

The Effects of Multiple Endorsements of a Celebrity Spokesperson on Advertising Evaluations

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Abstract

Background/Objectives: A celebrity endorser is a person with public recognition (such as a sports player, performer, business person or cartoon character) who does not necessarily have professional knowledge about the products being advertised. **Methods/Statistical Analysis:** The use of a celebrity endorser enhances consumers' memory of advertising messages by drawing more positive responses for the product evaluation or attitude toward advertisement. This experimental study analyzed the effects of multiple endorsements of a celebrity spokesperson on advertising attitude, brand attitude, purchase intention and attitude toward endorser. **Findings:** A total number of 287 college students were recruited as research participants. A total of 9 sections of the experiment were conducted, each involving at least 30 participants. The results showed that an advertisement is more effective when a celebrity endorser is appointed exclusively for that advertisement than when a celebrity endorser is appointed who makes multiple endorsements. Based on the results of the study, theoretical and practical suggestions are made regarding a celebrity spokesperson's multiple endorsements in advertising. **Application/Improvements:** The results of this research are expected to provide basic data, both theoretically and practically, concerning the effect of multiple endorsements of a celebrity spokesperson.

Keywords: Advertising Effectiveness, Celebrity, Endorser, Multiple Endorsements

1. Introduction

Many advertisements use celebrity endorsers as an advertising model. The reasons for a company appointing a celebrity endorser are related to the image and attention that they bring. As for image, a celebrity spokesperson's positive image exerts positive effects on consumers, affecting both the advertising attitude and brand attitude. In the case where the positive image of a celebrity endorser is in accordance with a product image, the positive effect can be maximized, as consumers remember the product or the celebrity endorser whenever they see the celebrity endorser¹. As for the aspect of attention, in the media environment with serious advertising clutter, the advertising endorsement of a celebrity has the power to draw favorable responses from consumers by drawing their attention and conveying messages in a more understandable manner. For this reason, the number of advertisements involving celebrity endorsers is increasing.

However, some problems have been raised regarding advertising endorsements by a celebrity spokesperson². First, an emphasis on a celebrity endorser makes consumers remember the endorser rather than the product. Second, the excessive exposure of a particular celebrity endorser by multiple endorsements for the advertisements of various products causes confusion between the products. Finally, when a celebrity endorser evokes social criticism, there can be problems caused by the celebrity's credibility and by any discordance between the characteristics of the celebrity endorser and the product.

In spite of such problems, celebrity endorsers having multiple endorsements are showing an increasing trend. According to the survey on endorser likeability published in May 2014 by the Korea CM Strategic Studies Institute, the celebrity endorsers ranked in the top 10 made multiple endorsements, with an average of 5.7 endorsements. For example, Jihyeon Jeon (ranked 1st) made 12 endorsements; Suji Bae (ranked 2nd), 8 endorsements; and Yeona Kim

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(ranked 3rd), 7 endorsements. In addition, according to the survey on netizens' endorser preferences conducted in October 2015 by the Korea Advertising Information Center, the average number of advertising endorsements for the endorsers ranked in the top 30 was 4.9.

This paper aimed to investigate differences in advertising effectiveness according to the number of an endorser's multiple endorsements, with a special focus on bank advertisements. This research analyzed the effect of multiple endorsements of a celebrity spokesperson on advertising evaluations. The results of this research are expected to provide basic data, both theoretically and practically, concerning the effect of multiple endorsements of a celebrity spokesperson.

2. Study Background

2.1 Celebrity Endorser

A celebrity endorser is a person with public recognition (such as a sports player, performer or cartoon character) who does not necessarily have professional knowledge about the products being advertised³. The use of a celebrity endorser enhanced the memory of advertising messages by drawing more positive responses in product evaluation or attitude toward advertisement³. Another study also reported that the use of a celebrity endorser in advertising encouraged more positive evaluations of brands and advertisements. In a study based on the match-up hypothesis, it was found that the use of a celebrity spokesperson made subjects tend to have more positive responses to advertising messages, consequently making them have more trust in the brand.

2.2 Characteristics of a Celebrity Endorser

The main characteristics of a celebrity spokesperson in advertising communications are public trust and attractiveness⁴. Public trust is defined as the professionalism and reliability of the communicator, perceived by the acceptor, which affects communication in accordance with the characteristics of the communicator. The attractiveness of the information source can be subdivided into the subordinate concepts of familiarity, favorability and similarity⁵. A research measured the public trust aspect of a celebrity endorser's attitude using three elements: Attractiveness, professionalism and reliability⁶. The study also added more elements to measure public trust and

attractiveness factors in detail, using the following seven elements: Familiarity, difference, attachment, charisma, attractiveness, reliability and professionalism.

2.3 Multiple Endorsements of a Celebrity Spokesperson

Most of the previous studies on multiple endorsements of a celebrity spokesperson have concerned the measurement of the effect on consumer perceptions (reliability, professionalism and attractiveness).

It is known that advertisements involving celebrities are more effective than those involving non-celebrities in terms of brand memory and advertisement memory. However, multiple endorsements can lower the brand memory rate because of the weakening association between the endorser and the product and because of interference between the memories of various advertisements that involve the celebrity endorser⁷. Another study found that in consumers' perceiving and learning of various advertisements about similar products, there are concurrent occurrences of retroactive interference (by which information obtained later prevents the retrieval of information obtained earlier) and proactive interference (by which information obtained earlier prevents the learning of new similar information)⁸. In addition, multiple endorsements by a single celebrity can have an overshadowing effect (the effect of making consumers remember only the celebrity endorser rather than the advertising contents) because of the excessive exposure of the celebrity endorser.

3. Methods

3.1 Hypotheses

In order to investigate differences in advertising effectiveness and in attitude toward advertising endorsers according to the extent of a celebrity's endorsements (high extent of multiple endorsements, moderate extent of multiple endorsements, single endorsement) based on preceding research studies, this research set up the following hypothesis:

- H1: An advertisement for which a celebrity endorser is appointed exclusively for that advertisement will be more effective than an advertisement for which a celebrity endorser is appointed who makes multiple endorsements.

- H1-1: A higher number of multiple endorsements by one celebrity will exert a more negative effect on advertising attitude with the advertisements involving that celebrity endorser.
- H1-2: A higher number of multiple endorsements by one celebrity will exert a more negative effect on brand attitude with the advertisements involving that celebrity endorser.
- H1-3: A higher number of multiple endorsements by one celebrity will exert a more negative effect on purchase intention with the advertisements involving that celebrity.
- H2: The number of a celebrity's endorsements will exert an effect on the attitude toward that celebrity endorser.

3.2 Method

The number of a celebrity's multiple endorsements was the only independent variable. Dependent variables were selected by modifying and complementing the items used in preceding studies as follows: 6 items on attitude toward endorser, 4 items on advertising attitude, 6 items on brand attitude and 3 items on purchase intention. A total number of 19 dependent variables were measured using a 7-point Likert scale.

To enhance the external feasibility of this research, 47 college students were asked about the extent of multiple endorsements by endorsers for current bank advertisements. The endorsers selected by the college students as those with multiple endorsements were Yeona Kim (multiple endorsements: $M = 5.85$, $SD = 1.72$) and Hyeonjin Ryu (multiple endorsements: $M = 2.85$, $SD = 0.94$). For an endorser with a single endorsement, they selected Hae Song (multiple endorsements: $M = 1.15$, $SD = 0.70$). Five products in different categories were used for experimental advertisements: Bank (T1), notebook (T2), beverage (T3), ramyun (T4) and cloth (T5). Five different simulated advertising materials were prepared as printed materials. This research prepared advertising messages as simply as possible. In addition, in order to eliminate the possibility of the distortion of research results due to participants' preexisting attitudes about the brands through after effects and confusion effects, manipulation checks were carried out by using imaginary brands to name the products.

Five kinds of printed dummy advertisements were prepared in order to prevent the effect of repetitive learning due to repetitive exposure and to confer

practicality: Kitchenware (D1), shoes (D2), camera (D3), cosmetics (D4) and bottled water (D5). A non-celebrity endorser was appointed to prepare the advertisements.

A total number of 287 college students were recruited as research participants. A total of 9 sections of the experiment were conducted, each involving at least 30 participants. The configuration of respondents according to the experimental design is shown in Table 1.

Table 1. Number of participants in experimental design

Levels of Multiple Endorsements	Group A (T1)	Group B (T3)	Group C (T5)	Total
			30	95
			31	95
Low (Hae Song)	35	30	32	97
Total	102	92	93	287
High (Yeona Kim)		33		32
Medium (HyeonjinRyu)		34		30

Group A was exposed to an advertisement involving a single endorsement (1 kind) and dummy advertisements (5 kinds). Group B was exposed to advertisements involving multiple endorsements (3 kinds) and dummy advertisements (3 kinds). Group C was exposed to advertisements involving multiple endorsements (5 kinds) and a dummy advertisement (1 kind). Each of the advertisements was presented for 10 seconds. After the participants had watched all the advertisements, the advertising materials were collected and they were directed to answer the questionnaire.

4. Results

4.1 Manipulation Checks

Manipulation checks were performed with the experimental advertising materials to examine if the participants correctly perceived the extent of the multiple endorsements after watching the sets of advertisements that had been treated to have different extents of a celebrity's multiple endorsements. Two open-type questions were used for measurement. The answers were converted to numerical values for calculation and then the measured scores were summed and averaged for manipulation checks.

The results showed that the mean number of endorsers' endorsements perceived by all the participants was about 3 ($\bar{x} = 2.76$, $SD = 1.808$) and that there was a significant difference between the 3 experimental groups ($F = 196.597$, $p < 0.001$). The mean number of endorsements perceived by the group exposed to the advertisements involving a celebrity with one endorsement was 1 ($\bar{x} = 1.05$, $SD = 1.028$). The mean number of endorsements perceived by the group exposed to the advertisements involving a celebrity with 3 endorsements was 3 ($\bar{x} = 3.04$, $SD = 0.797$), whereas the mean number of endorsements perceived by the group exposed to the advertisements involving a celebrity with 5 endorsements was 4 ($\bar{x} = 4.35$, $SD = 1.572$). Thus, it was confirmed that the participants almost accurately perceived the number of endorsements after watching the advertisements that had been treated to have different extents of multiple endorsements (see Table 2).

4.2 Verification of Dimensionality and Credibility

Exploratory Factor Analysis (EFA) was carried out to verify the dimensionality of the measuring tools used in this research. Principle component analysis was used for factor extraction, while vari-max rotation was used for factor rotation.

The results of the primary exploratory factor analysis on 22 measurement items showed a communality value of 0.349 for the item "The endorser of this advertisement seems to have had a way of life similar to mine". Since 0.349 was lower than the threshold value of 0.4, that item was removed. Then, based on the secondary primary exploratory factor analysis involving 21 items, 4 factors were deduced that had eigenvalues higher than 1. The result of the sampling adequacy verification of the data collected for this research showed a KMO of 0.885, thus confirming that the data was adequate for factor analysis. The result of Bartlett's test of sphericity showed = 4984.669

(d.f. = 210, $p < 0.001$). Thus, the null hypothesis "the correlation matrix is the identity matrix" was rejected and the data was judged to be adequate for factor analysis. The 4 factors extracted through exploratory factor analysis explained 75.1% of the total variance. The details about the factors deduced through such a factor analysis are summarized below.

4.3 Results

The hypotheses for this research were set up for two general purposes: 1. To examine whether there were significant differences in advertising attitude, brand attitude and purchase intention according to the number of a celebrity's multiple endorsements and 2. To examine whether there was a difference in attitude toward the endorser according to the extent of a celebrity's multiple endorsements.

4.3.1 Difference in Advertising Attitude

One-way ANOVA was carried out to examine the difference in advertising attitude between Group A (exposed to the advertisements involving a single endorsement of a celebrity endorser), Group B (exposed to the advertisements involving 3 endorsements of a celebrity endorser) and Group C (exposed to the advertisements involving 5 endorsements of a celebrity endorser).

According to the results of the analysis, Group A was mostly highly assessed in attitude toward advertisement, with $\bar{x} = 5.43$ ($SD = 0.984$); followed by Group B, with $\bar{x} = 4.72$ ($SD = 1.347$); and then by Group C, with $\bar{x} = 3.87$ ($SD = 1.659$). Such differences were shown to be statistically significant ($F = 32.543$, $p < 0.001$). The post-hoc test (multi comparison test) using Duncan (Duncan's multiple-range test), which was carried out to confirm the differences between individual experimental groups, showed that a lower extent of a celebrity's multiple

Table 2. Difference in the assessment of brand attitude

Classifi cation	Type	N	Mean	SD	F	Post-hoc test
	Total	287	2.76	1.808		
Levels of Multiple Endorsements	a. Single endorsement(1)	102	1.05	1.028	196.597***	a>b>c
	b. Multiple endorsements(3)	92	3.04	0.797		
	c. Multiple endorsements(5)	93	4.35	1.572		

*** $p < 0.001$

endorsements resulted in a higher assessment of attitude toward advertisement. Such a result supports Hypothesis 1-1 of this research (A higher number of multiple endorsements by one celebrity will exert a more negative effect on advertising attitude with the advertisements involving that celebrity endorser). The result of differences in the assessment of advertising attitude is shown in Table 3.

4.3.2 Difference in Brand Attitude

One-way ANOVA was carried out to examine the differences in brand attitude according to the number of a celebrity's multiple endorsements. According to the results of the analysis, Group A was mostly highly assessed in brand attitude, with $\bar{x} = 4.67$ (SD = 1.260); followed by Group B, with $\bar{x} = 4.38$ (SD = 1.237); and then by Group C, with $\bar{x} = 4.08$ (SD = 1.217). Such differences were shown to be statistically significant ($F = 5.478$, $p < 0.01$). The post-hoc analysis using Duncan analysis showed a significant difference in brand attitude between Groups A and C, supporting Hypothesis 1-2 of this research (A higher number of multiple endorsements by one celebrity will exert a more negative effect on brand attitude with

the advertisements involving that celebrity endorser). The result of differences in the assessment of brand attitude is shown in Table 4.

4.3.3 Difference in Purchase Intention

One-way ANOVA was carried out to examine differences in purchase intention according to the number of a celebrity's multiple endorsements. According to the results of the analysis, Group A was mostly highly assessed in purchase intention, with $\bar{x} = 3.71$ (SD = 1.187); followed by Group B, with $\bar{x} = 3.37$ (SD = 1.377); and then by Group C, with $\bar{x} = 3.17$ (SD = 1.456). Such differences were shown to be statistically significant ($F = 4.014$, $p < 0.05$). Specifically, the result of the post-hoc analysis to examine differences between individual groups showed that Group A had a higher purchase intention than Group C, supporting Hypothesis 1-3 of this research (A higher number of multiple endorsements by one celebrity will exert a more negative effect on purchase intention with advertisements involving that celebrity endorser). The result of differences in the assessment of purchase intention is shown in Table 5.

Table 3. Differences in the assessment of advertising attitude

	Type	N	Mean	SD	F	Post-hoc test
Advertising Attitude	a. Single (1) endorsement	102	5.43	0.984	32.543 ^{***}	a>b>c
	b. Multiple (3) endorsements	92	4.72	1.347		
	c. Multiple (5) endorsements	93	3.87	1.659		
	Total	287	4.70	1.489		

*** $p < 0.001$

Table 4. Difference in the assessment of brand attitude

	Type	N	Mean	SD	F	Post-hoc test
Brand Attitude	a. Single (1) endorsement	102	4.67	1.260	5.478 ^{**}	a>c
	b. Multiple (3) endorsements	92	4.38	1.237		
	c. Multiple (5) endorsements	93	4.08	1.217		
	Total	287	4.38	1.258		

** $p < 0.01$

Table 5 Difference in the assessment of purchase intention

	Type	N	Mean	SD	F	Post-hoc test
Purchase Intention	a. Single (1) endorsement	102	3.71	1.187	4.014 [*]	a>c
	b. Multiple (3) endorsements	92	3.37	1.377		
	c. Multiple (5) endorsements	93	3.17	1.456		
	Total	287	3.43	1.354		

* $p < 0.05$

Table 6. Difference in the assessment of attitude toward endorser

	Type	N	Mean	SD	F	Post-hoc test
Attitude toward Endorser	a. Single (1) endorsement	102	4.97	1.121	26.158***	c>b>a
	b. Multiple (3) endorsements	92	5.48	1.125		
	c. Multiple (5) endorsements	93	6.04	0.785		
	Total	287	5.48	1.112		

*** p<0.001

4.3.4 Difference in Attitude toward Endorser

One-way ANOVA was carried out to examine differences in attitude toward endorser according to the number of a celebrity's multiple endorsements. According to the results of the analysis, Group C was mostly highly assessed in attitude toward endorser, with $\bar{x} = 6.04$ (SD = .785); followed by Group B, with $\bar{x} = 5.48$ (SD = 1.125); and then by Group A, with $\bar{x} = 4.97$ (SD = 1.121). Such differences were shown to be statistically significant ($F = 26.156$, $p < 0.001$). The post-hoc test using Duncan analysis showed that a higher number of a celebrity's multiple endorsements resulted in a more positive attitude toward endorser, supporting Hypothesis 2 of this research (The number of a celebrity's endorsements will exert an effect on the attitude toward that celebrity endorser). The result of differences in the assessment of attitude toward endorser is shown in Table 6.

5. Discussion

This research empirically examined differences in advertising attitude, brand attitude and purchase intention according to the number of a celebrity's multiple endorsements, as well as the effect of this extent on attitude toward endorser. The results of examining Hypothesis 1 showed that a lower number of multiple endorsements exerted a positive effect on advertising attitude, brand attitude and purchase attitude. Such a result indicates that a celebrity endorser's simultaneous multiple endorsements exert a negative effect on consumer attitudes by weakening the association between the brand and the celebrity endorser and also by causing interference between the memories of various advertisements that involve the same celebrity endorser. The results of examining Hypothesis 2 were different from those of preceding studies. The present research showed that a higher number of multiple endorsements resulted in a positive effect on consumers' attitude toward the endorser. This means that multiple

endorsements have a positive effect for the endorser in terms of reliability, attractiveness, favorability and familiarity. This also indicates that attitude toward multiple endorsements can be different for the advertiser and the endorser. It is advantageous for advertisers not to appoint an endorser with multiple endorsements; however, multiple endorsements for various products enhance favorability toward the endorsers themselves. The practical suggestive points and significance of this research are summarized below.

First, a higher number of multiple endorsements from a celebrity has less of an effect on consumers' advertising attitude, brand attitude and purchase intention. Such a result suggests the necessity of a more careful endorser selection strategy for the advertising industry of Korea, which currently involves a high extent of celebrities' multiple endorsements.

Second, the significance of this research lies in that it comparatively examines the effect of multiple endorsements on consumers' attitude toward the celebrity endorser (that is, toward reliability, attractiveness, etc.). Such a result suggests that attitude toward multiple endorsements can be different for the advertiser and the endorser because of the positive effect of multiple endorsements on consumers' attitudes that is advantageous for the endorser.

Third, the current status of the advertising industry of Korea shows a high possibility of celebrities' multiple endorsements, as well as celebrities' high intention to endorse multiple products. However, a higher number of multiple endorsements reduce the association effect because of consumers' failure to remember the connection between the advertisement and the brand. This suggests that among the advertisements involving multiple endorsements from a celebrity, the advertisement with the lowest exposure of the celebrity is highly likely to draw relatively low recognition because of the interference from the other advertisements⁹.

In spite of such significant results, this research has a few limitations that demand proper follow-up research: First, the subjects of this research were limited to college students. Second, printed advertising materials were used in this research, although current celebrities' multiple endorsements are for TV advertisements. Accordingly, it is essential to conduct a study involving various advertising media (TV, online, etc.). Third, inevitably, for the purpose of controlling variables, the participants of this research were directed to answer the questionnaire after only 1 exposure to each advertisement. Therefore, since only 1 exposure was allowed for each advertisement, it was somewhat difficult to accurately measure the participants' attitude toward endorser, advertising attitude, brand attitude and purchase intention. Accordingly, it is expected that follow-up research based on the results of this research, realistically and feasibly designed for dealing with the issue of repetitive exposures, would contribute to better understanding the effect of celebrities' endorsements on advertising effectiveness.

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7. References

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