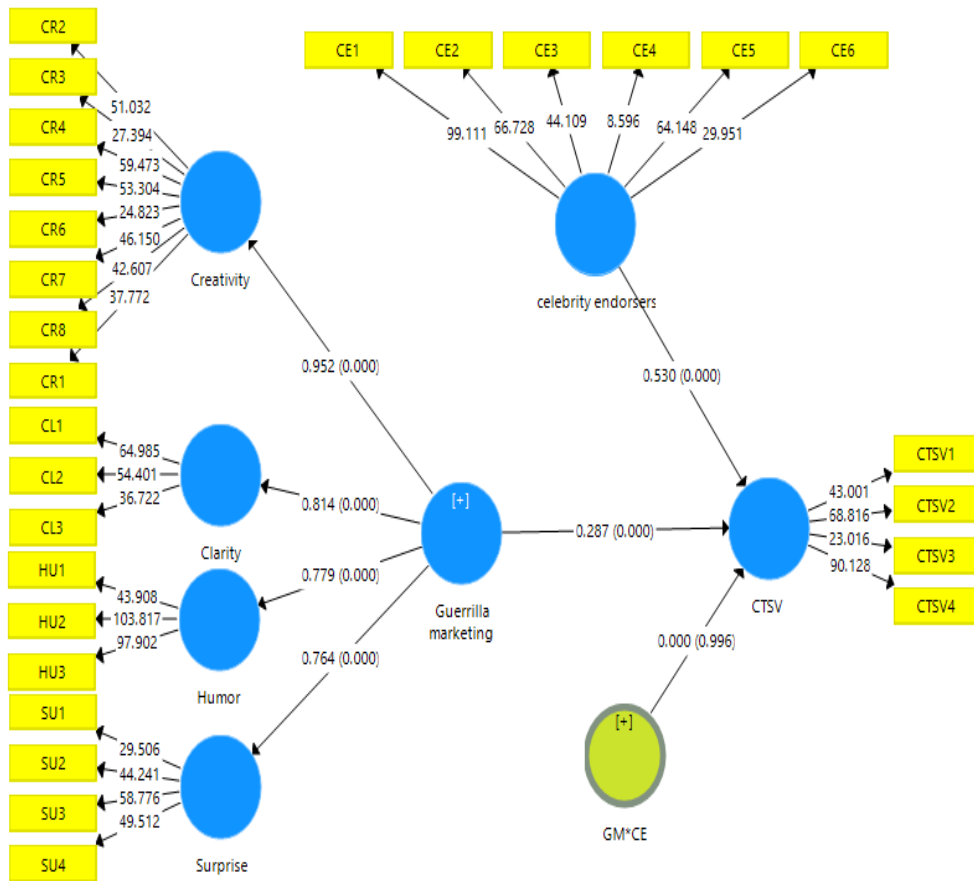


Figure (1): Structural model for the main hypotheses of the study

After assessing the relationships between the model's variables, the next step is to assess the moderating effect of the moderator variable "Celebrity Endorsement". Authors (Baron and Kenny, 1986) have reached a definition for the moderator as being the variable which have the ability to affect the direction and/or the dominance of the relation between the independent variable and the dependent variable. To achieve the role of the moderator as a variable between an independent variable and a dependent variable. The moderator has mainly two steps. The first stage is to determine if the moderating effect should be significant, and the second stage is to assist the moderator intention to increase or decrease (Baron and Kenny, 1986). The results in table (3) reveal that the moderation effect of celebrity endorsement is not significant at 5% significant level since ($\beta = 0.000, t = 0.005, P > 0.05, 95\% CI \text{ for } \beta = [-0.041, 0.039]$), so, the second hypothesis is not supported.

6.3.2 Testing the sub-hypothesis

The structural model for the sub-hypotheses of the study was given in figure (2). It can be observed that creativity has no effect on CTSV since ($\beta = 0.206, t = 0.96, P > 0.05, 95\% CI \text{ for } \beta = [-0.234, 0.564]$) and thus the moderating effect of CE on the relationship from creativity to CTSV is also not significant.

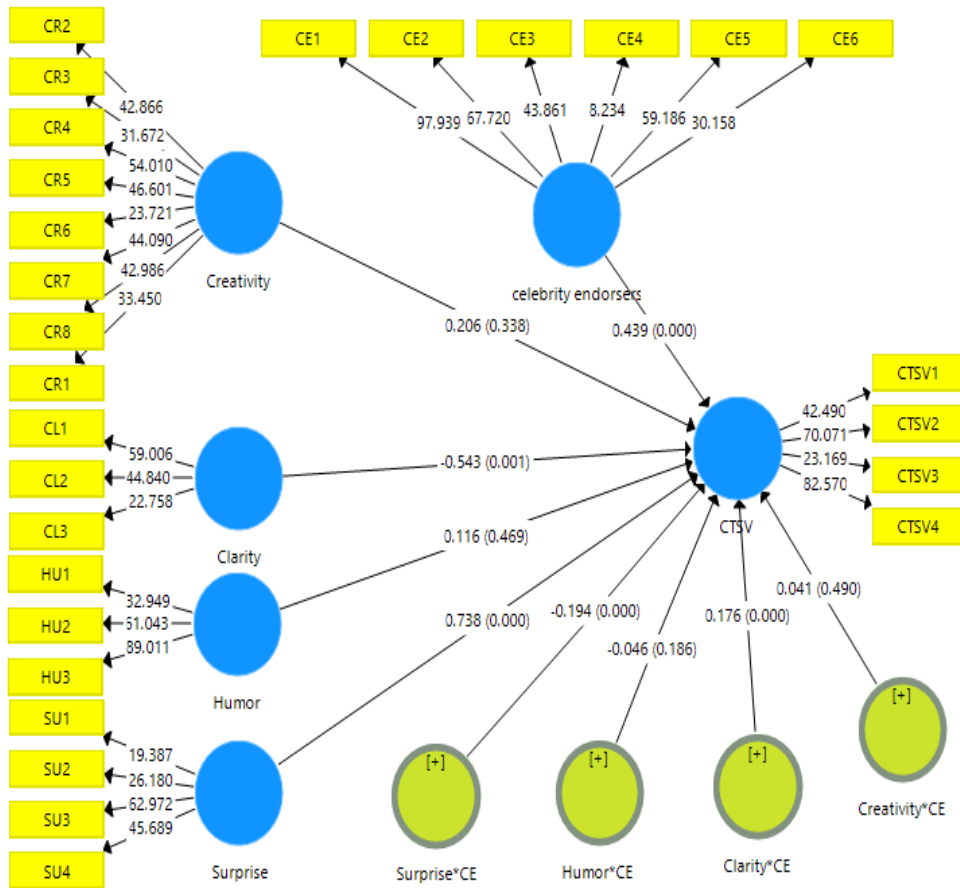


Figure (2): Structural model for the sub-hypotheses of the study

On the other hand, clarity has statistically significant negative effect on CTSV since

$(\beta = -0.543, t = 3.444, P < 0.001, 95\% CI \text{ for } \beta = [-0.842, -0.224])$

and the moderating effect of CE on the relationship from clarity to CTSV is also significant since

$(\beta = 0.176, t = 3.52, P < 0.001, 95\% CI \text{ for } \beta = [0.073, 0.257])$.

Table (4): Sub-hypotheses testing

Sub-Hypotheses	B	t-value	P-value	95% CI		Remark
				LL	UL	
<i>Creativity -> CTSV</i>	0.206	0.96	0.338 ^{NS}	-0.234	0.564	Not supported
<i>Creativity*CE -> CTSV</i>	0.041	0.69	0.49 ^{NS}	-0.061	0.158	Not supported
<i>Clarity -> CTSV</i>	-0.543	3.444	0.001 ^{***}	-0.842	-0.224	Supported
<i>Clarity*CE -> CTSV</i>	0.176	3.52	0.000 ^{***}	0.073	0.257	Supported
<i>Humor -> CTSV</i>	0.116	0.725	0.469 ^{NS}	-0.159	0.439	Not supported
<i>Humor*CE -> CTSV</i>	-0.046	1.325	0.186 ^{NS}	-0.117	0.017	Not supported
<i>Surprise -> CTSV</i>	0.738	4.339	0.000 ^{***}	0.395	1.049	Supported
<i>Surprise*CE -> CTSV</i>	-0.194	4.108	0.000 ^{***}	-0.279	-0.099	Supported

***P < 0.001, ^{NS}Not Significant, LL = Lower Limit, UL = Upper Limit, CI = Confidence interval

Additionally, humor has no effect on CTSV since $(\beta = 0.116, t = 0.725, P > 0.05, 95\% CI \text{ for } \beta = [-0.159, 0.439])$ and thus the moderating effect of CE on the relationship from humor to

CTSV is also not significant. Finally, surprise has significant positive effect on CTSV since $(\beta = 0.738, t = 4.339, P < 0.001, 95\% CI \text{ for } \beta = [0.395, 1.049])$ and the moderating effect of CE on the relationship from surprise to CTSV is also significant since $(\beta = -0.194, t = 4.108, P < 0.001, 95\% CI \text{ for } \beta = [-0.279, -0.099])$

. In conclusion, CE moderates the relationship from both clarity and surprise to CTSV.

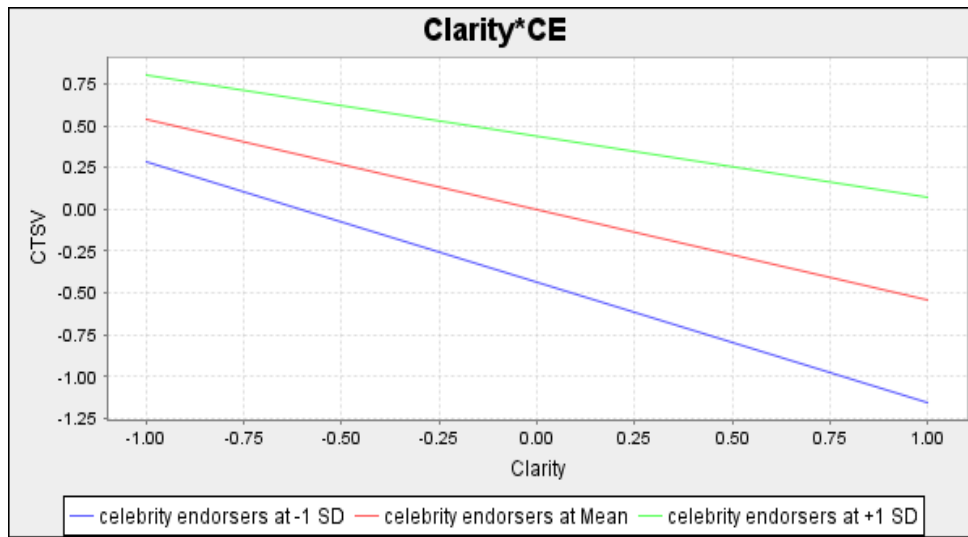


Figure (3): Interaction plot for moderation effect of CE on the relationship between clarity and CTSV

Figure (3) shows the interaction plot of the mediating role of CE on the path from clarity to CTSV, it can be concluded from the graph that the moderator variable “CE” strengthens the negative relationship between clarity and CTSV. Figure (4) shows the interaction plot of the mediating role of CE on the path from surprise to CTSV, it can be concluded from the graph that the moderator variable “CE” weakened the positive relationship between surprise and CTSV.

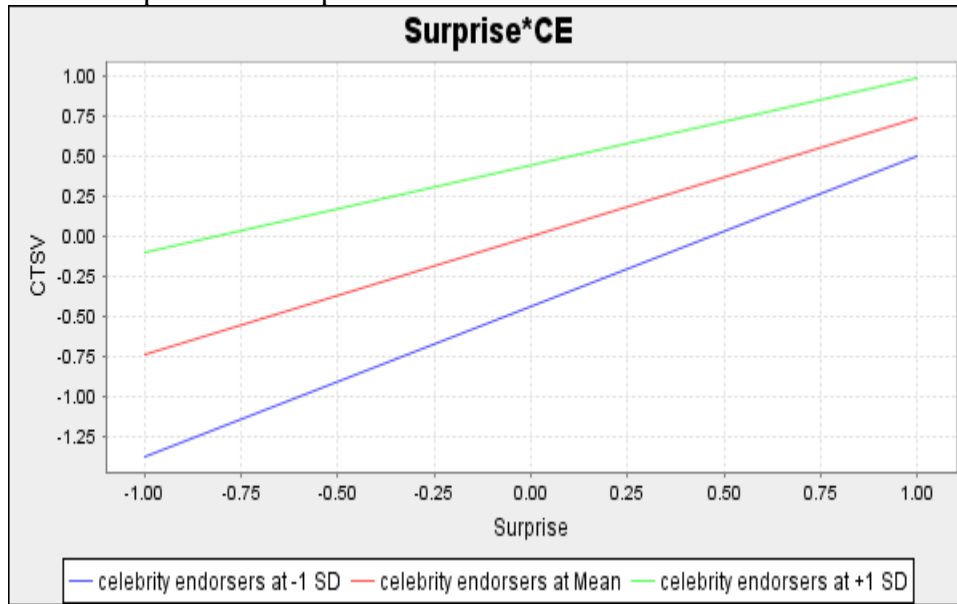


Figure (4): Interaction plot for moderation effect of CE on the relationship between surprise and CTSV

The results of structural model assesment of the main hypothesis in table (5) indicate that about 56% of the variation in *CTSV* is explained by the variation in the other variables with Cohen's effect size for each as follows; small for *Guerrilla marketing* ($f^2 = 0.03$), small for *celebrity endorsement* ($f^2 = 0.07$), and no effect for *the moderation effect* ($f^2 = 0.000$). Moreover, The results of structural model assesment of the sub-hypothesis in table (5) indicate that about 61% of the variation in *CTSV* is explained by the variation in the other variables with small effect size for all variables except for both creativity, humor and associated moderating effect.

Table (5): Global validation

	f^2	<i>R Square</i>	<i>R Square Adjusted</i>	Q^2	<i>GoF</i>
<i>Main Hypothesis</i>					
<i>GM*CE</i>	0				
<i>Guerrilla marketing</i>	0.029	0.56	0.557	0.388	0.613
<i>celebrity endorsement</i>	0.069				
<i>Sub-Hypothesis</i>					
<i>Clarity</i>	0.033				
<i>Clarity*CE</i>	0.034	0.611	0.602	0.412	0.64
<i>Creativity</i>	0.003				
<i>Creativity*CE</i>	0.001				

<i>Humor</i>	0.002
<i>Humor*CE</i>	0.004
<i>Surprise</i>	0.059
<i>Surprise*CE</i>	0.053
<i>celebrity endorsement</i>	0.048

Researchers evaluated predictive relevance by assessing Stone-Geisser's Q^2 Blindfolding is a sample technique that is being reused to calculate Q^2 values for latent variables. We performed the blindfolding procedure and assessed the Q^2 values for CTSV ($Q^2 = 0.388-0.412$). These values were greater than zero, thus indicate predictive relevance for endogenous latent variables in our PLS path model (Hair et al. 2017). Authors (Tenenhaus et al., 2005), proposed the Goodness of Fit (GoF) as a global fit indicator. The criteria of GoF for deciding whether GoF values are not acceptable, small, moderate, or high to be regarded as a globally appropriate PLS model. The value of the GOF between (0.613-0.64) is greater than 0.36 indicating high fit, so, it can be safely concluded that the GoF model is large enough to considered sufficient valid global PLS model.

7- Conclusion and Discussion:

Based on reviewing the statistical results of the field study, the researchers reached the acceptance of the first hypothesis (H1 accepted), which states: "There is a positive impact of guerrilla marketing tactics

(creativity, clarity, humour and surprise) on Egyptian talk-shows' viewership rate." However, the study reached a rejection of the second hypothesis (H2 rejected), which states that" Guerrilla marketing tactics (creativity, clarity, humour and surprise) positively affects Egyptian talk-shows' viewership rate moderated by the effect of celebrity endorsement. Additionally, the current study concluded that the MBC channel group are the most frequent channels that the respondents follow, with a percentage of 60%, and that the most famous talk show presenter is Amr Adib. The results of the descriptive study also indicate that 75% of the respondents do not watch the Egyptian government channels, due to the poor media content.

Therefore, marketing a talk show involves various methods and techniques and it is not an easy job to pull the attention of the targeted customers. TV channels need to work on the marketing strategies which are suitable for their viewers before implementing it. Therefore, before implementing any marketing strategy one company needs to analyze the strategy implemented having strong justification in defending the used tactic (Walia and Singla, 2017).

When traditional marketing is found to be ineffective, guerrilla marketing can easily arise to the situation as the most suitable replacement for talk shows especially in governmental channels because of its low-budget and its unexpected and creative tactics to reach the target audience against other competitors.

To avoid the high cost of past traditional means of promotion (whether printed or otherwise as radio, TV or flyers), the guerrilla marketing tactics captures and holds the interest of the perspective viewers through unusual and unexpected means. So according to Jay Conrad Levinson: “Guerrilla marketing depends mainly on the wisdom rather than the cost” (Lucas and Dorrian, 2007; and Yuksekbiligil, 2014).

So, our current study supports the existing literature that the guerrilla marketing tactics are a competent method to affect positively the consumers’ intention to watch and contribute to the fact that this none traditional marketing is a cost-effective mode of communication and that is similar to studies by (Iqbal & Lohdi, 2015; Yuksekbiligil, 2014).

Difference is the keyword to rise above the rival competition. Novelty, aesthetics, humor, clarity, relevance, and emotional arousal have positive effects to be aware of a certain event. In our study, we have focused on creativity, clarity, humor, and surprise as factors of guerrilla marketing acting as an independent variable, talk shows’ viewership rating acting as dependent variable, and celebrity endorsement acting as a moderating effect between guerrilla marketing and TV talk shows’ viewership, thus our findings is similar to the findings of (Mughari, 2011) which agrees with the fact that if a consumer is emotionally tuned with a brand, his/her intention toward purchase intention will be towards this product. So, when audience are connected emotionally with channel or specific program, they will automatically prefer to stay on this channel whether private or governmental.

In addition, surprise together with startle variables are considered as an integral factor of guerrilla marketing but has been analyzed as unexpected (Saraf1 & Joseph, 2019) and that agrees with our study that surprise has a positive effect on viewership ratings whether directly or through celebrity endorsement as a moderating variable. When the talk shows are startling and unexpected, the surprise factor variable will help the participants to have higher tendency to share with others. Guerilla marketing philosophy is to be implemented when required to give maximum effect at low budget and that agreed with authors (Baltes and Leibing, 2008).

According to (Powrani and Kennedy, 2018) clarity is an important factor that will have a direct impact on the audience behavior toward talk shows, and in our study, we have found that TV viewers are affected by clarity factor through direct effect or through celebrity endorsement as a moderating factor. According to the regression analysis, aesthetics, novelty, surprise and relevance are some other factors that have an effect on the viewing of TV talk shows, some of these effects are positive and some are negative, these findings agree with the findings of (Druing and Fahrenholz, 2008, Hutter and Hoffmann, 2011, Nawaz et al., 2014; and Tam and Khuong, 2015) where the main difference between guerrilla and traditional marketing is their direct and indirect effect on word of mouth activity.

Many researchers also support our findings as;(Chiet al., 2009; Wang and Yang, 2010; Yaseen et al., 2011; Jalilvand et al., 2011; Shah et al.,2012; Mahesh and Amulya, 2013; Roozy et al., 2014; Naeini et al.,

2015; and Yildiz, 2016). When considering guerilla marketing further, it has various sub classes and categories like viral marketing, buzz marketing and word of mouth etc. Guerrilla marketing was believed to be an effective tool in the popular marketing theory to reach the customers and to have a favorable impact on the customer purchase intention in general, so when using the different factors of guerrilla marketing tactics in talk shows then it will definitely help private channels and governmental one specifically to thrive more.

The analysis of the creativity and humor variables was done through questions about imagination and striking. Through this questionnaire, it was proved that these variables are not favorable on the increasing the TV shows viewership audience. Therefore, while creativity and humor has proved to have positive factor in consumers' purchase intention towards a product; in our study it did not affect the viewers who watch TV shows even if celebrities introduced the show especially in governmental channels.

Therefore, according to the current study statistical analysis, the role of celebrity endorsement as a moderating variable does not have a significant effect on the relationship between guerrilla marketing tactics and the viewership rate of TV shows in non-governmental and governmental channels in general. But the effect of clarity and surprise factors is stronger on the other hand than creativity and humor factors as they did not have any significant influence on audience of TV shows. In addition, the current study showed that viewers are drawn more to watch talk shows on non-governmental channels and that governmental

channels in particular need the intervence of guerrilla marketing tactics to present talk shows that attract more audience focusing on factors of surprise and clarity and without a doubt, using celebrity endorser as a moderator to increase the ratings.

8- Limitations and future researches:

This study is limited to Egyptian television channels and does not deal with non-Egyptian television ones. The study also deals only with talk shows and do not address other television programs.

In building the scientific and statistical model, the study relied on the use of one moderated variable which is (celebrity endorsement). Through future studies, the demographic variables impact can be studied on the relationship between the variables of the study and/or the addition of an intermediate variable, such as the mental image of the Egyptian viewer about the channels under study, as well as the impact of the cultural awareness of Egyptian viewers on choosing talk shows.

9- Managerial implications:

Egyptian television channels, especially governmental ones, are the official means for transmitting important information to Egyptian viewers. They are also subject to censorship and are therefore a reliable source to ensure the credibility of the information.

This study seeks to provide a set of recommendations to those who are responsible for these channels to attract the Egyptian viewer to follow their talk shows and increase viewership ratings, which prompts advertisers and investors to advertise their products through these programs, using low-cost guerrilla marketing tools to increase viewing rates, in addition to highlighting the importance of famous talk show hosts to attract Egyptian viewers, and to use them in promoting these programs.

10- Theoretical implications:

This study focuses on helping researchers to build an applied model for the use of guerilla marketing tools in the field of media and television channels. The researchers found that there is an absence of Egyptian scientific studies in the field of marketing dealing with talk shows as well as lack of studying how to increase viewing rates depending on the present marketing methods. Therefore, the importance of this study is to enrich the academic library with an applied study dealing with the finding of a relationship between independent variables (guerilla marketing tactics) and dependent variable (Egyptian talk shows'

viewership) as well as a statement of the statistical and marketing impact a moderated variable (celebrity endorsement).

11- Recommendations:

Based on the results of the theoretical and field study, the researchers are exposed to a set of recommendations regarding increasing the efficiency and effectiveness of guerilla marketing programs and tactics, which leads to an increase in watching talk shows on Egyptian government channels, which is reflected positively on increasing the income of the channels under study and improving the level and quality of their talk shows. The researchers will discuss the recommendations in the form of a set of programs and proposed executive procedures to implement the recommendations of the study so that the researchers present an action plan to the concerned authorities and departments in the channels under study that will help them improve and increase loyalty among their customers. Moreover, the results of this study will help managers to understand the importance of guerrilla marketing concept and how its factors can have an impact on talk shows viewership rating in general but the degree of effectiveness differs from one factor to the other. The relationships of using guerrilla marketing tactic in increasing their viewership ratings will help managers of non-governmental and governmental channels specifically who are presenting different talk shows to different audiences to know that viewers want to watch talk shows and not just because the marketing message was creative or humorous. The finding of this study will be

helpful to marketers who will adapt guerrilla marketing tactics in future as it will help in understanding how target market behaves and what they need to better promote their talk shows to target audience.

Guerrilla marketing characteristics are integrated into advertising scales to measure the attraction of audience towards TV shows. For guerrilla marketers, and other advertising agencies, the best should be made out of the model to understand its effects on the audience. Therefore, managers should understand that the root philosophy of guerrilla marketing, (whether clarity, and surprise factors or how consumers perceive through the advertisement) will have direct effect on increasing audience. As for factors to be creative and humor, they should be important to marketing managers to consider enhancing these factors if used as they were insignificant in our study from the point of view of our respondents.

Researchers would recommend that marketing manager should use the surprise factor as one of the most important tactics of guerrilla marketing, and is considered a major factor for its effectiveness. To create the element of surprise, managers will need to think in an original and creative way, as consumers cannot be surprised by something they know and are familiar with. Once managers have managed to surprise audience, they will catch their attention and have made a memorable impression.

In addition, guerilla marketing should seem spontaneous, managers will need to do a lot of research and careful planning before launching a campaign together with the fact that these kinds of campaigns typically require creativity at some point, as well as an in-depth understanding of

the preferences of the target audience especially in governmental channels.

Effective guerrilla marketing spreads rapidly among internet users in a short period of time. In addition, guerrilla marketing has lots of tactics which results in many desirable effects. As this study shows the determinants of guerrilla marketing on T.V channels which affect the functional and symbolic brand image, it provides valuable insights for marketers whether using a simple stencil or a giant sticker, or any other tactic of guerrilla marketing which is known to be cheaper than traditional advertising and allows for creative thinking. Guerrilla marketing relies heavily on word-of-mouth marketing, considered by many; the most powerful weapons in a marketer's arsenal. There's nothing better than getting people to talk about channel campaign on their own accord.

Guerrilla marketing strives to entertain and interest consumers to create a lasting and positive impression of the brand. One of the best ways to gain the attention of the audience and keep them entertained is to involve them in the campaign. Whether through asking audience to comment or leave suggestion to the channels especially governmental ones, do billboards ads about the talk shows and their presenters especially well-known endorsement to remind audience about talk shows and the channel. In addition, the advertisements done on talk shows should be clear, creative, mindful, memorable and reflect the characteristics of celebrity endorsement chosen.

The type of TV shows must be considered when choosing the celebrity who is going to present the show as according to (Schimmelpheening, 2018), the quantity and quality of celebrity endorsement as a moderator shows differ from literature assumptions. And as shown in the current study analysis; celebrity endorser along with factors such as surprise and clarity can create a significant difference in the mind of viewers.

There are other recommendations presented to marketing managers of governmental channels in particular as we have found that viewership rates are lower than that of non-governmental channels;

- Marketing managers must select and use celebrities who are perceived by the target market to be attractive, trustworthy and also familiar in order to be able to organize persuasive campaigns.
- Taking into account consumers' emotional attachment to celebrities who are familiar, attractive and trustworthy to them, advertising effectiveness could be enhanced if firms would invest in attracting such credible endorsement.
- Managers should employ creative strategies that will also complement the influence of the celebrity endorsement to achieve a greater effect of the promotion activity on existing and prospective consumers.

- In addition, managers should carefully assess the nature of the negative publicity and weight available options before making certain decisions. (Frimpong, Donkor, and Frimpong, 2019)
- Celebrity endorsement constitutes as a relevant tool in building sustainable value and our results will help managers of governmental or non-governmental channels to use the known effect of celebrity clarity and surprise characteristics as they have a significant effect on audience of talk shows either directly or through the moderating factor of celebrity endorser.
- Conducting guerrilla marketing research in order to be able to identify different patterns of guerrilla marketing and adopt them in an effective way, as well as to determine and focus on the target audience.
- Increase the co-operation of TV shows by hiring credible and trustworthy celebrity endorsement in order to benefit from their expertise and apply more effective, unconventional marketing strategies.
- When choosing a celebrity; managers must make sure to choose the celebrity best matches the channel objectives to create a strong name. As no one can deny that the celebrity is increasing the awareness of the talk show programs and the remembrance

of its characteristics but that doesn't ensure talk show programmes loyalty.

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أثر تطبيق ادوات تسويق الغوريلا على مشاهدة البرامج الحوارية المصرية :
اختبار الدور المغدل للمشاهير من مقدمي البرامج الحوارية

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الملخص:

تهدف هذه الدراسة إلى تحديد تأثير أدوات تسويق الغوريلا على معدل مشاهدة البرامج الحوارية في مصر بالإضافة الي اختبار الدور الوسيط للمشاهير من مقدمي البرامج الحوارية علي تعزيز رغبة المشاهدين المصريين من متابعة البرامج الحوارية في القنوات المصرية . لتحقيق هذا الهدف تم الاعتماد علي المنهج الوصفي والكمي وذلك من خلال جمع البيانات الأولية من خلال الاستبيان حيث تم جمع البيانات من ٤٢٥ مشاهد مصري وقد تم اختبار فروض ونموذج الدراسة باستخدام البرنامج الاحصائي (SPSS V26) وكذلك الاسلوب الاحصائي (Smart PLS 3.2.7)

وقد أظهرت النتائج الإحصائية أن أدوات تسويق الغوريلا (الإبداع والوضوح والفكاهة والمفاجأة) لها تأثير إيجابي على معدل مشاهدة البرامج الحوارية للمشاهدين المصريين . ولكن لم يكون هناك تأثير للمشاهير من مقدمي البرامج الحوارية كمتغير مَعْدَل على العلاقة بين أدوات تسويق الغوريلا ومعدل مشاهدة البرامج الحوارية المصرية . بالإضافة الي ذلك قام الباحثين بتقديم مجموعة من التوصيات الي المسؤولين في القنوات المصرية لتحسين نسبة المشاهدة من خلال استخدام تقنيات تسويق الغوريلا وزيادة قدرة القنوات المصرية وخاصة الحكومية علي جذب المعلمين.

الكلمات المفتاحية: تسويق الغوريلا ، معدل المشاهدة ، البرامج الحوارية المصرية ، المشاهير من مقدمي البرامج