



Public Relations & Advertising Campaigns

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Elements of the Advertising Message Structure in Health-Related Campaigns and its Relationship to the Egyptian Citizen's Risk Perception: An Experimental Study

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Abstract

The current study aim is to reveal effectiveness of the health advertising messages in affecting respondents' risk perception of the emerging corona virus. Using the experimental method (factorial design) the study tried to investigate effects of three variables: advertising message testimony and it has two levels, the use of an advertising personality (an ordinary citizen) versus the use of some numbers and statistics, the second variable: the attitudes within the advertising message: positive attitudes in favour of receiving the corona vaccine, negative attitudes refusing to receive the vaccine, mixed attitudes (pro and against). The third variable is the advertising strategy within the advertising message, and it has two levels: motivation strategy, and the threat strategy.

The study attempted to independently test the effect of each of these three variables on main dependent variable, which is the health risks perceptions of the emerging corona virus at its various levels: the possibility of infection with the virus, the tendency towards receiving the virus vaccine, in addition to the behavioural intentions associated with planning to receive the vaccine.

The sample of the experimental study included 210 respondents distributed into 7 experimental groups, all of them are students in the undergraduate stage. Most of the experimental studies depend on samples from students, which facilitates the process of subjecting them to experimental variables, as they are suitable for the subject of the study (Corona virus).

The study came out with many results that confirm the effects of communication intervention associated with health advertising messages (applying to corona virus advertising messages), it can bring about significant changes in citizens' attitudes and behavioural intentions regarding vaccines and medicines, as it became clear that the respondents adopted the opinions of the advertising personalities appeared in the advertising messages, and the behavioural intentions of the respondents were affected by exemplars, so advertisers should investigate accuracy when choosing the advertising personalities and messages strategies.

Keywords: Building the Advertising Message, Health Campaigns, Risks, Experimental Study.