Ethical practices of controversial marketing strategy, Brand reputation, and Brand personality: a moderated mediation analysis

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Ethical practices of controversial marketing strategy, Brand reputation, and Brand personality: a moderated mediation analysis

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Abstract:

Purpose – The main purpose of the article is to use controversial marketing strategy to build the brand personality through the mediation effect of brand reputation taking into consideration that the ethical practices is a must in the Egyptian market. additionally, studying the moderated-mediation role of both gender and age of Egyptian consumers.

Design/methodology/approach – For a sample of 415 Egyptian consumers, a survey using a standardised questionnaire was undertaken using the electronic survey (google format). Additionally, descriptive analysis and a correlation analysis were carried out using SPSS V.28. Then, using Smart PLS V.3.2.9, a Partial Least Squares-Structural Equation Modelling (PLS-SEM) analysis was performed to assess the hypotheses driven from the study's research model. Theoretical support will enable deeper investigation into the idea of controversial marketing tactics that strengthen brand reputation and personality. The J. Aaker's brand personality scale was applied to meet these goals.

Findings – Results revealed that ethical practices of controversial marketing strategy yielded a significant positive effect on brand reputation. Also, brand reputation yielded a significant positive effect on brand personality. On the contrast, ethical practices of controversial marketing strategy have no significant direct effect on brand personality. On the other hand, the mediation analysis yielded as significant positive indirect effect from ethical practices of controversial marketing strategy on brand personality by mediating brand reputation. Moreover, gender moderates the relationship from ethical practices of controversial marketing strategy to brand personality Also, gender moderates the relationship from ethical practices of controversial marketing strategy to brand reputation. Beside, age moderates the relationship from brand reputation to brand personality. Aside from, age moderates the relationship from ethical practices of controversial marketing strategy to brand personality. On the contrast, age does not moderate the relationship from ethical practices of controversial marketing strategy to brand reputation. Finally, these results confirm the moderated-mediation role of both gender and age.

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Originality/value – This article was carried out because few studies have examined the moderated mediation role of brand reputation on both ethical practices of controversial marketing and brand personality. Therefore, this study fills the gap in the existing literature and includes a discussion on the contributions, limitations as well as recommendations for future research.

Keywords – Ethical practices of controversial marketing strategy, Brand reputation, Brand personality, a moderated mediation analysis, Egyptian consumers.

Paper type – Research paper

1- Introduction:

It is a common misconception that greater controversy equals more buzz. Media executives initiate that controversial television advertising are more likely to be discussed and attract customers' attention. In today's globalized world, everyone competes with one another. Advertisers strive to draw viewers' attention to their goods at any costs. When it comes to the business term, the advertising firms' creative strategy has no bounds. Additionally, models do not adhere to any moral principles when they are exposed in front of cameras with a message to sell the product. The only objective is to sell the goods through whatever means necessary (Sen, S., 2017). Furthermore, many brands have created powerful advertisement campaigns to convey a message to society. Sometimes these advertisements are accused of being too sexist, too profane, or too open-minded and create controversy, then the brands are forced to pull these ads down to retain their brand reputation as to not being termed with unethical practices in Controversial Advertising (Grinberg, 2012: Moriarty, 2015). A crucial marketing strategy for business that has the ability to boost sales, brand engagement, and ethical practices of controversial marketing. But it must be noted that controversial marketing may sometimes be harmful as in the world-renowned fashion brand Gucci. Their most recent issue nearly turned into a social media scandal when the company's most current collection of polo jumpers attracted complaints about being racially insulting. The polo jumper was referred to as a "balaclava" by Gucci because it could be pushed up to the eyes and had a hole that exposed the lips. However, the majority of respondents claimed it represented black images, particularly blackface. The polo jumpers were removed from Gucci's stores, and the fashion house was compelled to apologize publicly (Kadi-Maglajli et al., 2017).

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In Egypt, because more than 95% of the population are T.V. audience, so advertising in T.V. is an important hit sector and a pricy medium in the same time where advertising spend more than 50% of their budget on it. According to the most recent Advertising Expenditure Forecasts Report published by Zenith ROI in September 2016, Egypt accounted for 41.4% of all TV advertising expenditures worldwide, spending an estimated LE2.7 billion in 2015 (zenithmedia.se, 2016). The majority of this spending was in with Ramadan's month. Although people are increasingly going to online media to watch their content ad-free shows yet it still TV is thought of as the primary advertising method. Advertisers look for the most innovative and surprising concepts to stand out and preserve brand identification in the midst of this intense focus on TV advertising, sometimes going so far as to push the bounds of what is socially, religiously, or morally correct being seen as "offensive advertising," which transgresses social morality (Eyada, 2018). What is accepted by some may be rejected by others, as representatives of the Egyptian advertising industry assert that the notion of "morals" is still up for debate. While placing restrictions on the substance of the advertising would simply produce dull and repetitious ideas so fresh ideas that are appealing to the public are necessary for advertising, which may have some unclear views of what morality implies (Steinman & Wolfrom, 2012).

A few participants noted that a significant portion of ad content and copy writers are not particularly familiar with the "Egyptian Standard Specifications of Advertising Requirements" and that commercials are created based on general knowledge and intuition about what may be approved or rejected by the community. This makes ethics and morality highly ambiguous because there are no precise principles that describe them (Eyada, 2018). Some advertisers have launched contentious ad campaigns that have been quite successful while others like Birell beverage firm in Egypt, has been detrimental to the reputation and personality of the brand (Waller, 2004).

Academics and businesspeople agree that brand reputation is becoming more and more significant. A brand needs a solid reputation in order to establish a strong personality and be successful and lucrative (Veloutsou and Moutinho, 2009; Hussain et al., 2017). A brand's reputation should be positive in order to satisfy consumer demand. This requires true brand quality and keeping its promise to the clients. So, consequently positive word-of-mouth instead of

bad word-of-mouth is disseminated, in addition to advertising and public relations which are two other strategies. According to the Chinese saying, "The good news is unknown, but bad news spreads far and wide." Based on the research of (Hoffman and Weithaler, 2015) and (Hussain et al., 2017), bad word-of-mouth can ruin business and/or a company's reputation.

Demographic characteristics have a great impact on consumers' behavior and attitudes so in the current study researchers try to find the difference between Gen X (1965 to 1980) and Gen Z (1997 to 2012) as well as the differences between gender identities (Male /Female) respectively in order to assess the extent to which each group accepts the controversial marketing strategy and its impact on their assessment of the brand's personality by using a moderated mediation analysis.

2- Research Problem:

For customers, controversial marketing strategies raise crucial ethical issues especially when the campaigns disregard for personal ideal standards or violate social values. So that the problem can be summarized as: "When Egyptian brands used controversial marketing strategy in the wrong and unethical way, it negatively affected their reputation and personality among Egyptian consumers". Therefore, the following questions may show the study's difficulty lies:

1- What is the impact of ethical practices of controversial marketing strategy on both brand reputation and brand personality in Egyptian market? What are the benefits of ethical practices of controversial marketing? Is all ethical practices of controversy beneficial for business?

2- What is the impact of brand reputation on brand personality in Egyptian market?

3- Is there a significant mediating effect of brand reputation on the relationship between ethical practices of controversial marketing strategy and brand personality?

4- Is there a significant moderating effect of gender on the relationship between ethical practices of controversial marketing strategy and both brand reputation and brand personality?

5- Is there a significant moderating effect of gender on the relationship between brand reputation and brand personality?

6- Is there a significant moderating effect of age on the relationship between ethical practices of controversial marketing strategy and both brand reputation and brand personality?

7- Is there a significant moderating effect of age on the relationship between brand reputation and brand personality?

8- What the difference between the effect of Gen Z and Gen X on the relationship between ethical practices of controversial marketing strategy and both brand reputation and brand personality?

9- What the difference between the effect of gender identities (Male and Female) on the relationship between ethical practices of controversial marketing strategy and both brand reputation and brand personality?

3- Theoretical background:

3.1 Controversial marketing strategy:

The idea of controversial marketing is always up for debate: controversial marketing initiatives are constantly exaggerated beyond what is considered appropriate by society (Somak Sen, 2016; K & Geetali, 2019). To stand out from the competition and make a lasting impact on consumers, brands must develop distinctive and memorable concepts. There are several paths you may take here. One of them is questionable marketing practices that are ethical. Controversial marketing, commonly referred to as shock advertising, it is a strategy taken by a company to shock or offend viewers by transgressing the standards of societal and individual morality and values. The goal is to spark debate and conversation, which will then create buzz about the business. It's big risk, no doubt. However, it's also certain to garner interest (DeSouza & Naresh, 2021).

The practise of controversial marketing involves employing direct phrases or graphic images to grab consumers' attention, raise awareness of a certain product, or generate buzz. While most advertisers rely on "shock value" to achieve the desired output, it primarily results in the creation of what is known as "offensive advertising" because some ads push the boundaries of what may be socially and morally acceptable or unacceptable. In order to control and

oversee the broadcast and print media in Egypt, Law 92 of 2016 established The Supreme Council for Media Regulation. While a number of advertisements have been banned since the council's inception in 2016 and 2017, the issue still exists that because there is no censorship in place and no clear definition of what constitutes "general ethics and morals," the advertisements were only banned after airing several times, which means that society had already been exposed to the "unethical content" (Eyada, 2018; Singh & Chahal, 2020).

Shock marketing is a type of controversial marketing. As the term implies, shock advertising aim to shock viewers by stirring up a debate that they will remember. With the introduction of the internet, companies are increasingly leveraging social media and other online platforms to get customers looking and talking instead of the traditional mainstream advertising and billboards that were utilised before to carry out these campaigns (Waller, 2004; Xie & Wei, 2018).

A common theme that emerges in previous researches is that the most effective marketing campaigns are those that create goodwill and enhance brand reputation and personality. This theme is consistent with the current field study which found that 86% of survey respondents say brands should have a commitment to community ethics and values.

Controversial marketing leverages the emotional aspect of marketing. Images advertisements, for example, use visual elements to communicate and their interpretation is subjective. This means that each viewer interprets the meanings of a specific image from his/her unique perspective. Paul Martin Lester suggests five perspectives from which users might study and interpret pictures, one of them is; Personal perspective: this is based on the strongly held ideas, attitudes, and mindset of the viewers. Personal values are frequently difficult to alter such that the viewer sees the image differently since they do not always align with the cultural perspective (Djambaska, Petrovska, & Bundalevska, 2016) e.g.the "Abla Fahita" campaign from Vodafone Egypt from 2017. After meeting with Makram Mohamed, president of the Supreme Media Council, who had earlier forbade the campaign from running on TV, Vodafone Egypt issued an apology for their advertising campaign that included Abla Fahita.

Double standards are prevalent in Egyptian society, and Egyptians have diverse viewpoints. The Egyptian Consumer Protection Agency in 2016 banned four major campaigns during the month of Ramadan because it believed the advertisements violated public morals and encouraged harassment. Such as "Juhayna" Ad, "Dondoo" Ad, Birell "Man Up" Campaign, Cottonil and Dice Underwear Ads in 2016, Sunny Cooking Oil Campaign, Orange Telecom Campaign, Vodafone Telecom Campaign, Uber Campaign in 2017 (Eyada, 2018). So that the researchers found that they can classify practices of controversial marketing into two types ethical and unethical practices. Ethical practices for controversial marketing are campaigns that rely primarily on creating controversy and attracting consumers' attention without violating society ethics and values, and that rely on creative ideas, surprise, and suspense. 90% of the study respondents say brands that use controversial promotional campaigns focus on the customer's imagination

Finally, a business needs marketing efforts to function. Furthermore, ethical marketing practices are widespread, particularly in fields where increasing public awareness is a major priority. It is crucial for that brand to accept the risks that come along with controversial marketing. And so to avoid the negative effect on the company's reputation and personality. Based on the existing literature, we hypothesize that:

H1: Ethical practices of controversial marketing strategy will positively affect Brand reputation

H2: Ethical practices of controversial marketing strategy will positively affect Brand personality

H3: Gender will moderate the relationship between Ethical practices of controversial marketing strategy and Brand reputation. Specifically, the relationship will be much stronger for males than for females.

H4: Gender will moderate the relationship between Ethical practices of controversial marketing strategy and Brand personality. Specifically, the relationship will be much stronger for males than for females.

H5: Age will moderate the relationship between Ethical practices of controversial marketing strategy and Brand reputation. Specifically, the relationship will be much stronger for Gen Z than for Gen X.

H6: Age will moderate the relationship between Ethical practices of controversial marketing strategy and Brand personality. Specifically, the relationship will be much stronger for Gen Z than for Gen X.

3.2 Brand Reputation:

The public's perception of a brand's corporate actions as a whole is represented by its reputation. Using dubious marketing strategies may harm a brand's image by influencing how customers perceive it and the capability of the experiences it offers. Brand repute is one of the four components of brand value, according to (Holt, 2004). Customers evaluate risk connected with certain branded items using brand reputation, including if the products offer utilitarian value like punctuality, tear and wear resistance (Owoeye, O., 2019). Reputation for a brand may be created by marketing and public relations efforts, or it can be impacted by the quality of the product and brand performance (Bergel et al., 2019), which enables business to establish a powerful presence and personality.

Customers' opinions of a brand, which are influenced by its perceived value or by its functional and non-functional benefits, have a substantial impact on its reputation (Bae, Rudd, & Bilgihan, 2015). (Argenti, 2009) also claims that there is a significant connection between advertising, consumer perceptions, and brand reputation. Additionally, a solid brand reputation may assist companies in minimizing the negative effects of a crisis. This was true during the Tylenol cyanide incident caused by Johnson & Johnson (J&J). Similar to this, the world's largest producer of soft drinks, Coca-Cola, used its solid reputation to prevent long-term harm following allegations of contamination in India (Owoeye, O., 2019).

A trusted brand will inspire brand loyalty and play a vital influence in influencing customer behavior when it comes to product selection. As one of the most well-known brands in the world, Nike is highly regarded by its devoted clientele who use it to boost their self-esteem, develop a strong personality, or acquire a certain status or symbol within a particular group. Due to the advancement of technology and the internet, customers now have a wealth of information at their fingertips and can quickly explore from A to Z in regards to their preferred brands. Customers thus have higher expectations for a brand's ability to meet their requirements and desires

(Aurier and Lanauze, 2012; Valta, 2013), this consistent with the statistical results that show (83%) of Egyptian consumers say the credibility of a controversial brand positively affects its reputation. For example, Dove frequently utilises their advertising to support positive body image. Due to a recently published advertisement that appeared to be racist, the corporation has recently faced criticism from the general public where three ladies were shown in succession on the video a white woman takes off her top to expose a brown woman, a black woman does the same. Dove body wash is for every woman and is a celebration of diversity. The advertisement that was circulated online featured just two women: a black woman in the first picture and a white woman in the second. The white woman smiles as the black woman lowers her shirt to show her. Articles with headlines like "Apparently dark skin symbolises dirt, and Dove can "cure" that for you" were published as a result of the occurrence (Ebrahim, 2017). Women on social media vented their rage at what the company appeared to reveal. The black model who appeared in the advertisement issued a statement a few days after the event, expressing her disappointment that the advertisement had been misinterpreted and turned into a controversial issue. (Vomiero, 2017). This is an illustration of a brand trying to build a positive brand reputation but failing because of how consumers perceive it.

Consumer spending behavior and applicant interest are both influenced by brand repute. A positive reputation will benefit the business financially and operationally. Moreover, four essential components make up a brand's reputation: dependability, accountability, credibility, and trustworthiness. so that brands should use ethical practices of controversial marketing strategy which does not violate societal ethics and norms to avoid a negative effect on its personality in the market (Atkal, 2021). Current field study found that 92% of survey respondents' buying decisions depends on how good and strong the brand reputation is. Furthermore, 78% of survey respondents say that unethical practices of controversial marketing strategy negatively affect the brand reputation.

Based on the existing literature, we hypothesize that:

H7: Brand reputation will positively affect Brand personality

H8: Brand reputation will mediate the relationship between ethical practices of controversial marketing strategy and Brand personality

H9: Gender will moderate the relationship between Brand reputation and Brand personality. Specifically, the relationship will be much stronger for males than for females.

H10: Age will moderate the relationship between Brand reputation and Brand personality. Specifically, the relationship will be much stronger for Gen Z than for Gen X.

H11: Gender will moderate the mediating effect of Brand reputation on the relationship between Ethical practices of controversial marketing strategy and Brand personality. Specifically, the indirect relationship will be much stronger for females than for males.

H12: Age will moderate the mediating effect of Brand reputation on the relationship between Ethical practices of controversial marketing strategy and Brand personality. Specifically, the indirect relationship will be much stronger for Gen X than for Gen Z.

3.3 Brand personality:

 (Aitken et al.,1987) used the term "brand personality" (BP) for the first time in a research publication. (Aaker and Fournier, 1995) proposed that BP is a differentiating tool that might boost brand value in the decade that followed. The most well-known definition of BP was offered two years later by (Aaker, 1997) stating that it is "the set of human characteristics associated with a brand". Due to its effectiveness in differentiating a company from its rivals on a symbolic level, brand personality is important in the buyer-seller interaction process (Sung & Kim, 2010). The five general qualities of the brand personality scale are sincerity, enthusiasm, competence, sophistication, and ruggedness (Aaker, 1997). The current study focuses on three dimensions (sincerity, excitement and competence).

 Additionally, brand personality plays a significant role in how a firm and its customers interact (Fennis and Pruyn, 2007). Various marketing communication tactics may be used to develop a brand's personality (Orth and Malkewitz, 2010; Park and John, 2012). It can aid clients in expressing their symbolic advantages and self-concept (Bouhlel, Mzoughi, Hadiji, and Slimane, 2011). Moreover, ethical marketing practices and brand reputation can influence the brand personality (Marzouk, Halim, EL Sheikh, 2022). An approach to business that highlights how organizations pledge to be open,

truthful, and accountable in their marketing endeavors is known as ethical marketing practices. How a business displays its products to emphasize social or environmental responsibility is another aspect of ethical marketing. The former is concerned with applying moral principles to marketing and advertising strategies, whereas the latter relies on the organization's inherent commitment to doing good and supporting worthwhile causes. Like Nike which has a proper knowledge about their target audience and has used the well-known Colin Kaepernick (an NFL player) in its ads, becoming the talk of the city and as a result Nike got the free advertising worth $43 million and their sales increased by 31%. Furthermore, 82% of survey respondents say brands that use ethical controversial promotional campaigns are smart about choosing controversial content.

In essence, brand personality can be measured using common human characteristics. These characteristics can include gender, age, social class, economics, warmth, attention, and sentimentality. This gives brands a human traits and personality that can be aggressive, feminine, masculine, active, cheerful, and many other things. (Bosnjak et al., 2007) built brand personality characteristics relevant to a nation since differences in personality dimensions may also be impacted by various cultural elements in each country (Wijayanto, 2015).

It is noticed that the stronger the brand, the more competitive the organization becomes. A brand identity is developed for every good which is unique and this is to attract customer's attention e.g. customers see Pepsi as "young", Coke as "real and honest", while MacDonald's as "more appealing". So when human traits are adhered to a brand, it is known as brand personality and it becomes one of the most popular subjects for decades.

Brand managers have a useful tool to analyze competitive brand challenges among competing brands/products thanks to the notion of brand personality. Additionally, brand personality aids businesses in developing a competitive strategy to differentiate a brand or product from that of its competitors (Rauschnabel et al., 2017)

3.3.1 Brand competence

(Wu et al., 2017) define brand competency as the ability to elicit effective intentions from clients and prospects (competent). Those that are effective at provoking intentions are seen as competent, whereas those that fail to evoke

intentions are seen as incompetent. According to (Portal et al., 2018) study findings, brand competence is evaluated based on quality, reliability, durability, and consistency. According to (Portal et al., 2018), brand warmth and competence work together to make firms more approachable to customers, furthering the idea of brand competence. According to the research of (Portal et al., 2018), brand competence may be felt if the brand is thought to have the ability and skills to carry out those purposes, while brand warmth can be felt if the brand is perceived to have good intentions. Companies work to build their expertise in a selective few critical industry while also managing their brand in this area of influence. As a result, marketing managers and specialists are bound by contract to satisfy clients' exact needs. Business would thus not want to cast any doubt on the competency of their brand in the eyes of their clients. Researchers defined brand competence as consumers' perceptions that a brand has the capacity and abilities to align customers' goals; this perception reveals a brand's competitiveness, intelligence, and skill sets.

According to (Martin & Nasib, 2021), it is the capacity of a brand to meet the needs of its consumers while also overcoming their challenges. A brand needs to be able to identify with its customers' issues and fulfil their needs in order to be successful. Another key activity that supports the growth of consumer trust in the brand is brand competency. A brand's distinctiveness must satisfy the needs of its intended market. It is a holistic conduct, in accordance with (Shaari & Salleh, 2018), that boosts consumer trust in the brand. They find that brand competency significantly influences purchase intentions and justifies customer brand loyalty especially in the mobile phone industry.

3.3.2 Brand excitement

(Cai & Mo, 2020) describe excitement as the state of being excited and yearning for a certain good or service. A brand's potential to be seen as exciting is dependent, among other qualities on, its capacity to be both stylish and daring. According to studies, feelings like excitement have a significant role in the customer experience, influencing perceptions, consumer engagement, and ultimately brand choice (Lambert-Pandraud & Laurent, 2020). In order to stand out from the competitors, sporting organisations employ brand enthusiasm (Hohenberger & Grohs, 2020; Chovancova et al., 2022).

The most noticeable factor sports organisations employ to set themselves apart as "cutting-edge" brands for their individual programmes is brand enthusiasm (Hohenberger & Grohs 2020). (Schnurr, 2017) demonstrates how customers' perceptions of brand fervour and loyalty are positively impacted by the product's appearance when brands have great designs, it creates a positive feeling of anticipation for the brand. For instance, (Cai and Mo, 2020) highlight the positive effects of a big logo and an alluring brand on customer behavior. According to (Langstedt & Hunt, 2017, Chovancova et al, 2022), a brand's level of spirit, creativity, and modernity impact how enthusiastic consumers are about it.

Despite exciting brands being highly capable of generating interest because they look appealing and get a lot of attention (Avery, 2020), yet brand personality critics contend that consumers still view them as less authentic long-term business partners. Although the exciting dimension is thought to be the best in interpersonal relationships, this personality type may have inherent drawbacks when compared to the sincerity dimension, which fosters perceptions of partner quality and encourages the strength of long-term relationships in contrast to the exciting dimension (Avery, 2020). (Bajaj & Bond, 2018, Chovancova et al, 2022) assert that visual brand characteristics have a positive effect on opinions of brand eagerness

(Kang et al., 2019) defined brand excitement as the overall amount of interest and love that consumer's feel for a particular brand. The arousal and favourable effects of brand excitement are regarded as the emotional component of satisfaction, this is accordance with the study's findings. Therefore, fascinating firms offer fantastic experiences while achieving their goals. As a consequence of all of their interactions with the brand, consumers still look to it for emotional fulfilment. Brand associations, in the opinion of (Chovancova et al., 2022), can foster more customer enthusiasm for goods and services. The degree of brand excitement is the ability of potential customers to recall or recognise a certain brand.

3.3.3 Brand sincerity

The criterion by which a customer decides whether or not a brand is faithful to its core ideals is his or her assessment of the brand's sincerity. The brand's basic ideals and guiding principles are stated in sincerity. Due to the authenticity of the brand, a client can identify whether such principles have a

commercial bent or not. Brand sincerity and relatedness requirements are strongly connected. According to (McManus et al., 2021), provided that such firms are more likely to develop a friendship-based customer-business relationship. Brand honesty may only be a required but not sufficient condition for better brand connectivity. To put it another way, when the sincerity "box" is controlled, it may act as a platform for the growth of other personality qualities. In a research on brand personality in the blogosphere, (Cuevas, 2016) found that when customers see a company as real, their expectations for pleasurable experiences are met (Shetty & Fitzsimmons, 2021; Chovancova et al., 2022).

According to (Liang et al., 2021; Chovancova et al, 2022), personal selling and promises like good customer service experiences as well as promotional incentives were proven to favourably effect consumer brand choice. Sincerity is created through the utilisation of human brands, such as well-known authors and fashion bloggers, who exhibit these qualities in addition to passion and personalization (Liang et al., 2021). Because trustworthiness helps customers to freely share their opinions through comments or reviews on the internet, authenticity and trustworthiness of a business are crucial variables in determining customer engagement (Gong et al., 2020). For instance, increasing brand sincerity results in favourable impacts and creates a deeper self-brand relationship with favourable companies (McManus et al., 2021; Chovancova et al., 2022); on the other hand, decreasing brand sincerity can cause unfavourable feelings and weaken consumers' attachment to a specific brand.
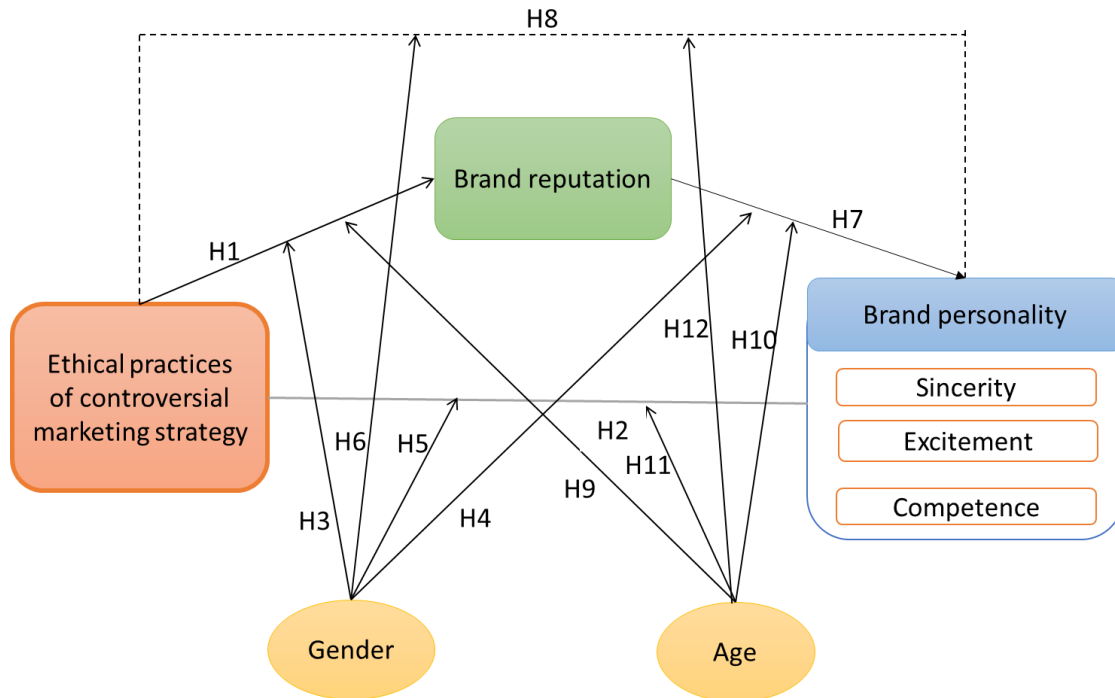
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Fig.1: Conceptual Framework (Main Hypotheses)

4- Data Collection and Sample

In this study, the post-positive viewpoint was utilised to assess a model while collecting data utilising the questionnaire approach. As a result, this inquiry employed non-probability sampling, especially the purposive sample technique. Participants were required to see at least one controversial advertisement as part of the data collecting process, and the study was restricted to Egyptian consumers for the duration of the study in order to use the purposive sample approach. The large size of the customer base, the scheduling, and the cost considerations, all of which function as research limits, led in the study to the select the sampling strategy for the data collection. The sample size (415 participants) was computerized and evaluated after the act of huge numbers.

A questionnaire was used to gather information, and each attitude item was then analysed using a Likert scale with a range of five points, from

strongly disagree (1) to strongly agree (5). We collected 423 responses, 415 were kept for analysis, the data gathering lasted about five months (from April 2023 to August 2023). The statistical package for social sciences (SPSS V.28) and the smart partial least squares (Smart-PLS) software version.3.2.9 were used to conduct the data analysis.

As shown in Table 1, earlier researches were taken into consideration while determining the measurements of the variables that were included and the number of items. The study involved four sorts of variables; ethical practices of controversial marketing strategy as the independent variable, brand personality as the dependent variable, brand reputation as the mediating variable and demographics (Age &Gender) as a moderated mediation variable, the responses were graded on a Likert scale of five points, and the questions were created and amended using literature as a guide.

Table 1: The measures used in the study

Variable	Number of items	Reference
Ethical practices of controversial marketing strategy	10	(DeSouza & Naresh, 2021; K & Geetali, 2019; Somak Sen,2016).
Brand personality	12	(Hohenberger & Grohs 2020: Avery,2020; Rauschnabel et al., 2016; Wijayanto, G., 2015; Aaker,1997)
Brand reputation	6	(Atkal, 2021;Owoeye, O.,2019;Bergel et al., 2019)

The survey program's data was collected, processed, and then input into SPSS. After that, the data was cleaned by removing inaccurate responses, flawed surveys, or data manipulation due to a simple case of miscommunication or lack of attention. For the incomplete submissions, the fields were left blank.

5- Research Methodology:

Firstly, descriptive analysis and a correlation analysis were carried out using SPSS V.28. Then, using SmartPLS V.3.2.9, a Partial Least Squares-Structural

Equation Modelling (PLS-SEM) analysis was performed to assess the hypotheses driven from the study's research model. Structural equation modelling entails the use of statistical methods that assess many variables at the same time, allowing the researcher to include unobservable factors quantified indirectly through indicator variables (Hair, et al., 2017). The PLS-SEM model was examined and evaluated in two steps, first by reviewing the measurement model and then by evaluating the structural model. This was done to check that the measurements were valid and reliable before drawing conclusions about the links between the constructs. To discover common method bias (CMB), Harman's single-factor test was performed, where, the first component was found to explain just 21.7% of the total variance. Because the number was less than 50%, it is reasonable to conclude that the CMB problem was not identified (Podsakoff et al. 2003). Furthermore, the VIF values were less than 3.3, indicating that this issue did not exist (Kock, 2015).

5.1 Descriptive Statistics and Correlations

Table 2 shows the descriptive statistics i.e., mean and standard deviation (SD) for the selected variables for the categories of gender (males and females) and age (Gen X and Gen Z). Some visual differences were observed as shown in fig.2.

Table 2: Descriptive statistics across groups of gender and age

| Variable / Category	Gender				Age			
	Female		Male		Gen X		Gen Z	
	Mean	SD	Mean	SD	Mean	SD	Mean	SD
Controversial marketing strategy (CMS)	3.56	0.62	3.35	0.76	3.31	0.76	3.59	0.60
Brand reputation (BR)	3.15	0.73	3.26	0.54	3.17	0.65	3.24	0.63
Sincerity (SIN)	3.24	0.88	3.21	0.78	3.00	0.78	3.44	0.82
Excitement (EXC)	2.69	0.73	2.59	0.54	2.82	0.53	2.47	0.68
Competence (COM)	2.67	0.63	2.79	0.72	2.78	0.70	2.67	0.65
Brand personality (BP)	2.86	0.56	2.86	0.52	2.87	0.55	2.86	0.53
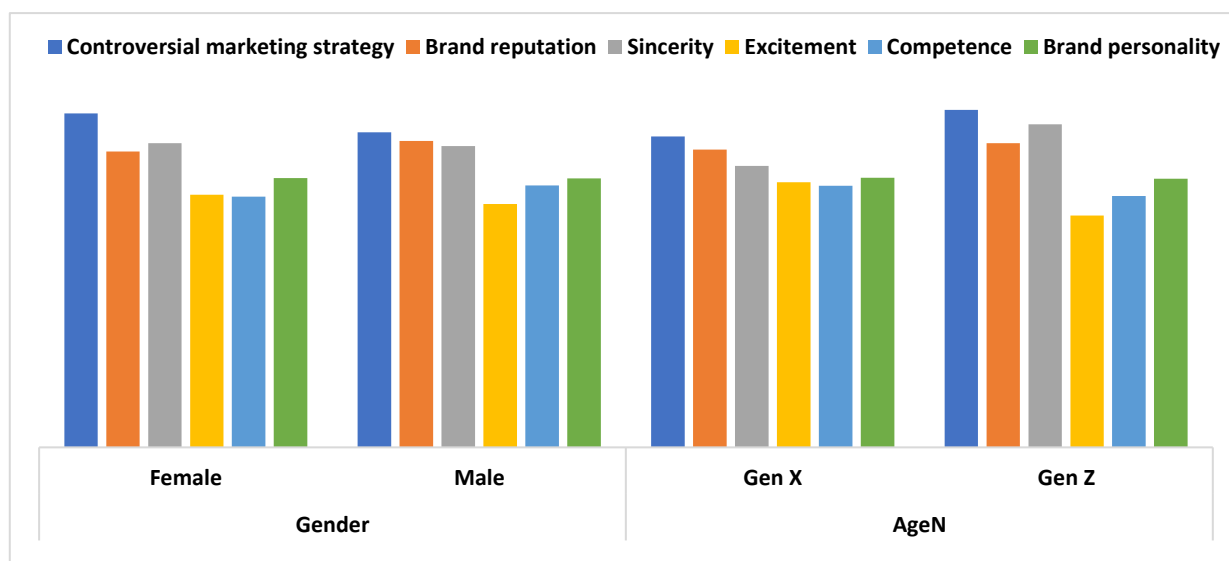
Fig.2: Variables means across groups

The correlations between the research variables are shown in Table 3. The correlation analysis revealed that all of the controversial marketing strategy and brand reputation constructs correlated positively with Brand personality and its scales, as shown in the table.

Table 3: Correlations among variables

Variable	1	2	3	4	5	6
Controversial marketing strategy	■					
Brand reputation	.583***	■				
Sincerity	.528***	.640***	■			
Excitement	.105*	.343***	.215***	■		
Competence	.179***	.383***	.287***	.567***	■	
Brand personality	.389***	.627***	.720***	.746***	.793***	■

*** $P<0.001$; * $P<0.05$

5.2 Measurement Model

The measurement model was examined for reflective and latent variables to determine the reliability and validity of the model's constructs. To measure reliability and construct validity; factor loadings, composite reliability (CR), average variance extracted (AVE), and discriminant validity were utilised (Hair & Lukas, 2014). Hair et al. (2017) suggested that indicators with loadings less than 0.40 be removed to achieve a better outcome. As demonstrated in table 4, some items were removed from the model. CR should be greater than 0.6 (Fornell and Larcker, 1981), and AVE should be greater than 0.5 (Hair et al., 2017); however, values greater than 0.4 are also acceptable provided the values of CR are greater than 0.6. (Fornell and Larcker, 1981). These findings show that the study met the criteria for convergent validity and internal consistency of the measures.

Table 4: Reliability and convergent validity

Construct	Item	Loading	CR	AVE
Controversial marketing strategy	V1	0.406	0.826	0.456
	V6	0.49		
	V7	0.62		
	V8	0.82		
	V9	0.779		
	V10	0.817		
Brand reputation	V11	0.668	0.768	0.457
	V12	0.804		
	V14	0.605		
	V15	0.607		
Sincerity	V17	0.684	0.847	0.59
	V18	0.891		
	V19	0.887		
	V20	0.558		
Excitement	V21	0.7	0.792	0.489
	V22	0.626		
	V23	0.72		
	V24	0.745		
Competence	V25	0.684	0.815	0.525
	V26	0.785		
	V27	0.756		

	V28	0.667

Furthermore, the discriminant validity is evaluated using the Fornell-Larcker criterion and the HTMT ratio. According to the Fornell-Larcker criteria, each composite AVE square root on the diagonal element has to be bigger than the correlations between the constructs, (Hair et al., 2017). The HTMT method is defined as "the ratio of between-trait correlations to within-trait correlations." HTMT values should be less than one (Gaskin et al., 2018). The discriminant validity is attained using the recommendations of the Fornell-Larcker criterion and HTMT values in table 5.

Constructs	1	2	3	4	5
Controversial marketing strategy	**0.676**	0.652	0.693	0.497	0.229
Brand reputation	0.855	**0.676**	0.919	0.611	0.596
Sincerity	0.558	0.618	**0.768**	0.263	0.352
Excitement	0.193	0.366	0.397	**0.699**	0.579
Competence	0.423	0.389	0.451	0.843	**0.725**

Table 5: Discriminant validity

Fornell-Larcker in the lower triangle, and HTMT in the upper.

5.3 Structural Model

The structural model is evaluated using path coefficients, collinearity diagnostics, coefficient of determination (R2), effect size (f2), predictive relevance (Q2), and global goodness of fit (GGoF) criteria. Prior to analysing the structural model, the collinearity across constructs was investigated using variance inflation factors (VIF), and all values were determined to be less than the threshold of 5 (Hair et al., 2017).

Table 6: Direct, Indirect and total effect between the main constructs

Path	*B*	95% Bias-Corrected CI		R Square	f-Square
		LB	*UB*	>0.1	>0.02
Direct Effect					
Controversial marketing strategy -> Brand reputation	0.652***	0.592	0.694	0.425	0.739
Brand reputation -> Brand personality	0.558***	0.481	0.637		0.284
Controversial marketing strategy -> Brand personality	0.074[NS]	-0.007	0.15	0.37	0.005
Indirect Effect					
Controversial marketing strategy -> Brand reputation -> Brand personality	0.363***	0.3	0.43	-	-
Total Effect					
Controversial marketing strategy -> Brand personality	0.438***	0.352	0.504	-	-

***P<0.001, [NS]Not significant at 0.05; CI=Confidence Interval; LB=Lower Bound; UB=Upper Bound; All VIF values were below 5, all predictive relevance values were above 0, and GGoF (>0.36) = 0.45.

Cut-off values: Chin (1998), Cohen (1988), Falk & Miller (1992) Hair et al. (2017), Wetzels et al. (2009).

The results of hypothesis testing in table 5 and figure 3 showed that *Controversial marketing strategy* yielded a significant positive effect on *Brand reputation* since ($\beta = 0.652, P < 0.001, 95\% \; CI \; for \; \beta = [0.592, 0.694]$), with large effect size as $f^2 = 0.739$, and as a result, 43% of the variations in *Brand reputation* were explained by the variations in *Controversial marketing*. Also, *Brand reputation* yielded a significant positive effect on *Brand personality* since ($\beta = 0.558, P < 0.001, 95\% \; CI \; for \; \beta = [0.481, 0.637]$), with moderate effect size as $f^2 = 0.284$, and as a result, 37% of the variations in *Brand personality* were explained by the variations in *Brand reputation*. Finally, *Controversial marketing strategy* has NO significant direct effect on *Brand personality* since ($\beta = 0.074, P > 0.05, 95\% \; CI \; for \; \beta = [-0.007, 0.15]$),
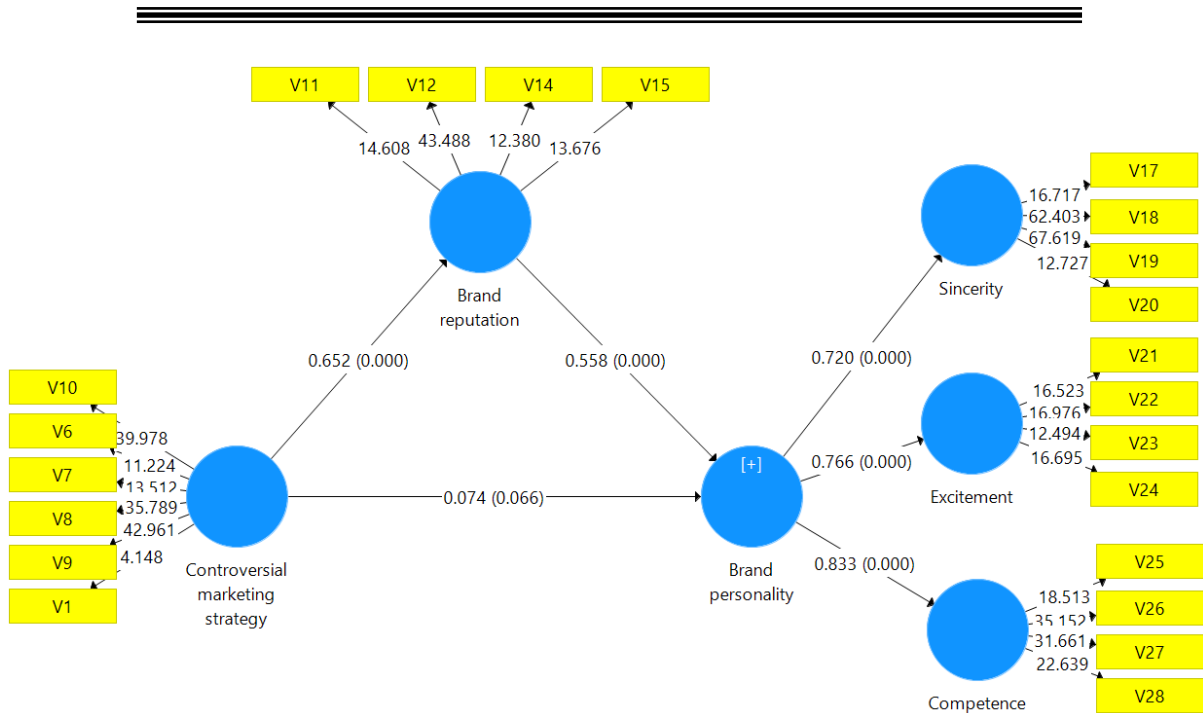
Fig.3: Structural Model

The mediation analysis yielded as significant positive indirect effect from *Controversial marketing strategy* on *Brand personality* by mediating *Brand reputation* since ($\beta_{\text{Indirect}} = 0.363$, $P < 0.001$, 95% CI for $\beta = [0.3, 0.43]$), and since the direct effect is not significant and the indirect effect is significant, thus we have *Full Mediation* Scenario. Therefore, the total effect indicate the following result; ($\beta_{\text{Total}} = 0.438$, $P < 0.001$, 95% CI for $\beta = [0.352, 0.504]$).

5.4 Moderation Analysis of Age and Gender

Multi-group analysis (MGA) was used to identify the moderating effects based on group comparisons because the moderator variables were not continuous. Furthermore, when the moderating factors were split into two value categories, dichotomization was a commonly employed strategy. Researchers (Hair, Sarstedt, Ringle, & Gudergan, 2018; Matthews, 2017; Sarstedt, Henseler, & Ringle, 2011) have advocated the permutation test in SmartPLS, a non-parametric, two-tailed, more conservative test, as opposed to the liberal parametric test and the one-tailed PLS-MGA.

Table 7: Permutation results for gender and age

Path	Path Coefficients		Difference	P-value	R Square	f Square
Gender	*Male*	*Female*	*Male - Female*			
Brand reputation -> Brand personality	0.576***	0.76***	-0.184	0.019	0.443 (0.416)	0.419 (0.35)
Controversial marketing strategy -> Brand personality	0.144**	-0.151^{NS}	0.295	0.002		0.026 (0.014)
Controversial marketing strategy -> Brand reputation	0.544***	0.804***	-0.26	0.000	0.296 (0.646)	0.421 (1.828)
Age Groups	*Gen X*	*Gen Z*	*Gen X - Gen Z*	P-value	R Square	f Square
Brand reputation -> Brand personality	0.737***	0.355***	0.382	0.000	0.559 (0.281)	0.635 (0.097)
Controversial marketing strategy -> Brand personality	0.015^{NS}	0.222*	-0.207	0.013		0 (0.038)
Controversial marketing strategy -> Brand reputation	0.696***	0.67***	0.026	0.643	0.485 (0.449)	0.94 (0.814)

***P<0.001, **P<0.01, *P<0.05, ^{NS}Not significant at 0.05; values between parentheses represent the second group, i.e., females or Gen Z.

Therefore, the permutation test was employed for this study and run with 1,000 permutations and a two-tailed option at a 0.05 significance level. Table 6 shows that gender moderates the relationship from Brand reputation to Brand personality since $(\beta_{\mathrm{M}} = 0.576, \beta_{\mathrm{F}} = 0.76, \beta_{\mathrm{D}} = -0.184, P < 0.05)$. Moreover, gender moderates the relationship from Controversial marketing strategy to Brand personality since $(\beta_{\mathrm{M}} = 0.144, \beta_{\mathrm{F}} = 0.151, \beta_{\mathrm{D}} = 0.295, P < 0.01)$. Also, gender moderates the relationship from Controversial marketing strategy to Brand reputation since $(\beta_{\mathrm{M}} = 0.544, \beta_{\mathrm{F}} = 0.804, \beta_{\mathrm{D}} = -0.26, P < 0.001)$. Furthermore, age moderates the relationship from Brand reputation to Brand personality since $(\beta_{\mathrm{Gen\,X}} = 0.737, \beta_{\mathrm{Gen\,Z}} = 0.355, \beta_{\mathrm{D}} = 0.382, P < 0.001)$.

Also, age moderates the relationship from Controversial marketing strategy to Brand personality since $(\beta_{\text{Gen X}} = 0.015, \beta_{\text{Gen Z}} = 0.222, \beta_{\text{D}} = -0.207, P < 0.05)$. On the contrast, age does NOT moderate the relationship from Controversial marketing strategy to Brand reputation since $(\beta_{\text{Gen X}} = 0.696, \beta_{\text{Gen Z}} = 0.67, \beta_{\text{D}} = 0.026, P > 0.05)$. The associated R-squared and f-square values were reported in table 6 for each category of age and gender.

5.5 Moderated-Mediation Analysis

In order to test whether gender and age moderated the effects of controversial marketing strategy on brand personality by mediating brand reputation, we tested the moderated-mediation model specified in this research. Specifically, the conditional indirect effect was examined to test whether gender and age moderated indirect associations between controversial marketing strategy and brand personality through brand reputation.

Table 8: Results of Moderated-Mediation Analysis

Path	Indirect Effects		Indirect Effects Difference	Permutation
Gender	*Male*	*Female*	*Male - Female*	*P-value*
Controversial marketing strategy -> Brand reputation -> Brand personality	0.313	0.611	-0.298	<.001
Age Groups	*Gen X*	*Gen Z*	*Gen X - Gen Z*	*P-value*
Controversial marketing strategy -> Brand reputation -> Brand personality	0.513	0.238	0.275	<.001

Table 8 and figure 4 show that gender moderates the indirect relationship from Controversial marketing strategy to Brand personality through Brand reputation since $(\beta_{\text{Indirect (M)}} = 0.313, \beta_{\text{Indirect (F)}} = 0.611, \beta_{\text{Indirect (D)}} = -0.298, P < 0.001)$. Furthermore, age moderates the indirect relationship from Controversial marketing strategy to Brand personality through Brand reputation since $(\beta_{\text{Indirect (Gen X)}} = 0.513, \beta_{\text{Indirect (Gen Z)}} = 0.238, \beta_{\text{Indirect (D)}} = 0.275, P < 0.001)$. These results confirm the moderated-mediation role of both gender and age.
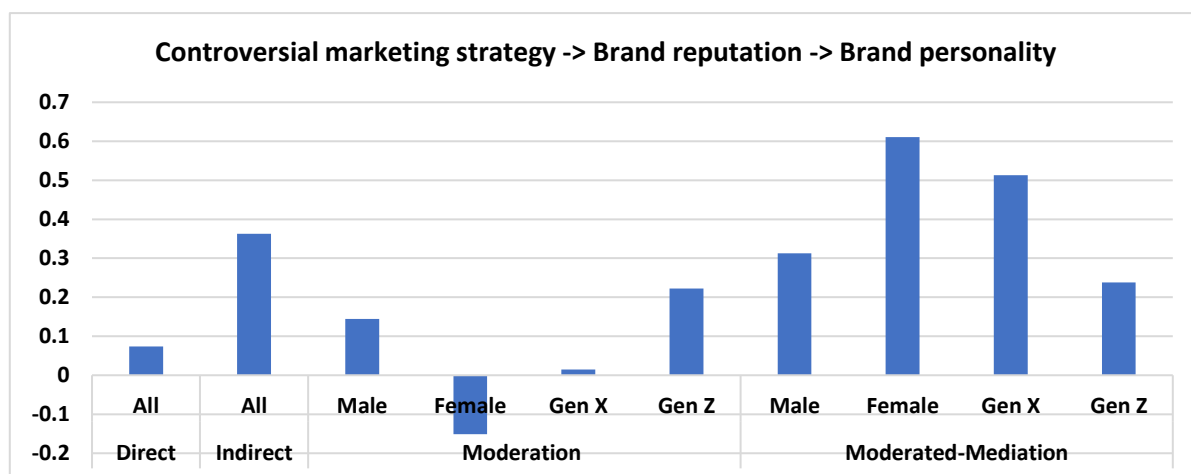
Fig. 4: Summary of results

5.6: Demographics of the study sample:

Table 8: Demographic Characteristics

		Count	%
Age	15-25	108	26.0%
	26-35	106	25.5%
	36-46	124	29.9%
	More than 46	77	18.6%
Gender	Female	207	49.9%
	Male	208	50.1%
Education	Bachelor	270	66.7%
	Masters	107	26.4%
	PhD	28	6.9%
What are the most controversial Egyptian advertisements that you find?	Cottonil campaign	240	44.28%
	Beriall campaign	180	33.21%
	Vodafone Egypt's " Abla Fahita " Campaign	108	19.93%
	Juhayna Egypt's " Dando " Campaign	14	2.85%
The controversial advertisement is always __	An advertisement that lacks the moral aspect of the content	173	31.68%
	An advertisement that is not consistent with society's values, customs and ideas	256	46.89%
	An advertisement characterized by ambiguity in content (multiple meanings)	112	20.51%
	Use of Suggestiveness	5	0.92%

Table 8 show Cottonil campaign (44.28%) and Beriall campaign (33.21%) are the most controversial Egyptian advertisements according to statistical analysis. Furthermore, survey respondents (46.89%) say that controversial advertisement is an advertisement that is not consistent with society's values, customs and ideas.

6- Conclusion and Discussion:

Ethics are the standards and guidelines that direct one's behavior. These might differ from one person to another, they all include accountability, honesty, and justice. Companies follow their own set of business ethics, just like individuals do. They act as a guide to determine what is ethically (and occasionally legally) right or wrong.

Ethical marketing is a business theory that depicts the marketing endeavors of the organizations to be accountable, open and truthful. Business displays its products emphasizing social and environmental responsibility without compromising society ethics and values is another aspect of ethical marketing. The former is concerned with applying moral principles to marketing and advertising strategies, whereas the latter relies on the organization's inherent commitment to doing good and supporting worthwhile causes. For instance, Axe gained notoriety in the past for its excessively sexualized advertising style. They have portrayed women in their advertisements as tools to be utilized in order to sell a product (Aleman, 2017). In a presentation by (Ryan Fauconier, 2017). Brand Manager of Axe at Unilever South Africa, on Axe's 'Find your magic' campaign, it was revealed that public pressure caused Axe to re-evaluate their story, leading to the transition away from their famed 'Axe impact' narrative. Although he did not go into detail, he indicated that the shift was important because of how society was changing. The Axe (2016) ad, "Find you magic," is noticeably different from earlier ones in that it promotes a more positive body image. This is accomplished using both words and visuals. The alteration is evident yet remains true to the brand. The new brand identity that Axe has chosen demonstrates how social pressure may compel a brand to modify its identity. However, despite using information that is contentious in their advertising, other firms don't suffer the same consequences.

Unfortunately, it's been rather common that business have gotten into trouble for unethical marketing and still consumers keep dealing with them. For example (Marzouk, Halim, EL Sheikh, 2022) they have found that although Netflix has illicit and controversial content, the Egyptian consumers still subscribe in Netflix claiming that it does not affect their perceptions and moral intensity or change their attitudes. Also, controversial marketing strategies either ethical or unethical can have positive effect on brand reputation especially when people begin to talk about it. For example; Al-Ahram Beverages, a beer producer, has been using the tagline "Man Up" in a number of its non-alcoholic product Birell advertising campaigns since 2009. Even though the campaign's name and the content of its advertisements perpetuate other gender stereotypes and suggest that certain behaviors are "unmanly," Egyptian consumers still purchased the product, proving that unethical controversial marketing may not have a negative impact on a brand's reputation.

In conclusion, the results obtained from this study shed light on the way ethical practices in controversial marketing strategy affect building strong brand personality by studying the mediation effect of brand reputation taking into account the moderated-mediation role of both gender and age of Egyptian consumers. Summing up hypothesis statistical testing revealed that ethical practices of controversial marketing strategy yielded a significant positive effect on brand reputation (H1 was accepted). Also, brand reputation yielded a significant positive effect on brand personality (H7 was accepted) this is consistent with (Bergel et al., 2019; Shaari & Salleh ,2018; Bae, Rudd, & Bilgihan, 2015). On the contrast, ethical practices of controversial marketing strategy have no significant direct effect on brand personality (H2 was not accepted). While, the mediation analysis yielded as significant positive indirect effect from ethical practices of controversial marketing strategy on brand personality by mediating brand reputation (H8 was accepted). Moreover, gender moderates the relationship from ethical practices of controversial marketing strategy to brand personality (H3 was accepted). Also, gender moderates the relationship from ethical practices of controversial marketing strategy to brand reputation (H4 was accepted). Both

age and gender moderate the relationship from ethical practices of controversial marketing strategy to brand personality (H5&H6 were accepted). In contrast, age does not moderate the relationship from ethical practices of controversial marketing strategy to brand reputation. Finally, these results confirm the moderated-mediation role of both gender and age (H11&H12 were accepted).

Finally, the results of the field study showed that there is a difference between Generation X and Generation Z Regarding the acceptance of controversial marketing practices in Egypt. So that Generation Z is more receptive to this strategy and believes that it increases customers' awareness of the brand's personality. Moreover, the results showed that Egyptian men are more receptive to controversial marketing than Egyptian women, as Egyptian women are required to use the ethical aspect of the controversial marketing strategy in order to accept it.

7- Managerial implications:

The findings of this study show that marketers may utilize controversies to convey strong messages that cause explicit and implicit changes in customer perceptions and behavior. However, this is not all; persuasive communication also has to include compelling reasons that the audience can swiftly digest if it is to leave an impact and result in long-term attitude changes. After all, social psychologists concur that attitudes shape predetermined responses in a way that is compatible with people's beliefs, which in turn underpin people's behaviors. Furthermore, using ethical practices in contentious marketing efforts can be a dangerous move with virtually no way of knowing how it would turn out. Because of this, it is essential for marketers to comprehend the context of advertisements and the value connected to the risk of marketing. A marketer should pursue the appropriate marketing campaign if the advantages outweigh the risks, and vice versa. Knowing the intended goal of exploiting controversy is also crucial; for instance, it can be to increase awareness or develop a strong brand personality. The study's last recommendation is that marketers get an understanding of their target market. This provides information on the kind of contentious marketing initiatives that are probably appealing. In order to

establish a positive brand reputation, it is crucial to comprehend the culture and values of the target market. This research has demonstrated that what is acceptable in one culture may be viewed as objectionable in another, and that there are variances in both the generations and genders of consumers.

8- Theoretical implications:

This study has contributed in extending the ethical practices of controversial marketing strategy, brand reputation and brand personality framework in the Egyptian market. The contribution pertains the mediation effects of brand reputation and the moderated-mediation role of both gender and age. The current paper has accomplished more than only establishing the beneficial benefits of questionable marketing tactics' ethical practices on brand personality. But it also shows how brand reputation growth can raise the level of brand personality towards local companies. For a better understanding of the dynamic connection between brand reputation and brand personality, this study has shown a mediating mechanism. In regard to Egyptian brands, the results offer a variety of practical implications for branding management and governments in the emerging nations. This study is important to increase the knowledge on continuous development of integrated marketing strategy while still relying on controversial ethical marketing practices.

9- Recommendation:

The researchers developed an action plan that includes a set of recommendations for each of the variables of the study, based on scientific literature and a field study of the Egyptian market, as well as the nature and culture of the Egyptian consumer. These recommendations help marketers in developing an integrated strategy to build strong brand personality of their companies by relying on controversial ethical marketing practices. The following table 9 shows the study action plan:

Table 9: recommendation action plan

Area of recommendations	Recommendations	How to implement (Implementation Mechanisms)
Ethical practices of controversial marketing strategy	More controversy over a specific threshold will make individuals less inclined to talk about a brand. However, a minimal and ethical degree of controversy might improve that openness.	Brands should use controversy that does not violate societal ethics, norms and believes
	Even if some advertisements try to stir up controversy, caution should be taken to make sure that they do not contain racist, sexist, or violent imagery, especially when they are aimed at female consumers.	Companies who produce contentious goods should also be mindful of the problems that rile up their clients and be socially responsible enough to avoid being overtly obnoxious. Manufacturers of condoms should, for instance, avoid using offensive language, nudity, sexist imagery, and personal references to the product in their ads. However, the choice of the best approach for their contentious product still rests with the marketer.
	Have a reason for taking the risk involved.	Understanding the context of advertisements and the value associated with marketing risk is essential for marketers. A marketer should pursue the appropriate marketing campaign if the advantages outweigh the risks, and vice versa. Additionally, it's crucial to understand the goal outcome of exploiting controversy; for

		instance, it can be to increase awareness or cause disruption in the marketplace.
	Know the boundaries of your industry.	How far the marketer is ready to push the limits of controversy is what makes or breaks the use of controversy in marketing. Additionally, it is crucial for marketers to understand their brands, especially how consumers perceive them and the values they stand for.
	Recognize and value your audience.	Smart marketers get to know their target audience. This gives information on the kinds of marketing initiatives that are probably going to be interesting. Understanding the culture and values of the target audience is one of the most important factors. This study has demonstrated that what is acceptable in one culture may be viewed as offensive in another.
Brand reputation	Businesses need to be mindful of how customers perceive their brands.	Brands should constantly monitor their social media accounts and reply as soon as possible to any remarks that can cast a negative light on the company.
	Brands need to improve their reputation and trust in the eyes of the consumers	The marketing directors and local brand owners are obligated to promote their companies by giving consumers gifts, running social media campaigns, offering discounts,

		and making sure that customers are pleased.
	Improve brand reputation of the companies among rivals	improving product services and quality. The business must also concentrate on increasing client trust and brand loyalty in order to create a great brand relationships.
	In order to establish enduring relationship with stakeholders, brand reputation is crucial.	Brand managers need to be aware that building a strong reputation for their company is an effective way to get clients to tell others about their interactions with them.
	Build and manage your brand reputation	Create a fantastic corporate culture; establish an internet presence; actively solicit and respond to customer evaluations; pay attention to feedback; enhance the customer experience; have a public relations staff and/or methodology.
	Build your brand identity to enhance brand reputation	• By creating a strong and unified brand identity, you can develop your business with brand extensions without compromising integrity while also ensuring that you have a clear grasp of what your firm stands for. • A unified visual language that

		incorporates branding components like your logo, colours, and images
Brand personality	Create and express a great brand personality	1- Get to know your target audience by outlining their characteristics, such as demographics (age, income level, gender, and marital status), values, interests, and hobbies. 2- Incorporate the brand personality with the audience personality traits.
	Brands are more frequently used by consumers to demonstrate how they are similar to other people in their in-group.	Companies can operate across cultures (the symbolic use of branding across cultures. Indicate independence, autonomy, and individuality).
	Companies should use brand personality	Brand managers use brand personality to analyze competitive brand challenges among competing brands/products. Additionally, brand personality aids business in developing a competitive strategy thus differentiating the brand or product from others.
	Marketers' emphases more on selling products to masses and spending time on R&D.	Marketers must offer quality and acquire the consumer's trust in order to make their products and brands memorable for decades. Business must also continue to train their staff in order to win the consumer's

		favor because doing so will secure brand positioning.
	Local suppliers and employees should be trained by foreign service marketers.	Because local customers can consider it to be a support for the neighbour-hood economy, the foreign service marketer's should corporate social responsibility for the host market by their attendance at social events and donations to charitable organizations.

10- Limitations and Future research:

The limitations of the current study should be taken into account when interpreting the results. Because the sample size was limited to (423 participants) by electronic survey through Google Format and because it focused only on Egyptian brands and may not apply to other brands or products categories in other countries. Additionally, this study covered the Egyptian market and focused on only gender and age factors in order to assess the extent to which each group accept the controversial marketing strategy and its impact on their assessment of the brand's personality by using a moderated mediation analysis. In order to create a more comprehensive model, future research may need to take into account additional mediating factors including consumer culture, brand quality, brand value, brand prestige, brand legacy, and advertisement medium as direct antecedents of brand personality.

In this paper Aaker (1997) brand personality measure is used but it was proved insufficient by the theoretical foundation, it is suggested that further studies should use the brand personality of Airbnb as it can measure variables as customers, happiness and loyalty. The use of Airbnb by companies can also help widen the research to other brands in the hospitality industries as well as brands that has economy and community based services. So further research should be conducted on the subject to enable more precise discoveries and insights on the subject concentrating on the Egyptian market.

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الممارسات الأخلاقية لاستراتيجية التسويق المثير للجدل، سمعة العلامة التجارية، شخصية العلامة التجارية: تحليل التأثيرات الوسيطة المُعدلة

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الملخص:

تهدف هذه الدراسة إلى توضيح تأثير الممارسات الاخلاقية لأستراتيجية التسويق المثير للجدل على شخصية العلامة التجارية في السوق المصري. علاوة على ذلك التحقق من الدور الوسيط لسمعة العلامة التجارية بالاضافة الي تحليل التأثيرات الوسيطة المُعدله للبيانات الديموجرافية وذلك لبناء نموذج أكاديمي عملي يعكس طبيعة السوق المصري وثقافة المستهلك. لتحقيق هذا الهدف تم الاعتماد على المنهج الوصفي والكمي وذلك من خلال جمع البيانات الأولية من خلال استبيان لعينة من٤١٥ مستهلك مصري. قام الباحثين باعداد الاستبيان بناءً على الدراسات السابقة حيث احتوى الاستبيان على عشرة أسئلة للمتغير المستقل (الممارسات الأخلاقية لاستراتيجية التسويق المثير للجدل) كما تضمن الاستبيان أيضًا أثنا عشر سؤالًا للمتغير التابع (شخصية العلامة التجارية) وستة أسئلة للمتغير الموسيط (سمعة العلامة التجارية) ، بالإضافة إلى مجموعة من الأسئلة الديموجرافية. تم تحليل البيانات المجمعة باستخدام نمذجة المعادلات الهيكلية الجزئية للمربعات الصغرى باستخدام (Smart PLS) لاختبار الفرضيات.

تشير النتائج إلى أن الممارسات الأخلاقية لاستراتيجية التسويق المثيرة للجدل كان لها تأثير إيجابي معنوي على سمعة العلامة التجارية. كما أن سمعة العلامة التجارية كان لها تأثير إيجابي معنوي على شخصية العلامة التجارية. وعلى النقيض من ذلك، فإن الممارسات الأخلاقية لاستراتيجية التسويق المثيرة للجدل ليس لها تأثير مباشر على شخصية العلامة التجارية. من ناحية أخرى، أسفر تحليل الوساطة عن تأثير إيجابي غير مباشر كبير للممارسات الأخلاقية لاستراتيجية التسويق المثير للجدل على شخصية العلامة التجارية من خلال توسيط سمعة العلامة التجارية. علاوة على ذلك، فإن الجنس يعُدل العلاقة من الممارسات الأخلاقية لاستراتيجية التسويق المثير للجدل إلى شخصية العلامة التجارية. كما أن الجنس يعُدل العلاقة من الممارسات الأخلاقية لاستراتيجية التسويق المثير للجدل إلى سمعة العلامة التجارية. بالاضافة على ذلك، فإن العمر يعُدل العلاقة من سمعة العلامة التجارية إلى شخصية العلامة التجارية. أيضاً فإن العمر يضعف من العلاقة بين الممارسات الأخلاقية لاستراتيجية التسويق المثير للجدل وشخصية العلامة التجارية. وعلى النقيض من ذلك، فإن العمر لا يؤثر من العلاقة بين الممارسات الأخلاقية لاستراتيجية التسويق المثير للجدل وبين سمعة العلامة التجارية. وأخيرا، تؤكد هذه النتائج على دور الوساطة المعُدلة لكل من الجنس والعمرفي العلاقة بين متغيرات الدراسة.

الكلمات المفتاحية:

الممارسات الأخلاقية لاستراتيجية التسويق المثيرة للجدل، سمعة العلامة التجارية، شخصية العلامة التجارية، تحليل التأثيرات الوسيطة المُعدله.