



## International Journal of Applied Business and Economic Research

ISSN : 0972-7302

available at <http://www.serialsjournals.com>

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Volume 15 • Number 19 (Part-II) • 2017

## Marketing to Adolescents through Television Advertising in Urban Areas in Egypt

Mohamed M A Abdallah Ali<sup>1</sup>, B A Asbi<sup>2</sup> and Mohd Shukri Ab Yajid<sup>2</sup>

<sup>1</sup> Al Khwarizmi International College Uae

<sup>2</sup> Management & Science University, Malaysia

**Abstract:** *Purpose:* This study observes the influences of television advertising viewing on the perceived wealth in society and the materialistic value orientations amongst youngsters in urban Egypt. *Design/methodology/approach:* 200 adolescents with their age between 11 to 17 was selected to undergo a survey which was performed in 2013. A total of 100 participants from 2 secondary schools in the urban area of Cairo from 7th and 8th grade was selected while a total of another 100 participants from 2 secondary schools in the rural area of Alexandria from 7th and 8th grade was also selected to participate in this survey. *Findings:* In the study, amongst the urban (Cairo) youthful respondents, it has been discovered that there are greater approximations where the youngster's family who had 5 modern day merchandises explicitly computers, cameras, air conditioners and cars. This discovery is not shocking as urban inhabitants have better pay than rural people and which is interpreted into greater buying power of purchasing modern day merchandises. Urban youngsters' family possessed more than rural youngsters' family in terms of modern day merchandises explicitly computers, cameras, air-conditioners and cars excluding hand phones as it is almost no different in term of having it be it urban or rural youngsters' family. *Originality/value:* The significance of this research is that it has succeeded to offer an empirical evident that television advertshave an effect on materialism and perceive level of wealth amongst youngsters in urban area of Egypt. Additionally, vendors would be prudent enough to purposefully inserting advertisements on national television in their pursuit to extend and market their merchandises and services to youngsters residing in urban areas as repeated viewing of advertisements in television by youngsters in urban areas has a constructive connection with higher materialistic value.

**Keywords:** Television Advertising, Youngsters, Urban Egypt

### I. INTRODUCTION

Apart from having the influence to attract consumer's attention in buying products or services, advertising is also known to have social consequences and have received negative reviews and comments. (Pollay,

1986). Television viewers are being exposed to life of rich and famous Hollywood's artistes and actors. These millionaires' superstars have big followers. Everyday, television audiences across the globe are being treated with these unrealistic images to name a few of fancy clothing, latest gadget and beautiful motorcars.

There is a stark different consumption patterns between urban and rural consumers. In the rural areas, consumers are less exposed to the television or the internet which aired the products or services advertisements. Urban means of or relating to cities and the people who live in them. (Merriam-Webster dictionary). Thus, consumers especially adolescents or younger consumers which are the main actor in this study, will be less desire compared to urban adolescent consumer to do their purchasing solely due to the influence of advertisement.

This research will investigate whether advertising through the medium of television will have a significant effect on adolescents in both urban and rural areas in Egypt. The survey was conducted in 2013 whereby, 200 adolescents aged 11 to 17-year-old who live in Cairo, and in a rural county of Alexandria was selected to be the respondents of this research.

## II. RESEARCH OBJECTIVES AND RESEARCH QUESTIONS

### Research objectives

- (a) To examine the effects of television advertising viewing on the perceived wealth in society and the materialistic value orientations among adolescents in urban Egypt.

### Research questions

- (a) Is there a positive correlation between viewing advertisements on television with perceived wealth among adolescents in urban areas in Egypt?
- (b) Is there a positive correlation between viewing advertisements on television with the level of materialism among adolescents in urban areas in Egypt?
- (c) Is there a possibility that there is no correlation between materialism with perceived wealth among adolescents in urban areas in Egypt?
- (d) Is there a possibility that the residence of the respondents will moderate the relation between television advertising viewing and the perceived affluence in the society?
- (e) Is there a possibility that the respondent's house location will be able to moderate the relation between viewing advertisements on television and the materialism level?

## III. LITERATURE REVIEW

Television is regarded as controlling our "symbolic environment". Windahl and McQuail (1993) stated that the theory of cultivation portrays television as a world in itself and not only a window of the world. A number of youths who develop in distant country side neighborhoods might certainly have not pay a visit to acity. Hence, the television depiction of the flawless pictures of the city life turn out to be the apparent reality for them.

According to Van Evra (1990), due to immaturity, youthful audiences may depend further on television for information than other audiences do. As said by Rubin *et al.* (1988), he discovered that the consequences

of television viewing on the view of social reality were program specific. As stated by Chan and Cai (2009) audiences who viewed extra during hours of daylight series are inclined to attain lesser in views or perceptions of selflessness and belief in others.

Audiences of late afternoon dramas have a tendency to have lesser emotional state of political effectiveness. Audiences of action and adventure television displayed extra alarms of their own security. This shows that the substances of the television implications, particularly whether it is television programs or television advert should be reviewed in isolation.

Adverts form an important element of the publicity attempts; therefore, it will assist the vendor in adjusting his overall advertising plan to enhance his profits. Vendors' main objective, indeed, is to generate substance that will propel selling, in spite of the undesirable effect that these substances might come up with.

It appears possibly that online adverts, since their constrained scope and adaptable nature, be dependent heavily on peripheral signals for persuading consequences (Livingstone and Helsper, 2006; Sandberg *et al.*, 2011). Moreover, the publicist has to think through at what time to broadcast the advertisement hence to ensure the commercial is watched by the anticipated viewers.

The idea of advertising literacy, which relate to the capability of the aimed viewers to understand the advertising directed just before them, is a controversial matter in the literature on advertising.

Over a period of time, these endorsers revolutionize as product idols. Although the efficacy of the superstar support may differ, subjected to his/her capability, reliability, charisma and admiration, yet, the human trademarks are taken into service widely by vendors all over the world (Thomson, 2006). Still the way they have been portrayed in the commercials (Alsamadi, 2006) or the social context, in which they have been depicted (Chantika, 2003), inclines to influence the function of commercials in manipulating the buying behavior of the aimed viewers.

The importance of interesting and enjoyment capability of the commercials, i.e. satisfaction resultant from viewing the commercials as being one of the weighty aspects influencing the viewpoint concerning commercials has been newly highlighted by Petrovici and Marinov (2007), although Goldberg and Gorn (1978), Rolandelli (1989) and Collins (1990) and Ghani and Zain's (2004) classification of hilarity for enjoying an advert also refers to the interesting and enjoyment capability of the commercial.

The presumption that commercials that are enjoyed by consumers will be an absolute superior psychological processing struggle is common sense. Nevertheless, the anticipated consequence may only be attained should the commercials are observed in a perfect condition (i.e. complete devotion is given to the commercial as environmental variables continue to be persistent).

The inference being that advertising amiability delivers the capabilities to enable consumer receptiveness, if most effecting aspects are conducted continuously. Another idea is that enjoying/adoring might certainly stimulate confidence over the application of source capabilities. Nonetheless, the achievement of consumer belief/confidence would also be dependent upon other fundamentals such as upholding high merchandise value or quality. Furthermore, if the commercial is detested then capability may be missing as bad implications grow.

Fam (2006) directed a five-country research of what establishes ad amiability and ascertained seven qualities, namely "entertaining", "warmth", "relevant to me", "soft sell", "strong/distinctive/sexy", "status

appeal” and “trendy/modernity/stylish”. Even though the first three qualities (entertaining, warmth and relevant to me) are alike to Biel and Bridgwater’s (1990) agreeable elements, the outstanding four qualities (soft sell, strong/distinctive/sexy, status appeal and trendy/modernity/stylish) can be defined as exclusively Asian.

There have been a few findings which have observed advertising amiability and its part in the advertising process concerning such things as brand recollection, brand outlook and brand inclination (Walker, 1990; Thorson, 1991; Franzen, 1994; Walker and Dubitsky, 1994; Hollis, 1995). While these findings involving the contradictory perspectives of advertising amiability focuses an essential necessity for advance comprehensive study, undeniably the amiability variable has the prospective to considerably influence the efficacy of advertising communications.

Even if previous findings have accomplished in creating the numerous magnitudes of ad amiability and signified the existence of a connection between advertising amiability and consequential efficacy, very limited of these findings looked outside the national borderline alone undertaking an inter-country evaluation. Direct groups consultations are progressively being utilized in market study to deliver vendors with consumer evidence on advertising promotions and product takeoffs, in evaluating consumers’ standpoints and behavior and in expanding promoting approaches (Reed and Payton, 1997; Crabtree and Miller, 1992; Hedges, 1985; Keown, 1983).

As said by Wright (1996) that targeted group consultations are a more applicable technique in obtaining delicate information from the industry specialists. Contrasting to the prior related researches, the current research is meant to dig up thorough evidence/information from the respondents on their mindsets concerning certain adverts. Morgan (1997) debates that “focus groups interviews are characterized by the explicit use of the group interaction to produce data and insights that would be less accessible without the interaction found in a group”.

According to Reed and Payton (1997), the declarations made in a group may be not as much of limitation than those created in the individual consultations. Advertising is a mode of marketing communication applied to influence the viewers to grasp or conserve some action, commonly with admiration and respect to an advertisement submission, or political or ideological backing.

Advertising ideas or messages are typically funded for by sponsors and watched through numerous old media; including mass media such as newsprint, publications, television commercial, radio commercial, outdoor publicity or direct mail; or latest media such as blogs, websites or text messages.

Advertisements frequently pursue to produce enlarged utilization of their merchandises or services through “branding”, which includes relating a merchandise name or appearance with specific characters in the thoughts of the consumers. Non-commercial advertisers who devoted money to publicize substances other than a consumer merchandise or service containing political parties, interest groups, religious confederations and governmental organizations. Nonprofit bodies may depend on free approaches of persuading, such as a public service announcement (PSA).

Up-to-date advertising was formed with the advanced methods initiated with tobacco advertising in the 1920s, most considerably with the campaigns of Edward Bernays, which is often reflected the founder of modern, Madison Avenue advertising. In 2011, spending on advertising was approximated at \$143 billion in the United States and \$467 billion worldwide.

#### **IV. RESEARCH HYPOTHESES**

- H1: There is a positive correlation between viewing advertisements on television with perceived wealth among adolescents in urban areas in Egypt.
- H2: There is a positive correlation between viewing advertisements on television with the level of materialism among adolescents in urban areas in Egypt.
- H3: There is a no correlation between materialism with perceived wealth among adolescents in urban areas in Egypt.
- H4: The residence of the respondents will moderate the relation between television advertising viewing and the perceived affluence in the society.
- H5: The respondent's house location will be able to moderate the relation between viewing advertisements on television and the materialism level.

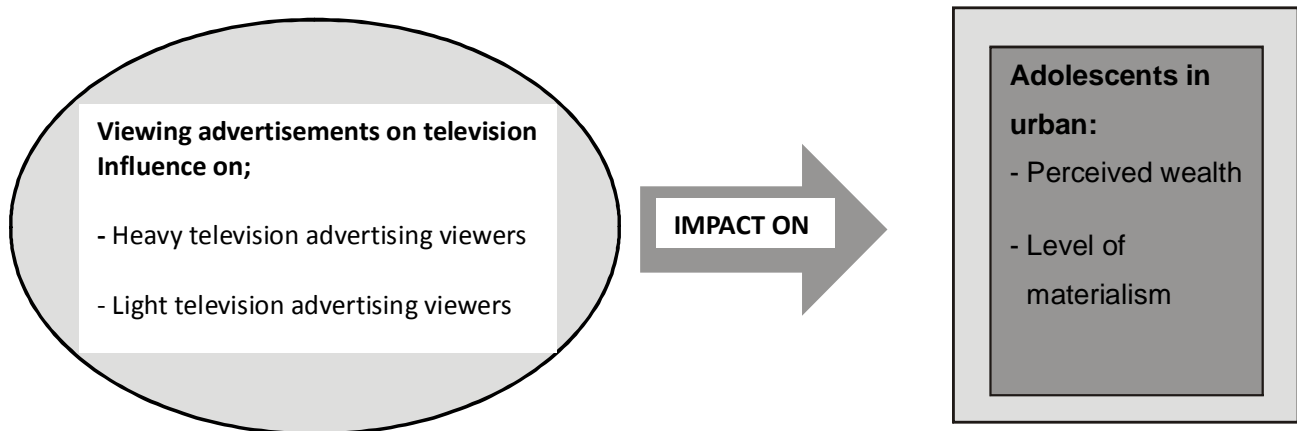
#### **V. RESEARCH METHODOLOGY**

200 adolescents with their age between 11 to 17 was selected to undergo a survey which was performed in 2013. A total of 100 participants from 2 secondary schools in the urban area of Cairo from 7th and 8th grade was selected whereby the mean age was 13.3 years (SD = 0.8). Meanwhile, a total of another 100 participants from 2 secondary schools in the rural area of Alexandria from 7th and 8th grade was selected whereby the mean age was 14.2 (SD = 1.0). Due to the constraint in availability of personal contacts and resources, a convenience sample of classes and schools was used.

The author was in attendance to gather the questionnaires as the questionnaires were circulated during regular class sessions. It took around 10 minutes to collect the data and the questionnaires were self-administered by the participants.

#### **RESEARCH FRAMEWORK**

In this segment, the conceptual framework of the study will be explained and presented in details. The focal components of this framework are shown in Figure 1 whereby this conceptual framework can be considered as the comprehensive research journey.



This conceptual framework as presented above summarizes this research’s work and journey in arrows and shapes. As shown above, the shapes symbolize 3 focal clusters of variables which are connected to each other.

## VI. RESULTS AND DISCUSSION

In the survey among urban (Cairo) adolescent respondents it was found that there is higher estimates where the adolescents family who owned 5 modern day products namely desktop computers, cameras, air conditioners and motorcars. This finding is shown in Table 1, which indicates mean scores of the modern day product owned by the urban adolescents’ family.

The highest mean score is hand phone; while the lowest mean scores is private car. This finding is not surprising as nowadays having a hand phone is must and some people do own more than one hand phone.

**Table 1**  
**Perceived wealth among urban adolescents’ respondents**

<i>Estimates of ..</i>	<i>Hand phones</i>	<i>Cameras</i>	<i>Air conditioners</i>	<i>Desktop computers</i>	<i>Private cars</i>	<i>Perceived affluence</i>
Mean	4.3	4.0	3.9	3.6	2.5	3.7
Std Dev	1.2	1.2	1.3	1.3	1.3	1.0

This finding is not surprising as urban dwellers have higher income which is translated into higher purchasing power of buying modern day products.

In Table 2, it is a comparison between the mean scores of the modern day product owned by the urban (Cairo) and rural (Alexandria) adolescent’s family. It is not surprising as urban adolescents’ family owned more than rural adolescents’ family in terms of modern day products namely desktop computers, cameras, air-conditioners and motorcars except for hand phone as it is almost no different in term of owning it be it urban or rural adolescents’ family.

From the findings of this survey, it can be summarized that urban adolescents’ respondents have a higher score in terms of perceived wealth compared to the rural adolescents’ respondents. ( $t_{200} = 11.9$ ;  $p < 0.001$ ).

**Table 2**  
**Perceived wealth among urban adolescents and rural adolescents’ respondents**

<i>Estimates of ..</i>	<i>Hand phones</i>	<i>Cameras</i>	<i>Air conditioners</i>	<i>Desktop computers</i>	<i>Private cars</i>	<i>Perceived affluence</i>
Mean (U)	4.3	4.0	3.9	3.6	2.5	3.7
Std Dev (U)	1.2	1.2	1.3	1.3	1.3	1.0
Mean (R)	4.4	3.2	2.7	2.0	1.9	2.9
Std Dev (R)	1.2	1.4	1.2	1.2	1.2	0.9
t-stat	6.0*	12.5*	17.3*	7.9*	1.2*	11.9*

Note: \*  $p < 0.001$ , U – urban, R - rural

**Table 3**  
**Urban adolescents' feedback on viewing commercials on television and materialistic value**

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"Television advertising viewing: I watch TV advertisements as I like to own things that impress people"	<ul style="list-style-type: none"><li>• 3.3 (Urban)</li><li>• -5.2 *** (t-stat)</li></ul>
"Television advertising viewing: I watch TV advertisements as to help me decide things to buy"	<ul style="list-style-type: none"><li>• 2.2 (Urban)</li><li>• -3.9*** (t-stat)</li></ul>
"Television advertising viewing: I watch TV advertisements as I try to keep my life simple, as far as possessions are concerned"	<ul style="list-style-type: none"><li>• 3.2 (Urban)</li><li>• 0.3 (t-stat)</li></ul>
"Television advertising viewing: I watch TV advertisements as buying things gives me a lot of pleasure"	<ul style="list-style-type: none"><li>• 2.9 (Urban)</li><li>• -1.7 (t-stat)</li></ul>
"Television advertising viewing: I watch TV advertisements as my life would be better if I owned things I do not have"	<ul style="list-style-type: none"><li>• 2.9 (Urban)</li><li>• -2.9** (t-stat)</li></ul>
"Television advertising viewing: I watch TV advertisements as it sometimes bothers me that I cannot afford to buy all the things I would like"	<ul style="list-style-type: none"><li>• 2.7 (Urban)</li><li>• -3.8*** (t-stat)</li></ul>

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Notes: \*p < 0:05; \*\*p < 0:01; \*\*\*p < 0:001

**Table 4**  
**Rural adolescents' feedback on viewing commercials on television and materialistic value**

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"Television advertising viewing: I watch TV advertisements as I like to own things that impress people"	<ul style="list-style-type: none"><li>• 3.7 (Rural)</li><li>• -5.2 *** (t-stat)</li></ul>
"Television advertising viewing: I watch TV advertisements as to help me decide things to buy"	<ul style="list-style-type: none"><li>• 2.4 (Rural)</li><li>• -3.9*** (t-stat)</li></ul>
"Television advertising viewing: I watch TV advertisements as I try to keep my life simple, as far as possessions are concerned"	<ul style="list-style-type: none"><li>• 3.2 (Rural)</li><li>• 0.3 (t-stat)</li></ul>
"Television advertising viewing: I watch TV advertisements as buying things gives me a lot of pleasure"	<ul style="list-style-type: none"><li>• 3.0 (Rural)</li><li>• -1.7 (t-stat)</li></ul>
"Television advertising viewing: I watch TV advertisements as my life would be better if I owned things I do not have"	<ul style="list-style-type: none"><li>• 3.2 (Rural)</li><li>• -2.9** (t-stat)</li></ul>
"Television advertising viewing: I watch TV advertisements as it sometimes bothers me that I cannot afford to buy all the things I would like"	<ul style="list-style-type: none"><li>• 3.0 (Rural)</li><li>• -3.8*** (t-stat)</li></ul>

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Notes: \*p < 0:05; \*\*p < 0:01; \*\*\*p < 0:001

Table 3 and Table 4 show the mean scores for viewing commercials on television and materialism among urban adolescents and rural adolescents respondents.

**Table 5**  
**Urban and Rural adolescents' feedback on viewing commercials on television and materialistic value**

	<i>Urban</i>	<i>Rural</i>	<i>t-stat</i>
“Television advertising viewing; I watch TV advertisements . . .”	2.2	2.5	-4.5***
“ . . . to help me decide what things to buy”	2.1	2.4	-3.9***
Materialistic value orientations	2.9	3.1	-4.4***
“Buying things gives me a lot of pleasure”	2.9	3.0	-1.7
“My life would be better if I owned things I do not have”	2.9	3.2	-2.9**
“I like to own things that impress people”	3.3	3.7	-5.2***
“I try to keep my life simple, as far as possessions are concerned”	3.2	3.2	0.3
“It sometimes bothers me that I cannot afford to buy all the things I would like”	2.7	3.0	-3.8***

Table 5 shows the mean scores for viewing commercials on television and materialism among urban and rural adolescents' respondents. From the survey, it was found that rural adolescents' respondents viewed more commercials on television compared to urban adolescents' respondents. ( $t_{200} = -4.5$ ;  $p < 0.001$ ). In addition, the findings also show that rural adolescents have considerably higher level of materialism than urban adolescents. ( $t_{200} = -4.4$ ;  $p < 0.001$ ).

In this research, there are 3 stages of multiple linear regression analysis using ordinary least square method where the predicted variables are perceived wealth and materialism. There are 3 main predictors which are namely;

- i) demographic variables,
- ii) residency of respondents.
- iii) television advertising viewing,

Firstly, predictors that were used are the 3 demographic variables. Secondly, there are 2 added predictors which are television advertising viewing and residency in urban or rural. Thirdly, the interaction of television advertising viewing and residency was added as a predictor.

This stepwise regression method is applied from previous research done by Guo and Moy (1998), where it is combining demographic variables, media usage and other variables as predictors. From the findings it has shown that there is no significant interaction between viewing commercials through television and residency of respondents in predicting perceived wealth among the society. Furthermore, there is no significant interaction between viewing commercials through television and residency of respondents in predicting materialism among the society.

The standardized regression coefficients for the third step are not shown as there is no significant interaction. As a replacement the standardized regression coefficients are shown in Table 6 for the second



step of regression. In estimating the perceived affluence, the 5 predictors were capable to describe 19% of the perceived wealth variance.

The model's F-statistic is 28.3 which is significant at 0.001 level. For step 2, the incremental R-square was significant at 0.001 level. The outcomes suggest that in predicting perceived wealth, the variables residency and television advertising viewing have fulfilled the conditions of remaining in the regression model.

In forecasting the materialism, the 5 predictors were capable to clarify 10% of the variance of materialism. The model's F-statistic was 14.0 and was significant at 0.001 level. The step 2 incremental R-square was significant at 0.001 level. The outcomes suggest that in predicting materialism, the variables residency and television advertising viewing have fulfilled the conditions of remaining in the regression model.

### **Hypothesis Testing Results**

The result from this research has found that the respondents who frequently watched commercials through television had a higher level of perceived wealth compared to respondent who watch less advertisement on television where the standardized regression coefficient for television advertising viewing was 0.16 and was significant at the 0.001 level (see Table 6).

Thus, the result shows that there is a positive correlation between television-advertising viewing with perceived wealth among the society. Therefore, as the result has shown, the hypothesis H1 is supported.

Furthermore, the result from this research has also found that the respondents who frequently watched commercials through television will endorsed a higher level of materialism compared to respondent who watch less advertisement on television where the standardized regression coefficient for television advertising viewing was 0.29 and was significant at the 0.001 level (see Table 7).

Thus, the result shows that there is a positive correlation between television-advertising viewing with materialism. Hence, as the result has shown, the hypothesis H2 is also supported.

The Pearson correlation coefficient between perceived wealth and materialism was 0.08, 0.14, and 0.03 for the urban sub-sample, rural sub-sample, and the total sample respectively. All three correlation coefficients were not significant at 0.05 level. It showed that there was no correlation between perceived wealth and materialism among urban and rural adolescents. As a result, H3 was supported. In other words, the result supported a nil correlation between the first-order and the second-order cultivation effects.

In the prediction of perceived wealth, the standardized regression coefficient for residency was 20.46 and was significant at 0.05 levels. Respondents in urban area had a higher level of perceived wealth compared to respondents in rural area when the television advertising viewing variable was controlled as shown by the standardized regression coefficients for the residency variable which were negative. Hence, as the result has shown, the hypothesis H4 is also supported where the the respondent's dwelling will play a part in moderating the relation between viewing advertising through television and the perceived. In this scenario there is a positive moderating effect for dwellers in urban area.

Television advertising viewing standardized regression coefficients is 0.16, while residency is at -0.46. From the result, it can be summarized that the relative size indicates that residency is significant in determining perceived wealth compared to television advertising viewing. Furthermore, from this study it was found

that the respondent's dwelling will have the tendency to moderate the relationship between television advertising viewing and materialism whereby there is a positive moderating effect for rural dwellers.

The standardized regression coefficient for residency is 0.18 and is significant at 0.01 level in the predicting materialism signifies that rural respondents were more likely to endorse materialism than urban respondents. Hence, from the result above, it can be summarized that H5 is supported.

Television advertising viewing standardized regression coefficients is 0.29, while residency is at 0.18. From the result, it can be summarized that the relative size indicates that television-advertising viewing was more important than residency in determining materialism.

**Table 6**  
**Predicting Perceived Affluence: Summary of the Regression Analysis**

<i>Step/ Predicting variables</i>	<i>Perceived affluence</i>
First step (3 predictors of demographic variables)	
Age	0.00
Sex (Female = 0, Male = 1)	0.01
Single child (No = 0, Yes = 1)	-0.01
Second step (2 more predictors added)	
TV advertising viewing	0.16***
Residency (urban= 0, rural = 1)	-0.46***
First step R-square (%)	0.09***
Second step R-square (%)	0.20***
Second step Incremental R-square (%)	0.12***

*Notes:* Entries are standardized coefficients from ordinary least squares regression analyses for step 2; \*p < 0:05; \*\*p < 0:01; \*\*\*p < 0:001

**Table 7**  
**Predicting Materialism: Summary of The Regression Analysis**

<i>Step/ predicting variables</i>	<i>Materialism</i>
First Step (3 predictors of demographic variables)	
Age	0.05
Sex (Female = 0, Male = 1)	0.01
Single child (No = 0, Yes = 1)	0.11*
Second step (2 more predictors added)	
TV advertising viewing	0.29***
Residency (urban= 0, rural = 1)	0.18**
First step R-square (%)	0.01
Second step R-square (%)	0.11***
Second step Incremental R-square (%)	0.10***

*Notes:* Entries are standardized coefficients from ordinary least squares regression analyses for step 2; \*p < 0:05; \*\*p < 0:01; \*\*\*p < 0:001

## **DISCUSSION**

It can be summarized from the findings of this study that the hypothesis H1 is supported as there is a positive correlation between television-advertising viewing with perceived wealth among the society. Furthermore, the hypothesis H2 is also supported as the result shows that there is a positive correlation between television-advertising viewing with materialism.

In addition, hypothesis H3 was supported as there was no correlation between perceived wealth and materialism among urban and rural adolescents. Moreover, the hypothesis H4 is also supported as the relative size indicates that residency is significant in determining perceived wealth compared to television advertising viewing. Finally, hypothesis H5 is supported as the relative size indicates that television-advertising viewing was more important than residency in determining materialism.

It was observed in this study that, by frequently watching commercials on television, it will lead to higher level of perceived wealth and a more materialistic society which has been found in previous study done by Chan et al. (2006) which found that there is positive correlation between television advertising viewing and materialism among urban adolescents in China. The current study showed that cultivation effects occurred among rural adolescents in Egypt as well.

As theorized in this research, there is no correlation between perceived wealth among the respondents with level of materialism. According to Shrum et al. (2005), this scenario happen due to incidence of perceptions and consumer values are both profoundly different types of judgments which is built through different processes. The reason behind the desire to possess material belongings may be due to the confidence in the product that they possess will bring benefits and also at the same time trying to portray themselves into the commercials.

Furthermore, as theorized in this study, respondent's life experience had a controlling influence on viewing commercials on the television. Thus, viewing commercials on the television and residency has no significant interaction. In addition, respondents from the urban area who are more familiar with various products in the market tend to have better judgment regarding incident of wealth in the society which is shown from the relative magnitudes of the regression coefficients compared to the respondents from rural area who has restricted opportunity to purchase the same products near their resident.

## **VII. CONCLUSION**

In summary, this research has managed to present an empirical evident that television advertising has an influence on materialism and perceive level of wealth among adolescents in urban area of Egypt. The findings have shown there is a positive correlation between television-advertising viewing with perceived wealth among the society. Furthermore, the result also shows that there is a positive correlation between television-advertising viewing with materialism.

In addition, there was no correlation between perceived wealth and materialism among urban adolescents. Moreover, the relative size indicates that residency is significant in determining perceived wealth compared to television advertising viewing. Finally, the relative size indicates that television-advertising viewing was more important than residency in determining materialism.

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