Exploring the Effects of Single vs. Multiple Products and Multiple Celebrity Endorsements

Nam-Hyun Um[*]
Department of Advertising, The University of Texas at Austin
USA

ABSTRACT

Participating students were randomly assigned to one of three conditions (single product endorsement, multiple product endorsement, and multiple celebrity endorsement). This study was designed to measure the effects of respective types of celebrity endorsement. This initial attempt to compare the effects of celebrity endorsement could be conducive in understanding current phenomenon of celebrity endorsement campaigns. This study found that multiple product endorsements increased higher level of attitude toward ad, attitude toward brand, and purchase intention than a single celebrity (product) endorsement while a single celebrity (product) endorsement increased higher level of attitude toward ad, attitude toward brand, and purchase intention than multiple celebrity endorsements. However, the finding of this study had a conflicting result.

Keywords : Celebrity Endorsement, Attribution Theory, Meaning Transfer Model

1. INTRODUCTION

Celebrities are people who enjoy public recognition and who often have distinctive attributes such as attractiveness and trustworthiness (McCracken 1989; Silvera and Austad 2004). In the U.S. alone, advertisers spend billions of dollars on celebrities in hopes that they will cut through the clutter of advertising and bring positive effects such as increased brand awareness and advertising recall, favorable attitudes toward the advertised brand, and increased sales and profits. In addition, celebrity endorsements can also generate extensive PR effects and provide an opportunity for the new brand be known to the public (Erdogan, Baker, and Tagg 2001). Given these benefits, celebrity endorsement has been a popular tactic not only in the U.S. but also abroad. For example, in the U.S., approximately 25% of all television ads feature one or more celebrities (Erdogan, Baker, and Tagg 2001). By comparison, the more extensive use of celebrity endorsement has been reported in Korea and Japan where over 70% of TV commercials feature celebrities in one form or another (Kilburn 1998; Kim 2006).

 Previous research findings generally support the effectiveness of celebrity endorsement (Friedman and Friedman 1979; Ohanian 1991; Tripp, Jensen, and Carlson 1994; Solomon 2002). However, concerns over celebrities' negative information, multiple product endorsement and celebrity shadow effect persist. Using an associative network model

of memory as a theoretical framework, Till and Shimp (1998) found that negative information about the celebrity tended to lower consumers' brand evaluations. Celebrity shadow effect is said to occur when advertising focuses too much on the celebrity him/herself at the expense of the advertised brand (Lee, Paek, and Kim 2004). Among the concerns shared by advertising researchers and practitioners, multiple product endorsements by the celebrity have been a major issue. Research has shown that this tactic might have negative effects on celebrities themselves as well as advertising evaluation, brand evaluation, and purchase intentions (Mowen and Brown 1981; Tripp 1990; Tripp, Jensen, and Carlson 1994).

Research protocols notwithstanding, however, recent industry practice appears to be headed toward exploring various forms of multiple celebrity and product endorsement. For example, Tiger Woods currently endorses Nike, Buick, Tagheuer, and Accenture. In its "My Life My Card" campaign American Express brought in multiple celebrities such as Ellen DeGeneres, Tiger Woods, and Robert DeNiro. Most recently, Macy's One Star commercial featured an array of celebrities including Martha Stewart, Jessica Simpson, Usher, Donald Trump, and Emeril, to name just a few, all in one spot.

Since Tripp, Jensen, and Carlson (1994) published their article on the effects of multiple product endorsements by celebrities on consumers' attitudes and intentions, research in this area has not received significant attention. In the similar vein, the study of multiple celebrity endorsement has been scarce to date. Multiple product and multiple celebrity endorsement are believed to be most frequent form of celebrity endorsement practice in adverting industry. Notwithstanding its frequent use the study on effects of multiple product and multiple celebrity endorsement has not been favored by many advertising scholars.

Therefore, this paper aims to investigate effects of multiple product and multiple celebrity endorsements. In other words, the author will examine how consumers evaluate brands and celebrities endorsing in multiple product and multiple celebrity endorsement. This study could be conducive in two-folds; in academic this research may support previous literature and validate the existing theory (i.e. attribution theory) and in advertising industry this study could provide implications in terms of how to use celebrities when it comes to building brands.

2. LITERATURE REVIEW

2.1 Current Theoretical Understanding
Source credibility model, source attractiveness model, match-up hypothesis and meaning transfer model (MTM) have all been used to provide theoretical background in explaining the effects of celebrity endorsement in advertising. Source effect models emphasize the characteristics of the source or the message sender and whether he or she is credible or attractive. The match-up hypothesis suggests that the effectiveness of celebrity endorsement depends on the existence of a 'fit' between the celebrity endorser and the endorsed brand (Till and Busler 1998). As opposed to source models and match-up hypothesis, the meaning transfer model by McCracken (1989) explains the effectiveness of celebrity endorsement by assessing the meanings consumers associate with the endorser which is then transferred to the brand.

2.2 Source Credibility Model
Source credibility is defined as a communicator's positive characteristics that affect the receiver's acceptance of a message (Ohanian 1990). First proposed by Hovland and his associates, the source credibility model contends that the effectiveness of a message depends on perceived expertise and trustworthiness of the endorser (Hovland et al., 1953 and Ohanian 1991). These two factors - expertise and trustworthiness - highlight the concept of the source credibility (Ohanian 1990). According to Kelman (1961), credible source's information can have an impact on beliefs, opinions, attitudes, and behavior through internalization process.

Expertise refers to the perceived level of knowledge, experience, or skills possessed by an endorser (Hovland et al. 1953). Ohanian (1990) contends that the perceived expertise of celebrity endorsers is more important in explaining purchase intentions rather than their attractiveness and trustworthiness. In short, a celebrity who is perceived as an expert by consumers carries more persuasiveness than others (Ohanian 1990; Horai, Naccari, and Fatoullah 1974).

Trustworthiness, according to Ohanian (1990, p. 47) is "the listener's degree of confidence in, and level of acceptance of, the speaker and the message." Erdogan et al. (2001, p. 40) also define trustworthiness as "the honesty, integrity, and believability of an endorser as perceived by the target audience." In terms of the effect of trustworthiness on attitude change, Miller and Baseheart (1969) conducted an experiment and found that when the perceived communicator's trustworthiness was high, attitude change was more likely to occur. Many prior studies (Friedman and Friedman 1976; Friedman, Santeramo, and Traina 1978) found that trustworthiness had high correlation with a respondent's perceived similarity to the source, the level of source's expertise, and the source's attractiveness. Friedman et al. (1978) also found that trustworthiness is the important factor in source credibility. However, interestingly, Ohanian (1990) suggests that a celebrity's trustworthiness does not have significant relations with purchase intentions.

2.3 Source Attractiveness Model
Source attractiveness is related to physical attributes of endorsers, such as similarity, familiarity, and likeability. The source attractiveness model contends that the effectiveness of a message depends on sources' familiarity, likability, similarity, and attractiveness to the respondent (McGuire, 1985; Ohanian 1990). According to Kelman (1961), a communicator's physical attractiveness affects 'the effectiveness of persuasive communication through identification, which occurs when information from an attractive source is accepted as a result of desire to identify with such endorsers'.

2.4 Match-Up Hypothesis
The match-up hypothesis suggests that the effectiveness depends on the existence of a 'fit' between the endorsing celebrity and the endorsed brand (Till and Busler 1998). In other words, the degree of consumers' perceived 'fit' between an advertised brand and a celebrity endorser's image plays a significant role in product and ad-based evaluations. Kamins (1990) found that attitudes toward ads and products became favorable as celebrity endorser's attractiveness increased. In contrast, other researchers found that although a number of celebrity endorsements turned out to be very successful, other attractive celebrities did not (Till and Busler, 1998; Till and Shimp 1998). This finding belies the general assumption that using celebrity endorsement is always effective.

2.5 Meaning Transfer Model (MTM)
Meaning transfer model provides insight to explaining the complicated process of celebrity endorsements in advertising. McCraken (1989) explains the effectiveness of celebrity spokespersons by assessing the meanings consumers associate with the endorser and how that eventually transfers to the brand. According to McCraken's (1989) meaning transfer model, meaning transfer follows three stages. First, the meaning associated with a celebrity moves from the endorser to the product or brand. Second, meanings attributed to the celebrity become associated with the brand in the consumer's mind. And lastly, the brand's meaning is acquired by the consumer in the consumption process. The final stage of this model underscores the importance of consumer's role in the process. This model was tested by Langmeyer and Walker (Erdogan, Baker, and Tagg 2001). Their study results show that the symbolic meanings possessed by celebrities (Cher; Madonna, and Christie Brinkley) were transferred to the endorsed brands/products (Scandinavian Health Spa, bath towels, and blue jeans) (Erdogan, Baker, and Tagg 2001).

In sum, the source models, the match-up hypothesis, and the meaning transfer model have provided a theoretical backbone for explaining the effectiveness of celebrity endorsement

so far. To date, these models have played a pivotal role in developing our understanding about the effectiveness of celebrity endorsement. However, that they are limited in explaining the effectiveness of celebrity endorsement from practical points of views and not capable of explaining different types of celebrity endorsements (i.e. multiple product and multiple celebrity endorsements).

2.6 Effects of Multiple Product and Multiple Celebrity Endorsements
Celebrity endorsement can be classified according to the number of products endorsed (single product vs. multiple products) or number of celebrities doing the endorsement (single celebrity vs. multiple celebrities). Single product endorsement refers to an endorsement by a celebrity for one product or one brand. Tripp, et al.(1994) posit that "single product endorsements constitute distinctive actions since the spokesperson endorses one brand and not other brands or products" (p. 536). Since over time celebrities are likely to endorse more than one product, single celebrity endorsement is rare.

However, this practice is found in two tobacco brand campaigns, Marlboro and Joe Camel. The Marlboro Man has been a spokesman for Marlboro since 1954. The Marlboro advertising campaign was created by Leo Burnet Worldwide and is considered one of the most brilliant ad campaigns of all time. The image of the Marlboro Man usually involves one or more rugged cowboys, featuring actors and professional athletes. The Marlboro Man was listed as number one in the book, The Most Influential People Who Never Lived. In a similar vein, Joe Camel, the mascot for Camel's advertising campaigns from late 1987 to July 1997, appeared in magazine advertisements, billboards, and other print media. As a character, Joe Camel has been a spokesperson for more than 10 years.

Multiple product endorsement refers to when a celebrity endorses more than one brand. According to Tripp et al. (1994), some celebrities are "shared" by different advertising firms, i.e., they promote more than one brand. When one becomes a celebrity, he or she will likely be tempted to endorse more than one brand for financial gain. Tiger Woods, for instance, endorses not only Nike but many other brands, such as American Express, Tag-Heuer, Buick, Accenture, etc.

One might ask if this practice affects consumers' perceptions of the brands endorsed. Prior studies on multiple product endorsements (Mowen and Brwon 1981; Mowen, Brown and Schulman 1979) suggest that it does indeed negatively affect consumers' assessment of the endorser's trustworthiness, brand image and ad evaluations. Based on attribution theory, Kelly (1973) contends that multiple product endorsers are evaluated less favorably than single product endorsers. Hence, multiple product endorsements precipitate differences in consumers' perceptions of the endorsers (Tripp, Jensen, and Carlson 1994). Tripp, Jensen and Carlson (1994) further suggest that "the number of products a celebrity endorses negatively influences consumers' perceptions of endorser credibility and likability, as well as attitude toward the ad, and the number of exposures to the celebrity endorser has an impact on attitude toward the ad and purchase intention" (p. 543).

Multiple celebrity endorsement refers to the use of two or more celebrities in an advertising campaign (Hsu and McDonald 2002). There are two sub-types of multiple celebrity endorsement based on how a celebrity or celebrities are featured in ads: Type I multiple celebrity endorsement refers to an endorsement in which two or more celebrities come together and endorse a product or brand in the same ad; Type II multiple celebrity endorsement refers to an endorsement in which different celebrities endorse the same product or brand in a series of ad campaigns overtime. Classification of multiple celebrity endorsement by Type I and Type II was first suggested in this study by the author for the sake of convenience. It is a common advertising practice for a brand or product to be associated with various celebrities over a long period of time. American Express is a good example. To promote its credit card and enhance its brand image American Express has been using different celebrities for different advertising campaigns. The milk mustache campaign is another prime example. More than 100 celebrities have been recruited to

promote milk consumption since 1995 (Hsu and McDonald 2002). Hsu and McDonald (2002) suggest that "multiple celebrity endorsement advertising may help the advertiser build a sense of consensus, avoid audience boredom and appeal to multiple audiences" (p.25).

2.7 Attribution Theory

Attribution theory is a social psychology theory that was developed by Fritz Heider, Harold Kelly, Edward E. Jones and Lee Ross to predict individuals' perceptions of social causality (Mowen and Brwon 1981). This theory deals with the ways in which people explain or attribute the behavior of others. The theory explores how individuals attribute causes to events and how this cognitive perception affects their motivation. According to attribution theory (Kelly 1973), observers may infer causes of actions as due to either personal traits or circumstances. The theory posits that the direction of these causal inferences differs on the basis of examination of three types of information - distinctiveness, consistency (both temporal and modal) and social consensus (Tripp 1990). Mowen and Brown (1981) first suggested that "attribution theory can be used to analyze factors affecting the effectiveness of product endorsers".

2.8 Distinctiveness - Single vs. Multiple Product Endorsement

Distinctiveness, in an advertising context, refers to the extent that endorsement occurs uniquely in the presence of the product (Mowen and Brown 1981). According to Tripp (1990), observers perceive an action to be distinctive when it occurs in the presence of an entity and does not occur in its absence. If a celebrity endorses multiple products, then the endorsement of any one of the products is not distinctive. As a corollary, multiple product endorsements may result in negative trait inferences about the nature of the endorser (e.g. traits as greediness, being opportunistic, untrustworthiness, unlikeability, etc.), providing implications for source credibility and likeability (Tripp 1990). Negative trait inferences may cause reduced trustworthiness which is likely to lead to reduced likeability. The reduced trustworthiness and likeability would negatively influence consumers' attitude toward the ad, attitude toward the brand, and purchase intention. In contrast with multiple product endorsements, although viewed multiple times, single product endorsements are considered to be distinctive since the spokesperson endorses one brand and not other brands or products. However, it is difficult assume that "distinctiveness" increases level of trustworthiness and likeability of the spokesperson. It will be worthwhile to explore how distinctiveness affects trustworthiness and likeability and ultimately how this attribute affects on responses to advertising as well as spokesperson evaluation.

Based on the attribute of 'distinctiveness' the author hypothesizes as follows:

H1a. Single product endorsement will have a higher ad evaluation than multiple product endorsements.

H1b. Single product endorsement will have a higher brand evaluation than multiple product endorsements.

H1c. Single product endorsement will have a higher purchase intent than multiple product endorsements.

It will be also interesting to investigate how consumers view a celebrity who engages in multiple product endorsements. In the previous study Mowen and Brown (1981) found that consumers evaluated celebrities negatively when they knew that celebrities endorsed multiple products simultaneously.

Therefore, the author comes up with a hypothesis as below:

H2. Consumers will evaluate a celebrity who endorses multiple products, compared to a celebrity who endorses single product. (credibility, trustworthiness, and likeability)

2.9 Consistency - Single Product Endorsement

Mowen and Brown (1981) suggest that consistency is concerned with the relationship between endorser and product over time and modality. Tripp (1990) surmises that two types of consistency information have an important impact on causal inferences. First, a product endorsement would be considered temporally consistent if it occurrence is viewed on multiple occasion. In short, "repeated exposure to the identical product endorsement should enhance perceptions of temporal consistency" (Tripp 1990; p. 16). Second, Tripp (1990) defines modal consistency as "consistency of reaction to the entity (spokesperson) even though the mode (defined here as context) in which the celebrity is perceived varies" (p. 16). In other words, advertisers could change the context in which the celebrity is perceived by employing the celebrity in a series of different advertising campaigns for the same product. Harvey and Kelly (1974) maintain that both types of consistency information are believed to have impact on the confidence with which a trait or circumstance inference made. Mowen and Brown (1981) suggest that high consistency may strengthen the relationship between endorser and product. It seems plausible to predict that an endorser has to advocate the brand or product over a variety of media and over a long period of time to strengthen the endorsed brand.

2.10 Social Consensus - Multiple Celebrity Endorsement

Social consensus is defined as "the tendency of the action to generalize across different kinds of entities" (Tripp 1990; p. 16). Social consensus deals with the consumer's perception of whether other individuals view the product similarly. In other words, if other people endorse or support the product, this will lead to the consumer's inference that endorsement is due to the nature of the product as opposed to circumstances (Mowen and Brown 1981; Tripp 1990). In an advertising context, the consumer will perceive the message from endorser as due to the nature of the product not service for a fee (Mowen and Brown 1981). Kelly (1973) suggests that consensus information is predicted to impact the confidence of the inference: the higher the consensus, the more one feels a correct inference has been made. Mowen and Brown (1981) recommend that by using multiple endorsers, advertiser could effectively use the concept of consensus. Multiple celebrity endorsements, based on potential impact of consensus information, are considered a good marketing strategy.

Based on the attribute of 'social consensus' the author hypothesizes as follows:

H3a. Multiple celebrity endorsement will have a higher ad evaluation than single celebrity endorsement.

H3b. Multiple celebrity endorsement will have a higher brand evaluation than single celebrity endorsement.

H3c. Multiple celebrity endorsement will have a higher purchase intent than single celebrity endorsement.

3. METHOD

3.1 Participants and Design

A total of 150 graduate students from a major southwest university participated in the study. Participants were randomly assigned to one of three conditions: single product endorsement (single celebrity endorsement), multiple product endorsement, and multiple celebrity endorsement.

To examine the effects of single vs. multiple product and single vs. multiple celebrity endorsement a between-subject group design was used. One print ad for single product endorsement (single celebrity endorsement) was designed. Four print ads for multiple product endorsements were created. Finally, four print ads for multiple celebrity endorsements were generated to measure subjects' attitude toward ad, brand, and purchase intent. In the

process of developing stimuli for the study only low-involvement products were consistently used. In respect with celebrities used in stimuli George Clooney, Ben Affleck, Matt Damon, and Brad Pitt who were not actively endorsing products or brands were used as celebrity endorsers.

3.2 Procedure

An e-mail invitation was sent to students including the URL that participants can click to proceed the experiment. After reading an informed consent form, participants provided their consent by clicking on the "NEXT" button. Then, they were directed to the online experiment website. Depending on each condition they were assigned to, participants reviewed one to four celebrity endorsement ads. Then, they were asked to answer the questions which were designed to measure their attitude and purchase intent. Upon completion of the questionnaire, participants were debriefed and thanked for their participation.

3.3 Dependent Measures

3.3.1 Attitude toward ad

A four-item, seven-point semantic differential scale (Mitchell and Olson 1981) anchored by adjectives such as good/bad, likeable/not likeable, irritating/not irritating, and interesting/not interesting was used to measure consumers' attitude toward ad. A statement "Please check the number which best describe your feelings about the ad" was given as an instruction.

3.3.2 Attitude toward brand

Attitude toward the targeted brand was measured based on a four-item, seven-point semantic differential scale anchored by "good/bad," "like very much/dislike very much," "pleasant/unpleasant," and "high quality/low quality"(Mitchell and Olson 1981), similar to attitude toward ad. A statement "Please check the number which best describe your feelings toward the brand" was given as an instruction.

3.3.3 Purchase intent

Consumers' purchase intent was measured by four seven-point scale, "very likely/very unlikely," "very probable/very improbable," "very possible/very impossible," and "very existent/very non-existent (Gill et al.; Tripp et. al 1994). To assess likelihood of purchase the statement "If you were in the market today for this product/brand, how likely do you feel it is when you would purchase/use this product/brand?" was provided to the participants.

3.3.4 Source likeability

A three item, seven-point semantic differential scale, "very likeable/very unlikeable," "very pleasant/very unpleasant," and "very agreeable/very disagreeable" (Tripp et al. 1994) was used to measure a celebrity's likeability.

3.3.5 Source expertise

A celebrity's expertise was measured by a six item, seven-point semantic differential scale (McCroskey 1996), "trained/not trained," "intelligent/not intelligent," "expert/inexpert," "informed/uninformed," "competent/incompetent," and "bright/stupid".

3.3.6 Source trustworthiness

Source trustworthiness was measured by a seven item, seven-point semantic differential scale (McCroskey 1966), "honest/dishonest," "sincere/insincere," "trustworthy/untrustworthy," "biased/not biased," "credible/not credible," believable/not believable," and "reputable/disreputable".

4. RESULTS

4.1 Manipulation Check
Selecting celebrities who are not likely to be recognized for any types of product/brand endorsement is important to prevent compounding. For this very reason, four celebrities used in the study were tested to see if there is any difference among these endorsers in terms of expertise, trustworthiness, and likeability. ANOVA result suggests that there is no significant difference among these celebrities.

4.2 Single vs. Multiple Product Endorsement
T-test results, on the contrary to the suggested hypotheses **H1a, H1b,** and **H1c,** suggest that multiple product endorsements received a higher ad and brand evaluation as well as a higher purchase intention than a single product endorsement. Unlike the researcher's expectation, multiple product endorsements do not cause any negative feelings toward the celebrity who endorses more than two product (or brands) at the same time. On the other hand, ANOVA test results show that consumers' trustworthiness, likeability, and expertness have been increased among those participants who were exposed to the multiple product endorsements. However, as shown in the Table 1 and Table 2, these test results were not statistically significant, except expertness. **H2** was partially supported. Thus, it is difficult to claim that the multiple product endorsements are better practices than a single product endorsement. Thus, **H1a, H1b,** and **H1c** were not supported.

4.3 Single vs. Multiple Celebrity Endorsement
H3a, H3b, and **H3c** suggested that multiple celebrity endorsements could enhance higher ad and brand evaluation as well as higher purchase intention than a single celebrity endorsement. However, T-test results show that a single celebrity endorsement increased higher ad and brand evaluation as well as higher purchase intention than multiple celebrity endorsement, as shown in Table 3. However, as shown in the Table 3, these test results were not statistically significant. Thus, we cannot conclude that a single celebrity endorsement is a better endorsement practice than multiple celebrity endorsements.

5. DISCUSSION

This study found that multiple product endorsements increased higher level of attitude toward ad, attitude toward brand, and purchase intention than a single celebrity (product) endorsement while a single celebrity (product) endorsement increased higher level of attitude toward ad, attitude toward brand, and purchase intention than multiple celebrity endorsements. It has been believed that if a celebrity endorses multiple products, then the endorsement of any one of the products is not distinctive. Thus, multiple product endorsements may have negative impacts on ad and brand evaluation after all.

However, the finding of this study had a conflicting result. Different from the researcher's expectation, a single product (celebrity) endorsement does not enhance ad and brand evaluation as well as purchase intention compared with multiple product endorsements. It would be worthwhile to explore how the dimension of distinctiveness works in the process of consumer decision. The previous studies did not investigate the relationship between endorsing celebrities and product (or brands) when it comes to examining the effects of multiple product endorsements. It would be interesting if we can look at the effects of multiple celebrity endorsements when there is congruence between endorsing celebrities and products (or brands) and when there is no congruence between endorsing celebrities and products (or brands).

Unlike the previous finding regarding the attitude toward a celebrity who endorses more than two products, attitude toward a celebrity (trustworthiness, likeability, and expertness) who engages in multiple product endorsement was improved after subjects were exposed to multiple product endorsements. The previous research suggested that even knowing the

fact that the celebrity endorses multiple products affects negatively toward a celebrity evaluation. In terms of the effects of multiple celebrity endorsement, based on the attribute of 'consensus' the researcher suggested that multiple celebrity endorsements may enhance higher ad and brand evaluation as well as higher purchase intention than a single celebrity (product) endorsement. However, the study result contradicted with the researcher's proposed hypotheses. In fact, a single celebrity (product) endorsement increased higher ad and brand evaluation as well as higher purchase intention.

For the future study, when it comes to investigating effects of different types of celebrity endorsements, moderating or mediating variables such as congruency between endorsing celebrities and products (or brands), celebrities' transferred meaning to products, celebrities' trustworthiness, likeability, and expertness are to be included in the study. In addition, at least 30 subjects are required for per cell to increase power for the future study.

In conclusion, this study should be considered as a pilot study. Therefore, this study results should not be generalized. Despite of all limitations of this study mentioned above, this study should be considered important in the study of effects of celebrity endorsement in that this study makes an initial effort to compare effects of each type of celebrity endorsement.

Table 1.
Effects of a Single vs. Multiple Product Endorsement

		N	Mean	SD	P
Attitude toward Ad	Single Product	50	3.45	1.45	.243
	Multiple Product	50	3.98	1.83	
Attitude toward Brand	Single Product	50	3.78	1.54	.095
	Multiple Product	50	4.60	1.15	
Purchase Intention	Single Product	50	3.08	1.74	.375
	Multiple Product	50	3.33	1.72	

Table 2.
Trustworthiness, Likeability, and Expertness Change Comparison

		N	Mean	SD	P
Trustworthiness	Single Product	50	.22	1.58	.636
	Multiple Product	50	.30	1.89	
	Multiple Celebrity	50	-.30	.91	
Likeability	Single Product	50	.00	.60	.971
	Multiple Product	50	.07	2.35	
	Multiple Celebrity	50	-.10	.99	
Expertness	Single Product	50	-.167	.78	.018
	Multiple Product	50	.733	1.29	
	Multiple Celebrity	50	-.617	.84	

Table 2.
Effects of a Single vs. Multiple Celebrity Endorsement

		N	Mean	SD	P
Attitude toward Ad	Single Product	30	3.45	1.45	.897
	Multiple Celebrity	30	2.43	1.31	
Attitude toward Brand	Single Product	30	3.78	1.54	.898
	Multiple Celebrity	30	3.33	1.40	
Purchase Intention	Single Product	30	3.08	1.74	.541
	Multiple Celebrity	30	2.58	1.62	

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