

# Investigating the Relationship between Advertisement Tools and Advertisement Effectiveness: An Applied Study on Charitable Advertisements in Egypt

Dina Osama Abd-Alhaleem<sup>1</sup>, Walaa Gaber Elsayed<sup>2</sup>, M. G. Ibrahim<sup>3</sup>

*1 Marketing Department, International Academy for Engineering and Media Science, 11311, Cairo, Egypt.*

*2 Business Administration, International Academy for Engineering and Media Science, 11311, Cairo, Egypt.*

*3Basic and Applied Science Department, International Academy for Engineering and Media Science, Cairo, Egypt.*

---

## Article History

*Received : 09 August 2022; Revised : 25 October 2022; Accepted : 25 December 2022; Published : 01 January 2023*

---

**Abstract:** This paper aims to investigate the nature of the relationship between the advertisement tools and methods that are used in the charitable advertisements and their impact on the advertisements effectiveness in the presence of the involvement in the donation decision, as well as the mental image toward the charitable institutions among the audience and donors of in Egypt, and also to help decision makers and services providers in these institutions to develop marketing strategies and tools that positively attract the donors by identifying the most appropriate and effective tools and elements of the advertising message and adopting them in the future.

The results revealed that there is a significant positive relationship between the advertisement tools and the advertisement effectiveness, the involvement in the donation decision, as well as the mental image toward the charitable institution which emphasizes the importance of choosing appropriate advertising methods to influence the audience through various advertising means by providing them with sufficient information to create a positive mental image of the institution and confirm confidence to donate to the provided services and achieve the effectiveness of advertising by repeating the donation to create a competitive advantage among those institutions, which represents the basis for the success of the charitable marketing strategies to attract donors and donations in the future.

**Keywords:** Advertisement tools, advertisement effectiveness, involvement in donation decision, mental image, charitable organizations advertisements.

### To cite this paper:

Abd-Alhaleem, D. Osama, Elsayed, W. Gaber, and Ibrahim, M. G. (2023). Investigating the Relationship between Advertisement Tools and Advertisement Effectiveness: An Applied Study on Charitable Advertisements in Egypt. *Academy Journal of Social Sciences*. 1 (1), 20-32.

## **1. INTRODUCTION**

Nowadays, the world is witnessing strong competition between different institutions and companies to attract the attention of customers and to influence their trends and decisions through various and different advertising messages. This huge competition has led to the creation of effective and innovative advertisements with a strong impact (Borborjafari et al., 2016), as advertisements are effective means of communicating with the target audience to attract their attention and thus affects their behavior (Sonkusare, 2013). The execution of the advertising message depends on creative strategies and tools aim to influence the target audience by focusing on many creative aspects (Hamid, 2013).

Charitable advertising goals differ from those of profit-seeking organizations, so charitable institutions follow an effective advertising strategy to attract volunteers and donations (Fredriksen, 2014). The importance of the charitable sector is increasing due to its role in the society. Therefore, the increase in competition between charitable institutions has given the marketing an important tool for these institutions to compete effectively to persuade the public and obtain donations. (Abdul Hamid, 2017). The involvement in decision-making is also considered an important factor affecting customers' behavior and purchasing decisions (Hong, 2015).

So, this paper is seeking to answer the following questions:

- Q1: What is the role of advertisement tools in influencing the effectiveness of charitable advertisement?
- Q2: What is the role of advertisement tools in the presence of the involvement in the decision to donate?
- Q3: What is the role of advertisement tools in in the presence of the mental image toward the charitable institution?

The rest of this paper is processes as follows: Section 2 is the literature review and the hypotheses development. Section 3 introduces the research design, and Section 4 is the data analysis and discussion of results. The conclusions and suggestions for future research are presented in Section 5.

## **2. LITERATURE REVIEW AND HYPOTHESES DEVELOPMENT**

According to the study of (Al-Fitouri, 2017), there are different tools that are used in executing the advertising message to attract the attention of the audience such as visual and audio effects, using rational and emotional appeals, and using celebrities in the advertisements.

The study of Wymer & Drollinger (2014) indicated that the strength of intentions to donate to charitable institutions is positively associated with trust in celebrities who appear in the advertisements.

With regard to the effect of the audio effects in advertising, the study of (Krishnan et al., 2014) indicated that adding music to the advertisement gives the viewer a sense of pleasure as it addresses the conscience, which makes the advertisement more attractive. As for the use of visual effects, colors attract attention and make the advertisement more persuasive by making it more interesting to the recipient of the message, which confirms its impact on attitudes, intentions, and behaviors (Tannenbaum, 2015).

Abdul Hamid (2020) defined the advertisement effectiveness as the effect that the advertisement has on the knowledge, attention, memory, credibility of the advertisement, advertisement preference, purchasing intention, and the purchasing behavior of the target audience. Also the study showed that we can evaluate the effectiveness of advertising through the outcome of the advertising effort that was made during the time that the advertising campaign took to influence consumer behavior.

The study of Ali (2016) showed that the concept of advertising effectiveness is multidimensional, as it means the ability of advertising to produce the desired effect, as advertising effectiveness is related to achieving the targeted objectives of the advertisement.

The level of advertising effectiveness varies (perception - creation of desire - intention - behavior) according to the method used in advertising. The effectiveness of the advertising message in achieving its objectives, and these results confirm the advertisement effectiveness in influencing the purchasing behavior of the audience (Hamid, 2013).

According to Hong (2015), customers who have high involvement tend to do a lot of activities and collect a lot of information about the goods and services that they are interested in, while customers who have low involvement do not do all of that, and therefore involvement in the product is considered one of the main incentives and influences that affect the purchasing decisions.

Hasan and Nasreen (2012) concluded that when the level of involvement in the purchase decision is high for the consumer, this leads to search for information that supports his purchasing decision, and this information in turn makes him confident while making the decision, and therefore he has no doubt about the taken decision. Also in (Gbodamos,2009) study, it concluded that the consumer's preference and association with the name of the institution have a mediating and necessary role in his evaluation of the purchase decision, and that the name of the institution positively affects the level of involvement in the consumer's purchasing decision, as consumers believe that all services provided by the institution that they are used to deal with are the best.

According to Sahney (2016), the mental image plays an important role in developing business performance, and it also positively affects the behavior of customers as it provides several functions of value as the brand can simplify the choice and promise a certain level of quality, reduce risks and generate trust. Al-Damanhour, et al. (2007) indicated the effective role provided by advertisements for charitable institutions, which helps to form a positive mental image towards charitable work.

According to Abdul Hamid (2020), customers' interest in the charitable work of the institution affects the formation of a positive image towards the institutions that adopt these works. Therefore, understanding donation behavior influencing it is vital to the survival of these institutions, as more than 50% of their budget depends on these donations. Mahran (2013) concluded that there are positive attitudes and mental images about the institutions that perform charitable works, which morally affect the intention to donate to them.

Based on the previous discussion, the following hypotheses are formulated:

H1: There is a significant relationship between the dimensions of the advertisement tools and the dimensions of the effectiveness of charitable advertisement.

H2: There is a significant relationship between the dimensions of advertisement tools and the dimensions of involvement in making a donation decision.

H3: There is a significant relationship between the dimensions of the advertisement tools and the dimensions of the mental image toward the institution.

### 3. RESEARCH DESIGN

#### 3.1. The variables of the study

This paper addresses four modern concepts in marketing as: advertisement tools, the effectiveness of the charitable advertisements, the involvement in making a donation decision, and the mental image toward the institution; as a need to determine the nature of the relationships between these variables, which requires directing the efforts towards such topics to keep pace with modern global trends academically and practically, as well as assisting researchers decisions in charities, service providers and marketers in setting marketing strategies and policies that positively affect attracting the largest number of donors, by identifying the most appropriate and effective advertising message tools. Table (1) shows the dimensions of each variable.

Table 1. The variables and dimensions of the study

Variables	Dimensions
Advertisement tools	<ul style="list-style-type: none"> <li>- Celebrity use</li> <li>- Emotional appeals</li> <li>- Rational appeals</li> <li>- Audio and visual effects</li> </ul>
The effectiveness of charitable advertisement	<ul style="list-style-type: none"> <li>- Awareness and perception</li> <li>- Creation of desire</li> <li>- Intention to donate</li> <li>- Actual donation behavior</li> </ul>
Involvement in donation decision	<ul style="list-style-type: none"> <li>- Information and personal experience</li> <li>- Tendency toward the institution</li> <li>- Loyalty and preference of the institution</li> </ul>
The mental image toward the institution	<ul style="list-style-type: none"> <li>- Functional mental image</li> <li>- Symbolic mental image</li> </ul>

#### 3.2 Data collection and sampling plan

This paper uses a questionnaire that includes the variables and dimensions as referred to in Table (1) which have been used and supported in previous studies. The questionnaire was distributed to a sample of participants to elicit their opinions on the relationship between the variables using a Likert Scale of five points that are ranged from strongly agree to strongly disagree, to measure the respondents' agreement level towards the designed statements. The sample of the study is a "non – probability convenience" which is drawn from the population who follows the advertisements of charitable institutions through various

media as the internet and social networking sites, as well as donors to charitable institutions. Since there is no specific boundary for this community, the authors outline a selection of 306 respondents with a 95 % coefficient of confidence and 5 % error limits.

## 4. DATA ANALYSIS AND DISCUSSION OF RESULTS

### 4.1 Reliability and intrinsic validity for research dimensions

Table (2) shows the results of the stability coefficients for applying Cronbach's alpha coefficient to the survey list.

Table 2. Cronbach's alpha coefficients

The dimension	Number of phrases	Cronbach's alpha stability coefficient
Celebrity use	5	0.890
Rational and emotional appeals	10	0.851
Audio and visual effects	5	0.679
awareness and perception	7	0.864
create desire	3	0.790
Donation Intent	3	0.713
Actual donation behavior	3	0.605
Information and personal experience	7	0.639
The tendency toward the institution	6	0.775
Loyalty and preference of institution	6	0.739
Functional mental image	11	0.912
Symbolic mental image	5	0.848

The results indicate that the values of Cronbach's alpha coefficient for the scales used in the study were all greater than (0.6), which is the acceptable for the alpha coefficient, and therefore the used scales have internal stability.

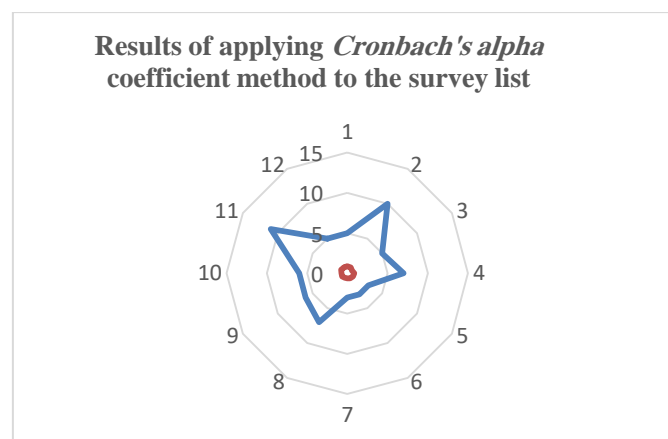


Figure 1. Number of phrases compared by Cronbach's alpha stability coefficient

## 4.2 Descriptive statistics

The demographic characteristics of the sample of 306 participants subject to the survey revealed that the distribution of the study sample items according to the gender variable indicates that the majority of the sample is females (57%). The distribution of the sample items according to the age variable indicates that the majority of the sample (60.1%) is from (31 to 45 years old) , followed by age group from (21 to 30 years) years, where they represent (25.2%), then the age group from (46 to 60 years), where they represent (13.4%) of the total sample. Furthermore, 77% of the sample earns an undergraduate university degree and (20.3%) have a postgraduate degree.

Also the results of the study revealed that the distribution of the sample items according to the monthly income indicates that the majority of those with a monthly income of more than 7000 pounds possess a rate of (59.2%), followed by the category with a monthly income ranging from 5000 to 7000 pounds, with a rate of (17%), then follows The category that receives a monthly income between 3000 to 5000 pounds, then finally the category with a monthly income of less than 3000 pounds and comes in last place with a rate of (5.6%).

Considering the period of time that individuals deal with charitable institutions, the results indicated that the majority of respondents dealt with these institutions for more than 9 years, at a rate of 40.2% of the total percentage. Furthermore, and with regard to followers of advertisements of charitable institutions who were included in the study, (252) individuals were following those advertisements representing 82.3% of the total percentage, while the number of non-followers were 54 individuals representing 17.6%.

## 4.3 Testing for the validity of the hypotheses

- H1: There is a significant relationship between the dimensions of the advertisement tools and the dimensions of the effectiveness of charitable advertisement.

For testing the validity of the first hypothesis, a correlation analysis was used to show the relationships between the variables. Table (3) shows the correlation coefficients between the dimensions of advertisement tools and advertising effectiveness.

Table 3. Correlation coefficients between the dimensions of advertisement tools and advertising effectiveness

		Celebrity use	Rational and emotional appeals	Audio and visual effects
Awareness & perception	Pearson Correlation	.267**	.244**	.131*
	Sig. (2-tailed)	.000	.000	.030
	N	282	277	277
Create desire	Pearson Correlation	.216**	.092	.129*
	Sig. (2-tailed)	.000	.123	.030
	N	287	282	282
Donation intent	Pearson Correlation	.372**	.671**	.561**
	Sig. (2-tailed)	.000	.000	.000
	N	301	296	296
Actual	Pearson Correlation	.372**	.522**	.521**

donation	Sig. (2-tailed)	.000	.000	.000
behavior	N	297	292	292
Advertising	Pearson Correlation	.440**	.532**	.478**
effectiveness	Sig. (2-tailed)	.000	.000	.000
	N	301	296	296

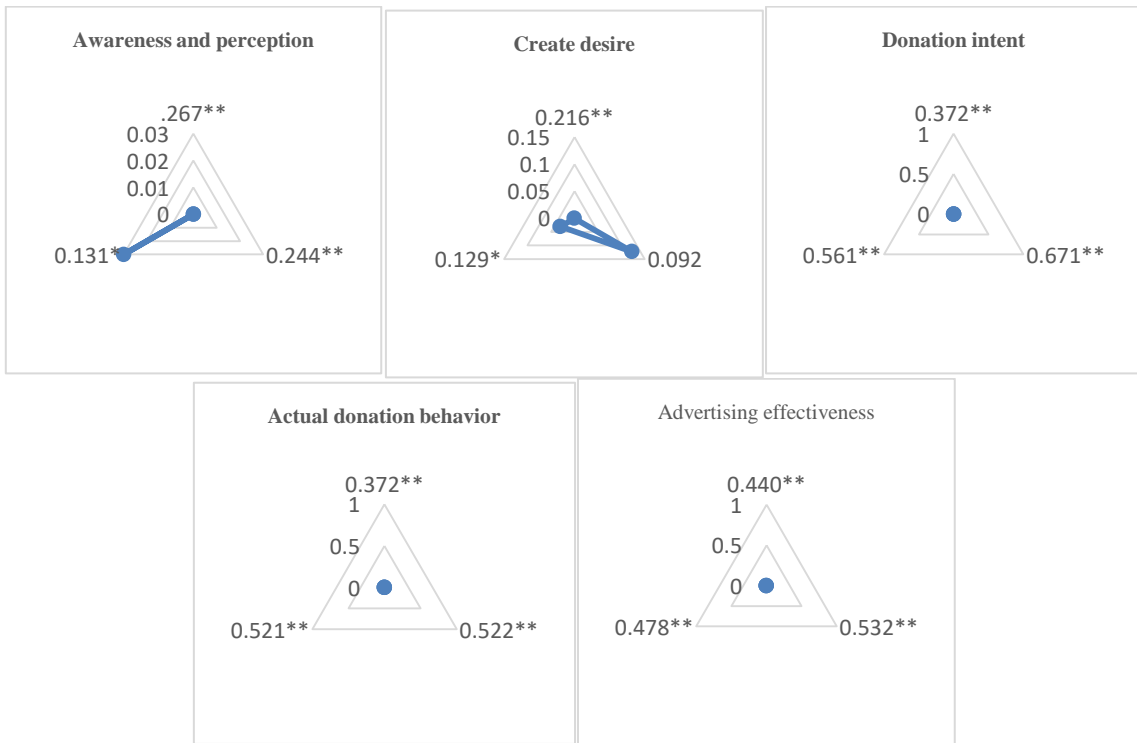


Figure 2. Pearson Correlation and Sig. (2-tailed) versus different variables

According to the results in table (3), we notice that there is a medium positive significant correlation between the dimensions of the advertisement tools and the effectiveness of the advertisement, where the rational and emotional appeals had the highest correlation rate of (.532), followed by the audio and visual effects with a correlation rate of (.478). Although the use of celebrities has a positive significant correlation, it represents the least of these methods up to (.440).

So, we conclude that there is a significant relationship between the dimensions of the advertisement tools (celebrity use - rational and emotional appeals - audio and visual effects) and the dimensions of the effectiveness of charitable advertisement (awareness and perception - create desire - donation intent- actual donation behavior), and the researchers believe that the effect of these tools is normal as these tools are used to attract donors to charity.

- H2: There is a significant relationship between the dimensions of advertisement tools and the dimensions of involvement in making a donation decision.

For testing the validity of the second hypothesis, a correlation analysis was used to show the relationships between the variables. Table (4) shows the correlation coefficients between the dimensions of advertisement tools and the dimensions of involvement in donation decision.

Table 4. Correlation coefficients between dimensions of advertisement tools and dimensions of involvement in donation decision

		Celebrity use	Rational and emotional appeals	Audio and visual effects
Information & personal experience	Pearson Correlation	.174**	.466**	.344**
	Sig. (2-tailed)	.002	.000	.000
	N	301	296	296
Tendency toward institution	Pearson Correlation	.162**	.265**	.342**
	Sig. (2-tailed)	.005	.000	.000
	N	292	287	287
Loyalty and preference of institution	Pearson Correlation	.085	.061	.009
	Sig. (2-tailed)	.156	.317	.888
	N	278	273	273
Involvement in donation decision	Pearson Correlation	.208**	.376**	.342**
	Sig. (2-tailed)	.000	.000	.000
	N	301	296	296

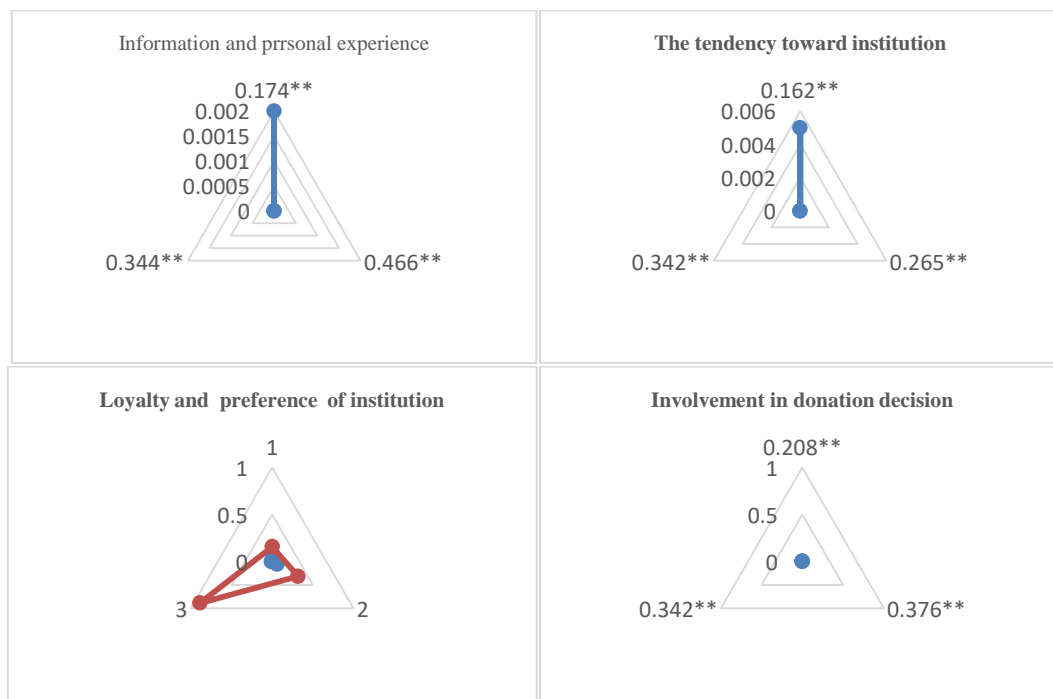


Figure 3. Pearson Correlation and Sig. (2-tailed) versus different variables

According to the results in table (4), we find that there is a weak positive significant correlation between the dimensions of advertisement tools and involvement, where the rational and emotional appeals had the highest correlation rate (.376), followed by audio and visual effects with a correlation rate (.342). Although



the use of celebrities has a positive significant correlation, it represents the least of these methods as it reaches (.208). Hence, we conclude that there is a significant relationship between the dimensions of the advertisement tools (celebrity use - rational and emotional appeals - audio and visual effects) and the dimensions of involvement in the donation decision, which is logical as it affects the preference of specific institution over other institutions.

- H3: There is a significant relationship between the dimensions of the advertisement tools and the dimensions of the mental image toward the institution.

For testing the validity of the third hypothesis, a correlation analysis was used to show the relationships between the variables. Table (5) shows the correlation coefficients between dimensions of advertisement tools and dimensions of the mental image toward the institution.

Table 5. Correlation coefficients between dimensions of advertisement tools and dimensions of the mental image toward institution

		Celebrity use	Rational and emotional appeals	Audio and visual effects
Functional mental image	Pearson Correlation	.045	.108	.168**
	Sig. (2-tailed)	.453	.072	.005
	N	283	278	278
Symbolic mental image	Pearson Correlation	.076	.103	.018
	Sig. (2-tailed)	.205	.087	.773
	N	282	277	275
The mental image toward the institution	Pearson Correlation	.059	.127*	.105
	Sig. (2-tailed)	.318	.034	.082
	N	285	280	278

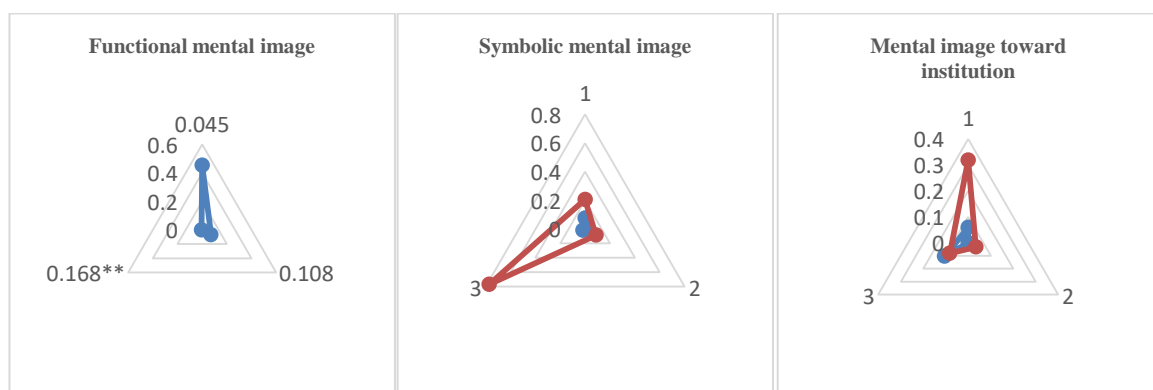


Figure 4. Pearson Correlation and Sig. (2-tailed) versus different variables

According to the results in table (5), we find that there is a weak positive significant correlation between the dimensions of the advertisement tools and the mental image toward the charitable institution, where the

rational and emotional appeals had the highest correlation (.127), followed by the audio and visual effects with a correlation rate (.105). Although the use of celebrities is correlated positively and significantly, it represents the least of these tools reaching (.059). Therefore, we conclude that there is a significant relationship between the dimensions of the advertisement (celebrity use - rational and emotional appeals - audio and visual effects) and the dimensions of the mental image toward the institution which is reasonable as it helps to form a positive mental image about the institution that the donors intent to donate to.

## **5. Conclusions & Recommendations for Future Research**

This paper aims to investigate the nature of the relationship between the advertisement tools that are used in the charitable advertisements and their impact on the advertisements effectiveness in the presence of the involvement in the donation decision as well as the mental image toward the charitable institutions. It's believed that this research can contribute to a deeper understanding of this topic which is also necessary to develop useful indications for charity work about the importance of using the proper tools in advertising that can affect provided charitable services. The findings concluded that: (i) there is a significant relationship between the dimensions of the advertisement tools (celebrity use - rational and emotional appeals - audio and visual effects) and the dimensions of the effectiveness of charitable advertisement (awareness and perception - create desire - donation intent- actual donation behavior) at limits of error +5%., (ii) there is a significant relationship between the dimensions of the advertisement tools (celebrity use - rational and emotional appeals - audio and visual effects) and the dimensions of involvement in the donation decision at limits of error +5%, and (iii) there is a significant relationship between the dimensions of the advertisement (celebrity use - rational and emotional appeals - audio and visual effects) and the dimensions of the mental image toward the institution at limits of error +5%.

However, supporting and sponsoring charitable advertisements by focusing on the methods used in these advertisements is needed; where this would influence the opinions, attitudes, behavior of followers and their beliefs towards the services provided by charitable institutions, as well as raising their awareness of societal issues and the importance of charitable works in society through supporting charitable institutions and their advertising campaigns. Furthermore, working on evaluating the effectiveness of the advertising message in reaching the audience of donors effectively by creating public awareness of the provided services and understanding its characteristics and various aspects, creating a desire among the public to donate, and persuading donors of the importance of the service, then responding to the advertising message. This paper confirms the need for managing and providing information about charitable institutions through the media because of their major and influential role in determining the level of involvement of the donor and influencing it to create the intention to donate and the direction towards the charitable institution and make the decision to donate. Additionally, supporting charitable institutions is a must to build a positive image in the minds of donors to create a competitive advantage among institutions, which represents the basis for the success of the charitable marketing strategy to attract donors and donations.

However, a few limitations in this study can be settled and resolved in future research; where the study was completed with restricted time and capacities. Time limitations of the study affected the results. In addition, the results are constraint by the sample size, using online self-reported questionnaires, and some

demographic factors that were not included in this study. However, future studies should focus on these limitations.

Declarations

Funding statement

This research did not receive any specific grants from funding agencies in the public, commercial, or not-for-profit sectors.

Data availability statement

Data will be made available on request

Declaration of interest statement

The authors declare no conflict of interest.

Acknowledgements

The authors would like to thank all participants for their valuable contribution in this study.

## REFERENCES

- Abdel-Hamid, S.A (2017), A study of the effect of the characteristics of famous personalities on the intention to donate to charitable organizations, Master Thesis, Faculty of Commerce, Cairo University, Egypt.
- Abdel-Hamid, Talaat Asaad (2020), Effective Advertising and Means of Sales Promotion, Cairo
- Ali, Mazhar (2016), "Evaluating Advertising Effectiveness of Creative Television Advertisements for High Involvement Products".
- Al-Damanhour, Fathi and others (2007), Marketing volunteer work in charitable organizations, unpublished research, Mansoura University.
- Al-Fitouri, Fathi Al-Mahdi (2017), "The Relationship between the Content of the Commercial TV Advertising Message and Consumer Behavior - A Field Study", Master's Thesis, Faculty of Commerce - Mansoura University.
- Borborjafari, Maryam, Khorshid Sedigheh, and Rastegar, Abbasali (2016), "Evaluating the Relationship of Rational Advertising Appeals, Cognitive Information Processing Styles of Consumers and Advertising Effectiveness", *International Business Management*, Vol. 10 No.(15), PP. 2928-2934.
- Freriksen, D.K.,(2014),"Creating trust through charity advertisement : Focusing on charity successes or future goals, by using statistical or anecdotal evidence ?" Unpublished Master's Thesis, the University of Twente at Netherlands.
- Gbadamosi, A. (2009) "Cognitive dissonance: The implicit explication in low-income consumers' shopping behavior for "low-involvement" grocery products", *International Journal of Retail & Distribution Management*, Vol. 1, 37, No. 12, pp.1077 -1095
- Hamid, M.A (2013), Evaluating the Effectiveness of Creative Strategies in Advertising by Application to Egyptian Telecom Companies, PhD Thesis, Mansoura University.
- Hasan, U. and Nasreen, R. (2012)" Cognitive Dissonance and Its Impact On Consumer Buying Behaviour " ISSN: 2278-487X Vol. 1, No. I4, pp07:12.
- Hong, Iiyoo B. ;(2015), " Understanding the consumer's online merchant selection process: Theroles of product involvement, perceived risk, and trust expectation ", *International Journal of Information Management*, 35, 322-336.
- Kariuki, M.N, (2015), The impact of brand image on customer satisfaction in major supermarkets in Nairobi county, MSC. Thesis (School of business, university of Nairobi).
- Krishnan, V., Machleit, K. A., Kellaris, F.F. Sullivan, U. Y., & Aurand, T. W. (2014). Musical intelligence: explication, measurement, and implications for consumer behavior. *Journal of Consumer Marketing*, 31 (4), 278 – 289.
- Mahran, A.F (2013), "The effect of the extent of customer interest in business organizations adopting social responsibility on the attitude towards the organization and the intention to purchase its products," *Shaqra University Journal*, first issue, Kingdom Of Saudi Arabia.

- Manorek, S.L, (2016), The influence of brand image, advertising, perceived price toward
- consumer purchase intention(case study: Samsung smartphone), journal berkala ilmiah,
- Vol.16, No. 1, PP. 661-670.
- Mittal, B.(1989)" Measuring purchase-decision involvement", Journal of Psychology and Marketing Vol .6, No. 2, pp. 147-162.
- Reinartz, Werner & Peter Saffert (2013), "Creativity in Advertising: When It Works and When It Doesn't", Harvard Business Review, June. Issue. pp. 1-12.
- Sahney, A.(2016),"A Review of brand image and its impact on buying behavior". International Journal of Academic Research and Development, Vol.1,No.8,pp. 1-3.
- Schiffman,.G. and Kanuk,.L(2004)," Consumer Behavior", Eight Edition, 2004, Prentice Hall, India.
- Sonkusare Geeta (2013) "Impact of television advertising on buying behavior of women consumers' [With special reference to FMCG Products] Chandrapur city", International Journal of Business and Management Invention , Vol, 2 ,Issue 3 ,PP.31-38.
- Tannenbaum, M. B. (2015), Appealing to fear: A meta-analysis of fear appeal effectiveness and theories. (PH. D). University of Illinois at Urbana-Champaign.
- Van Steenburg, E.(2013)," Nonprofit advertising and behavioral intention: The effects of persuasive messages on donations and volunteerism", Master's thesis, University of North Texas.
- Wang, Xiaoli (2012), " Attitude toward the Advertising and Subjective Norm on Purchase Intention: A Case of Television Advertising of Beauty and Personal Care Products in Bangkok", Master of Business Administration, University of the Thai Chamber of Commerce.
- Wheeler, R.T. (2009), Nonprofit advertising: impact of celebrity connection, involvement and gender on source credibility and intention to volunteer time or donate money. Journal of Nonprofit& Public Sector Marketing, 21(1), 80–107.
- Wymer, W., & Drollinger, T. (2014), Charity Appeals Using Celebrity Endorsers: Celebrity Attributes Most Predictive of Audience Donation Intentions. VOLUNTAS: International Journal of Voluntary and Nonprofit Organizations, 1-24.