

458 51168 28 : MAJOR ADVERTISING

KEY WORDS : MULTIPLE PRODUCT ENDORSER / SOURCE / ATTITUDE / PURCHASE INTENTION

MONCHANOK ANAMARN : THE EFFECTIVENESS OF USING CELEBRITY ENDORSEMENT IN MULTIPLE PRODUCTS ON CONSUMERS' ATTITUDE AND INTENTION TO PURCHASE. THESIS ADVISOR : ASSOC.PROF.YUBOL BENJARONGKIJ, Ph.D., 118 pp. ISBN.974-17-5642-9.

The purposes of the research were to study the effects of multiple product endorsement on consumers' attitude and purchase intention. The survey research used questionnaires to collect data from 420 respondents by selecting from 6 schools and 3 universities in 6 districts of Bangkok. Descriptive statistics, t-test and ANOVA were used to analyze data.

The results are :

1. Credibility towards Single Product Endorser is not higher than Multiple Product Endorser.
2. Attractiveness towards Single Product Endorser is not higher than Multiple Product Endorser.
3. Attitude towards the Ad using Single Product Endorser is not higher than the advertisement using Multiple Product Endorser.
4. Attitude towards the Brand using Single Product Endorser is not higher than Multiple Product Endorser.
5. Purchase Intention of products using Single Product Endorser is not higher than Multiple Product Endorser.
6. Credibility, Attractiveness, Attitude and Purchase Intention of products using Single Product Endorser is not higher than Multiple Product Endorser.