



Faculty of Commerce
Business Administration
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Examining the Relationship between Comparative Advertising and its Effectiveness

دراسة العلاقة بين إعلانات المقارنة وفعاليتها

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بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

﴿قَالُوا سُبْحَانَكَ لَا عِلْمَ لَنَا إِلَّا مَا عَلَّمْتَنَا
إِنَّكَ أَنْتَ الْعَلِيمُ الْحَكِيمُ﴾

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Abstract

This research aimed in investigating the effect of two levels of comparative advertising (i.e., non-comparative ads, indirect comparative ads) on advertising effectiveness as measured by brand awareness, attitude toward the advertisement, attitude toward the brand and purchase intention.

Since comparative advertising has been used widely by companies worldwide due to highly competitive market, it is essential for further research for the purpose of better understanding the effectiveness of this advertising tactic in Egypt.

Meanwhile, this study mainly seeks to examine the advertising effectiveness by examining consumers' responses to both indirect comparative ad. and non-comparative ad using experiment to test the research hypotheses, Therefore, the nature of research is causal conclusive. This form of research has been chosen as the main goal of the study is to decide a cause and effect relationship.

Moreover, the sampling method used was “quota sampling” from the target population of this study represented by the students of Cairo and Giza governmental universities. the sample taken at the main gates of the universities at different times, days in the week to the respondent who agree to see the print ad.

The findings show that indirect comparative advertisement is more effective than non-comparative advertisement in case of a print ad. creating more favorable attitude toward the advertisement, attitude toward the brand named affective attitudes after the exploratory factor analysis and there is no significant difference in case of brand awareness and purchase intention.

Keywords: Comparative advertising, Noncomparative advertising, Brand awareness, Attitude toward the ad, Attitude toward the brand, Purchase Intention.

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Chapter One

Introduction

1.1 Introduction:

This study aims to examine the effect of different levels of comparative advertising intensity on advertising effectiveness in Egypt. In this chapter, the study background mentioned the developing significance of comparative advertising and provide an overview of the previous work done on its effectiveness; this chapter then moves on to specifically highlight an overview of the thesis by introducing the following areas of the research:

- Research Background
- Research Problem
- Research Questions
- Research Objectives
- Research Hypotheses
- The Conceptual Framework of The Research
- Research Methodology
- Research Limitations
- Thesis Structure