EFFECTIVENESS OF USING THAI SUPER STARS FOR MULTIPLE BRAND ENDORSEMENT

Miss Vilai Vitayaveerasuk

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ที่ใช้พรีเซ็นเตอร์คนเดียวกันกับสินค้าอื่นๆ หลายยี่ห้อ

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Thesis Advisor   Associate Professor Yubol Benjarongkij, Ph.D.

_____

        Accepted by the Faculty of Communication Arts, Chulalongkorn University in

Partial Fulfillment of the Requirements for the Master's Degree.

        ....Dean of the Faculty of Communication Arts

        (Assistant Professor Duang-Kamol Chartprasert, Ph.D.)

THESIS COMMITTEE

        ....Chairperson

        (Assistant Professor Worawan Ongkrutraksa, Ph.D.)

        ....Thesis Advisor

        (Associate Professor Yubol Benjarongkij, Ph.D.)

        ....External Examiner

        (Professor Howard Combs, Ph.D.)

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ในอุตสาหกรรมโฆษณาในประเทศไทย   สินค้าที่เป็นผู้นำในตลาดมักใช้ดาราคนเดียวกันเป็นพรีเซ็นเตอร์โฆษณาสินค้าซ้ำกับหลายยี่ห้อในสื่อโทรทัศน์   และนอกจากนั้น   ดาราที่อยู่ในปรากฏการณ์นี้มีหลายคน เช่น ญาณญ่า , ณเดช , แพนเค้ก , เคน ธีรเดช เป็นต้น ทำให้เกิดการถกเถียงกันในวงกว้างว่า ผู้บริโภคอาจเกิดความสับสนและจดจำชื่อยี่ห้อสินค้าไม่ได้ ซึ่งทำให้เกิดการสูญเสียเม็ดเงินลงทุนจำนวนมหาศาลในแต่ละปี

แต่ในทางกลับกัน   คนอีกกลุ่มหนึ่งมีความเชื่อว่าปรากฏการณ์นี้   ทำให้ผู้บริโภคจดจำชื่อยี่ห้อสินค้าได้ดียิ่งขึ้น   และความชื่นชอบและศรัทธาพรีเซ็นเตอร์ ทำให้เกิดความเชื่อมั่นในตัวสินค้ามากขึ้น และมีความต้องการซื้อสินค้ามากขึ้น

งานวิจัยโครงการนี้มีจุดประสงค์   เพื่อหาข้อเท็จจริงและแนวทางชี้นำที่เป็นประโยชน์ต่อเจ้าของสินค้า นักการตลาด และนักโฆษณาในอนาคตที่ตลาดมีการแข่งขันสูงขึ้นมาก โดยเฉพาะหลังการเปิดประชาคมเศรษฐกิจอาเซียน (AEC) อย่างเป็นทางการในปี พ.ศ. 2559 งานวิจัยครั้งนี้ได้มีการวางแผนให้เป็นการวิจัยเชิงปริมาณ สัมภาษณ์ผู้บริโภค 400 คน ในกรุงเทพมหานครและในเขตปริมณฑล

ผลการวิจัยให้ผลที่ชัดเจนสอดคล้องกันว่า   ผู้บริโภคทุกคนจดจำหนังโฆษณาของญาณญ่าและณเดชได้ตั้งแต่ 1 ถึง 5 เรื่อง   และสามารถเอ่ยชื่อยี่ห้อสินค้าของโฆษณาดังกล่าวได้ถูกต้องสูงถึง 92% – 96% เกิดความเชื่อถือในตัวสินค้าสูงขึ้นเกือบ 3 เท่า และมีความต้องการซื้อสินค้าสูงขึ้น 2 เท่า โดยปัจจัยหลักข้อหนึ่งที่ผู้บริโภคจดจำโฆษณาได้ คือ การเห็นโฆษณาบ่อย (Heavy media weight)

สาขาวิชา..การจัดการการสื่อสารเชิงกลยุทธ์..ลายมือชื่อนิสิต...
ปีการศึกษา..............2555.....................ลายมือชื่อ อ.ที่ปรึกษาวิทยานิพนธ์หลัก................

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KEYWORDS : THAI SUPER STAR ENDORSER/ MULTIPLE BRAND ENDORSEMENT/ PRODUCT PRESENTER

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In Thailand advertising industry, many leading brands use the same super stars to endorse their products in television commercial, and there are also many super stars being in this phenomenon such as Yaya, Na Dej, Pancake, Ken Teeradej etc. This has been questioned on brand confusion and weak advertising recall in majority of people. It extremely wastes tremendous advertising budget circulating in the industry. However, some people have different view that audience can better recall the advertisements. Moreover, they believe the celebrities help enhancing product credibility and increasing consumers' intention to buy the products.

This research aims to find out the future guideline, procedure and solution helping business owners and marketers on the issue of using multiple brand super star endorser whether it is indeed benefit to the business or wastes immense advertising budget. The study is planned for quantitative survey of 400 respondents in Bangkok and nearby provinces and uses statistical package for social science research (SPSS) to analyze the data.

The result shows that all respondents could recall TVC endorsed by Yaya and Na Dej. Moreover, most of them (92-96%) could remember the right product names. They also had been convinced by Yaya and Na Dej TVC and formed intention to buy the products 2 times higher. The brand credibility was higher almost 3 times as well. Heavy media weight had been mentioned in the survey as a significant tool to reinforce overcoming multiple brand confusion.

Field of Study : ....Strategic Communication Management.............. Student's Signature......................................

Academic Year : ....2012........................ Advisor's Signature......................................

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CHAPTER I

INTRODUCTION

Background

In Thailand, one phenomenon in the advertising industry is that many major brands use the same super star to endorse their products in television commercials, which is the main stream media. This phenomenon has attracted many super stars such as Yaya (Urassaya Sperbund(1), Na Dej (Nadej Kukimiya), Pancake (Khemanit Jamikorn), Ken Teeradej (Theeradeth Wonpuapan) etc. (2) This has created wide controversy in that it may cause brand confusion and weak advertising recognition. (3) Moreover, some may recall other brands instead, and this may waste tremendous advertising budgets. Those in favor of the tactic argue that people can better recall the advertisements especially those who are the target group—either fans of those celebrities or users of those products. Moreover, they believe the celebrities enhance product credibility and consumers' intention to buy the products.

Figgures 1-1   Yaya (Urassaya Sperbund), one of most popular multiple brand endorser

Figgures 1-2   Na Dej (Nadej Kukimiya), one of most popular multiple brand endorser

As Danai Deerojwong, Managing Director of Better Way (Thailand) Co., Ltd., the owner of the number one direct sales cosmetic in Thai market, Mistine, said in "positioningmag.com(4)," Mistine brand strategically uses well known TV super stars and popular singers to endorse the brand. This indeed helps create brand awareness among mass targets in a short time, especially for a new launched product. Since those super stars have their own large fan base, This group of fans usually follow their activities, therefore, there is high chance the fans will buy products endorsed by those super stars.

Most of marketers might have the same view as Danai Deerojwong, which directs them to the same popular super stars without any concern for the brand confusion that occurs afterwards. This phenomenon facilitates top rank stars to endorse multiple brands for instance, Pancake has presented 24 brands, Ken Theeradej 14 brands, Na Dej 18 brands (5), and Yaya 12 brands.

Using an endorser who represents many brands at the same time may cause many problems. Viewers feel bored seeing the same presenter for many brand advertisements every day. It is also harder to manage all the related issues of these super stars. The brands need to wait in long queues until their targeted super star becomes available. This might mean waiting until he or she is free from another same category product contract or until his or her TV drama airs, which would optimize supporting the advertising. Moreover, endorsement contracts need to work in precise details. The contract also allows only short TV commercials airing periodically due to the constraint of high presenter fees. This differs from general product TV commercials without well known presenters, which need unlimited airing periods. One significant, sensitive issue is the possibility of the super star's image being tarnished by a scandal: especially drugs, a love affair, or behavior and character flaws. Celebrity scandals directly affect the brand image and sales (6). One prime example

that depicts this very well is the Tiger Woods scandal. It ruined his massive fame and finally he lost his largest endorsing deals with Accenture, AT&T, Gatorade, General Motors, Gillette and TAG Heuer. Meanwhile, Nike dropped major support of Tiger Woods and kept only minor online games even though Nike golf brand has been influenced by Tiger Woods as the fastest growing golf brand.

The multiple brand super star endorsement does not only create brand confusion, it also creates difficulty on how to manage the popular super star. The key challenge is how not to overexpose or dominate the brand so that consumers ultimately remember only the presenter, not the brand.

Another aspect of this phenomenon is that it fully drives huge advertising expenditures in the whole industry, especially media expense in order to ensure that people can remember the product and the brand endorsed by the multiple endorsers. Below is media expenditure of leading hair care products, which are the highest spending category in Thailand, and it clearly presents this point.

TV media spending of leading shampoo products in Thai market

	Y2010 Baht (000)	Y2011 Baht (000)	Y2012 (Jan.-Jun.) Baht (000)	Total Baht (000)
Sunsilk	992,905	488,737	168,801	1,650,443
Dove	509,181	311,951	112,000	933,132
Pantene	545,688	492,650	264,552	1,302,890

Source : AC Nielson

Table 1-1

The above data shows that Sunsilk shampoo from *Unilever*, positioned as mass beauty shampoo, uses super stars such as "Aum Pacharapa" (7) and "Pancake," both are extremely popular in the mass market, and they also are multiple brand endorsers. The brand has spent a huge budget to optimize brand awareness and to enhance brand image associated with the super stars (8). Additionally, the brand also needs to ensure high enough media weight to create ad memorization in consumers' minds and to reduce brand confusion due to multiple brand endorsement. Meanwhile, *Unilever's* Dove shampoo spent much less on advertising, using the opposite strategy of having real users or unknown celebrities to endorse the brand. For these two cases, it seems using a multiple brand endorser wastes far more budget than it should.

Consider *P&G's* Pantene shampoo, which uses popular celebrities but not multiple brand endorsers. The brand spent a little more than Dove shampoo, but consumers can recall well Pantene brand due to using celebrity for single or few brand endorsements. It appears that using a celebrity for single brand would be the best solution. Some researchers argue that Sunsilk shampoo has a much higher brand recall than Pantene, owing to the super star endorsers even though they are multiple brand presenters. This is still a controversial issue.

TV media spending of leading men facial foam products in Thai market

	Y 2006 Baht (000)	Y 2007 Baht (000)	Y 2008 Baht (000)	Y 2009 Baht (000)	Y 2010 Baht (000)	Y 2011 Baht (000)	Y 2012 (Jan.-Jun.) Baht (000)	Total Baht (000)
Nivea Men	175,629	182,003	285,986	316,630	470,203	432,620	192,345	2,055,415
Vaseline Men	-	-	-	-	193,046	285,154	84,241	562,440

Source : AC Nielson

Table1-2

Other cases of multiple brand celebrity endorsement in men's product category are Nivea Men, the pioneer in Men skin care products. Since 2006, the company has invested around 200-300 million baht per year in TVC ads and Vaseline Men, first launched in 2010, which was endorsed by number one ranked male super

star, Ken Theeradej who is also a multiple brand celebrity endorser. In the same year, Nivea changed its advertising strategy by increasing approximately 50% media budget and using Na Dej (9), the most popular new generation super star as a presenter, without any concern for confusion of his multiple brand endorsements. Some people still question whether this is the right tactic, spending a huge budget on this campaign.

Moreover, all multiple brand celebrities have high presenter fees; for example, 3-10 million baht per one product/ 1 TV commercial; and 100,000 – 150,000 baht per one special event main guest (only 2-3 hours) (10). And, in order to optimize using these popular super stars, the brands would pay for all print materials which will be in addition to the presenter package fee.

In short, multiple brand super star endorsements need extremely high budgets, huge investments circulating in the marketing and advertising industry. Meanwhile, it might create confusion among consumers. The worst case scenario may be that they end up promoting other brands instead. Therefore, this is an interesting issue to explore for future guidelines, procedures, and solutions that will fully benefit business owners and marketers or newcomers in the competition.

Research Question

- Do multiple brand endorsements of Thai super stars create brand confusion among product users and non users?

- Do multiple brand endorsements of Thai super stars create failed ad recall among product users and non users?

- Do multiple brand endorsements of Thai super stars enhance consumers' intention to buy products?

- Do multiple brand endorsers with the same attributes or connection to the endorsed brand promote ad credibility and ad recall among consumers?

Objectives

- To study TV commercial recall of multiple brands super star endorsements among the product users and non-users.

- To study product credibility influenced by multiple brand super star endorsers among product users and non-users.

- To study consumers' intentions to buy the products influenced by multiple brand super star endorsers by comparing product users and non-users.

- To study whether multiple brand endorsers with the same attributes or connection to the endorsed brand increases credibility for product and ad recall or not.

Hypothesis

- Target consumers or users can recall the ad endorsed by multiple brand super star endorsers more than non-users.

- Target consumers or users have higher intention to buy the product endorsed by multiple brand super star endorsers than non-users.

- Multiple brand endorsers with the same attribute or connection to the endorsed brand will better enhance product credibility and ad recall among product users than non-users.

Benefits

- The research results will eliminate skepticisms and controversies as well as provide guidelines and solutions to help business owners and marketers on the issue of using multiple brand super star endorsers, whether it is indeed a benefit to the business or wastes immense advertising budgets. Findings will also guide marketers on how to optimize effectiveness of spending both celebrity fees and media weight.

- It also helps to find out how to make the most effective use and management of celebrities to promote the brand and product sales.

CHAPTER II

LITERATURE REVIEW

This chapter includes theories that support or explain how persuasiveness in TV commercials work or not work in using multiple brand super star endorsers.

These theories are as follows:

1. Aristotle's Model of Persuasion
2. Von Restorff Effect Model
3. Taylor & Fiske's Focus-of-attention bias Model
4. Recency Effect Theory

1. Aristotle's Model of Persuasion

This belief relates to Aristotle's concept of **Ethos,** which argues that the personality of a person can lead to trustworthiness and/ or credibility in whatever he or she endorses.

2300 years ago, Greek philosopher Aristotle compiled his thoughts and wrote down the secret to being a persuasive speaker(11), the secret which forms the basis for today's public speaking disciplines. It is astonishing how 2300-year-old thoughts can be applied for modern day practice of persuasion.

Ethos was originally defined by Aristotle in "On Rhetoric" as **trustworthiness**(12). He stated that an audience is more likely to be persuaded by someone whom they trust, and this is largely independent of the topic being presented. If the audience trusts you, then they expect that what you are telling them is true. This relates to why super stars that have big groups of fans have been invited to endorse products. It is believed that the super stars' fans will definitely be persuaded to use the products automatically due to the belief and the trust they have in the super stars. That means the product will suddenly have a big group of prospective users; hence, the product owners ignore the possibility of brand confusion from multiple brand endorsement. Moreover, they believe the endorsed product will also look more credible and attractive to consumers.

Additionally, the speaker's trustworthiness will be enhanced if the audience believes in speaker's strong moral character such as honesty, ethics. and generosity. This is why product owners seek good characteristics in endorsers—it would be safe for the image of the brand in the long term.

Aristotle also broadened this definition of ethos to add that we are more likely to be persuaded by someone who is **similar to us**, whether by their intrinsic characteristics; for example, physical age, or the qualities they adapt such as youthful language, youthful dress, mannerisms and overall style to match the audience. There are many characteristics which speakers might share with their audience:

- **Age, Gender, Race, Culture**

  For example, a youthful audience identifies with a youthful speaker and a mature audience will identify more with a mature speaker.

- **Socio-economic status**

  For example, the rich, the poor, educated people, middle-class people, urban or rural people, people who are from the same citizen group tend to have more credibility with people who are in the same socio-economic group.

- **Career or Affiliation**

  For example, members of similar organizations or professions may listen more to members of the same organizations or professions.

- **Personality**

  If the speaker is similar to the audience in terms of personality, then the audience will be more receptive to the speaker's ideas(12)

One case that can be used to support this concept is the case of Chris Horwang, who was one of the most popular multiple brand endorsers among first jobbers and young woman executives because of her ordinary looks or girl-next-door type like most consumers. These people feel Chris Horwang is their friend from the same socioeconomic level talking directly to them. The ads then become more credible and convincing. This belief was very strong and the business owners chose to overlook confusion of multiple brand endorsement done by Chris Horwang.

One more case in Thailand is *True Move,* a mobile phone service provider, which chose Na Dej who has a north-eastern Thai background to take the role of a north-eastern representative to promote *True Move's* wide signal, reaching the north-eastern area of Thailand. *True Move* disregarded Na Dej's reputation as one of the most popular multiple brand presenters. *True Move* believes in the effectiveness of similarity persuasion in both the product and service business(13) (14).

A speaker's or presenter's experience, expertise, achievement, reputation or recognition by others, awards, testimonials earned, records achieved, and milestones reached can enhance the level of credibility perceived by the audience(12). This is a reason why a popular super star and well known celebrity is often used to endorse products and brands.

2. Von Restorff Effect

One more theory related to this research hypothesis is **Von Restorff Effect (15)** or **Isolation Effect** which says "we remember things that stand out(16)."

Figure 2-1 Von Restorff Effect 1
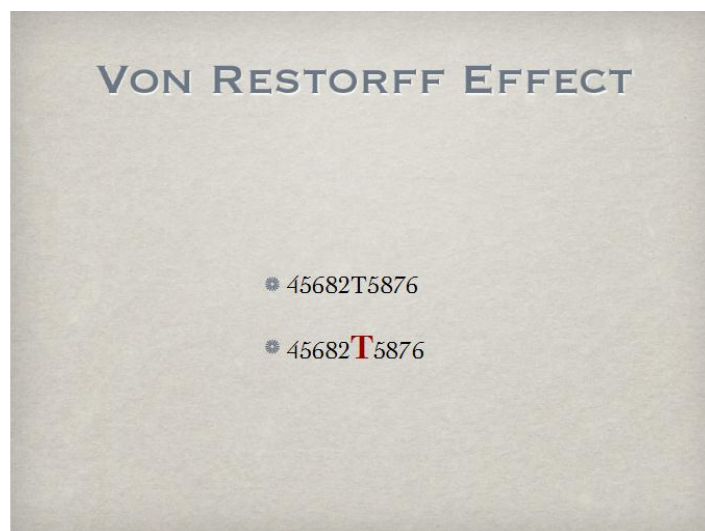
Figure 2-2 Von Restorff Effect 2

Figure 2-3 Von Restorff Effect 3

The Von Restorff effect was identified by Hedwig von Restorff in 1933. She conducted a set of memory experiments around isolated and distinctive items, concluding that an isolated item, in a list of otherwise similar items, would be better remembered than an item in the same relative position in a list where all items were similar(16). This principle has been much used today in the competitive communication era to promote advertisements that stand out from the crowd, and hence are remembered by the target audience.

The Von Restorff effect contradicts the multiple brand endorsement phenomenon that viewers can remember most brands which use the same endorser.

3. Taylor & Fiske's Focus-of-attention bias Model

The third principle that supports this research hypothesis is the **Taylor & Fiske study, (1978)** that stipulates **"focus-of-attention bias"** model**.** Taylor & Fiske presented the tendency to overestimate the causal impact of whoever or whatever we focus our attention on. This study involved six participants who observed a conversation between two people (speaker 1 and speaker 2 as pictured below).
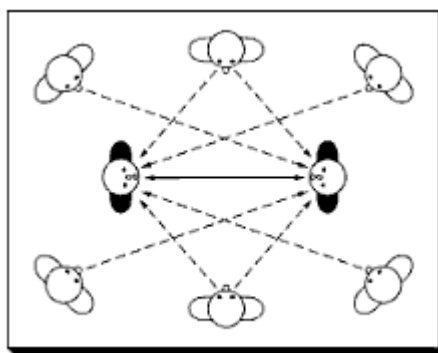
Figure 2-4 Taylor & Fiske's "focus-of-attention bias" model

Although all six participants heard the same dialogue, they differed in the focus of their visual attention. Two observers sat behind speaker 1, facing speaker 2; two sat behind speaker 2, facing speaker 1; and two sat on the sides, equally focused on the two speakers. Measures taken after the conversation showed that observers thought the speaker they faced not only had more influence on the tone and content of the conversation but also had a greater causal impact on the other speaker's behavior. Observers who sat on the sides and were able to focus equally on both speakers attributed equal influence to them(17). This fully supports why marketers are interested in super star endorsements even though those super stars are endorsing many brands simultaneously. The fact that many Thai consumers love soap operas and watch those super stars on the screen every day creates influence and causal impact. When the super stars talk about products, it raises intentions to buy the products among audiences.

4. Recency Effect Theory

The last theory that can be used to support this phenomenon is **Recency Effect**(18). The theory was developed by Miller and Campbell in 1959, who argue that we tend to remember the last or recent things more than those that came earlier(19). This also has the most effect in repeated persuasion messages when there is a delay between the messages.

Miller and Campbell recorded research or observations from a combination of sequences of arguments for and against the plaintiff with delays of a week between parts and the judgment from the experiments.

The table below shows that when there was no delay between the first and second message, then people remembered the first message. When there was a delay between the first and second message, but no gap between the second message and the judgment, then people remembered the second message which is when the recency effect occurred(20)(21).

First message	Delay after first message?	Second message	Delay after second message?	Judgment
For plaintiff	No	Against plaintiff	No	Balanced
Against plaintiff	No	For plaintiff	No	Balanced
For plaintiff	No	Against plaintiff	Yes	For
Against plaintiff	No	For plaintiff	Yes	Against
For plaintiff	Yes	Against plaintiff	No	Against
Against plaintiff	Yes	For plaintiff	No	For
For plaintiff	Yes	Against plaintiff	Yes	Balanced
Against plaintiff	Yes	For plaintiff	Yes	Balanced

Table 2-1 Results from Recency Effect Study

This study investigates whether the effect of the last or recent commercials respondents had seen could promote better recall of the brands. The result would be used to benefit marketing promotion and TV commercial media planning.

CHAPTER III

RESEARCH METHODOLOGY

This research uses a quantitative method of surveys to collect data from respondents who are users and non users of products that use multiple brand endorsers in TV commercials.

Survey Respondents

Since the topic is concerned with super stars with huge number of fans in Thailand, the study should focus on those super stars who are doing multiple brand endorsements. These fans are 15 – 60 years old, female and males, from various careers, both product users and non-users. Using the Taro Yamane sample size with 95 per cent confidence level and 5 per cent error rate for an infinite number of population, the sample size was set at 400 respondents.

The study focuses on two Thai super stars, one male and one female. In order to avoid gender bias and age bias, respondents have been equally split by gender into 200 males and 200 females, and respondents in each age group are set as follows

1. 15-17 years old – 70 respondents   2. 18-22 years old – 70 respondents

3. 23-29 years old – 70 respondents   4. 30-39 years old – 70 respondents

5. 40-49 years old – 60 respondents   6. 50-60 years old – 60 respondents

Definition of Users and Non-users

Users are those who currently use, have used, or intend to buy the products, regardless of whether they are admirers of those celebrities.

Non-users are those who do not currently use, have not purchased, or have no intention to buy the products.

Survey Questionnaire

Survey questionnaire is divided into 6 parts as follows;

- Screening of respondents. The questionnaire starts with the checking of respondent whether his/ her family or friend's career do not influence the survey results. If they work in research, marketing, advertising, public relations or media field, the survey will be stopped.

- Respondent's personal information

- Respondent's media consumption, mainly focusing on TV and internet use

- Yaya endorsing brand's recall, recognition, intention to buy and trust.

- Na Dej endorsing brand's recall, recognition, intention to buy and trust.

- Summarizing questions on reactions to TVCs with endorser vs. TVCs that use other elements.

Survey Location

The survey is conducted in public places where passersby can be relaxed and willing to answer a long questionnaire and share useful information. The selected places for this study are the representatives of places where people gather such as river pier (along river side view), bus station, airport, department stores, shopping complexes, local market, theaters lobby, on the street, office building area (during lunch breaks), university, residential complex etc., in Bangkok and nearby provinces which included Nonthaburi, Prathumthani and Samutprakan.

We did not conduct research in further provinces since most big city residents have similar lifestyles to Bangkok residents, and it can be continued in future research.

Places strategically signify target groups; for instance, aiming at the teen market, the survey would be directed to Siam Square or a university; focusing on working people or housewives on C socioeconomic status, the place would be river side pier (Nonthaburi river side pier); or bus station, targeting people on B or A socioeconomic status, the place would be domestic and international airports respectively etc.

Field Work Process

Field work staffs will approach and ask passersby in the strategically selected locations. The staffs will take notes on each questionnaire by themselves. They will start with respondent's and family's or friend's career. If they work in research, marketing, advertising, PR or media field, we will terminate those interviewss.

Next step, we will ask an unaided question. If respondents cannot recall the advertising, then we will guide them a little more on the product category and ask the same question. If the interviewee still cannot recall, the staff will supply the product name.

Research equipment is not required, no TVC showing. There would be only the questionnaire and some question cards to show in case the questions have too many multiple choices to select. This card will help respondents easily going through the multiple answers and to help make decisions quicker.

Survey Pilot Test

A pilot test had been conducted to test, examine, and develop all questionnaires, the asking process, time spent for each respondent, and survey location. The study had a first test of 20 interviewees.

After pilot test, some elements were needed to improve which are;

- Speed up the first half part of the asking process; this would help respondents not lose their concentration for the last part.

- Questions with more than 4 multiple choices would be shown on the card in order to speed up time and eliminate confusion.

- Informing interviewees the study objective is a part of Master's degree thesis; this should promote help from them.

Data to Collect

The topic we focus on is multiple brand super star endorsements, which there are many stars in this group. However, for this research we will take only the most popular ones during the current period who are Na Dej and Yaya. Both can target and reach all viewer groups.

The data we will collect are as followings;

- What TVC ad they can recall (only TVC endorsed by Na Dej and Yaya) by unaided and aided questions, among those product users and non-users

- Why they still can recall the ad (what factors?)

- How much is product credibility influenced by multiple brand super star endorser

- How much consumers' intention to buy the products is influenced by multiple brand super star endorser

Data Collecting Method

We manually take all classified data from filled questionnaires and place into a table (tabulation) with numeral code 1, 2, 3, 4... which the codes will support data processing.

Data Analyzing Method

- Factors which are mentioned more or receive a high score means having high ad recall and multiple brand celebrity endorsement does not affect consumers' brand confusion.

- Find what the most frequently mentioned factors in recalling the ad.

- Use statistical package for social science research (SPSS) to analyze and tabulate the data into the table.

- Put all data into bar chart to facilitate analysis and better view the study result.

Working Timeline

- proposal of topic and methodology	Aug.31, 2012
- revision of the proposal	Sept.4, 2012
- data collection team briefing and field work discussion	Sept.5-7,2012
- adjustment of questionnaire for field work	Sept.10, 2012
- pilot test briefing	Sept.12, 2012
- pilot test of 20 respondents	Sept.13-14, 2012
- re-adjustment of questionnaire based on pilot test	Sept.17, 2012
- survey briefing	Sept.18, 2012
- survey fieldwork	Sept. 19-Oct.5, 2012
- data cleaning and analysis	Oct.8-12, 2012
- report writing.	Oct.15- Nov.27, 2012

CHAPTER IV

FINDINGS

Findings from the Survey

The survey result can be classified into 4 main groups as follows;

- Respondent's personal information

- Respondent's media consumption

- Recall, recognition, intention to buy, and trust for Yaya and Na Dej product endorsements.

- Summarized questions (reactions towards TV commercials endorsed by super star vs. TVCs presented by any other creativities or elements)

It is worth noticing that results from respondents of Yaya TV commercials recall was almost the same as results obtained from those of Na Dej TV commercials recall.

1. Personal Information

This part includes the personal factors and their TVC recall of multiple brand superstar endorsements. The questionnaire covers gender, age, education, personal income, household income, career and marital status.

Gender

Gender	Total		Unaided-Yaya		aided-Yaya		Unaided-Na Dej		aided-Na Dej	
	Count	%	Count	%	Count	%	Count	%	Count	%
Male	200	50.0	150	46.2	50	66.7	156	47.6	44	61.1
Female	200	50.0	175	53.8	25	33.3	172	52.4	28	38.9
Total	400	100.0	325	100.0	75	100.0	328	100.0	72	100.0

Table 4-1 Survey result based on gender
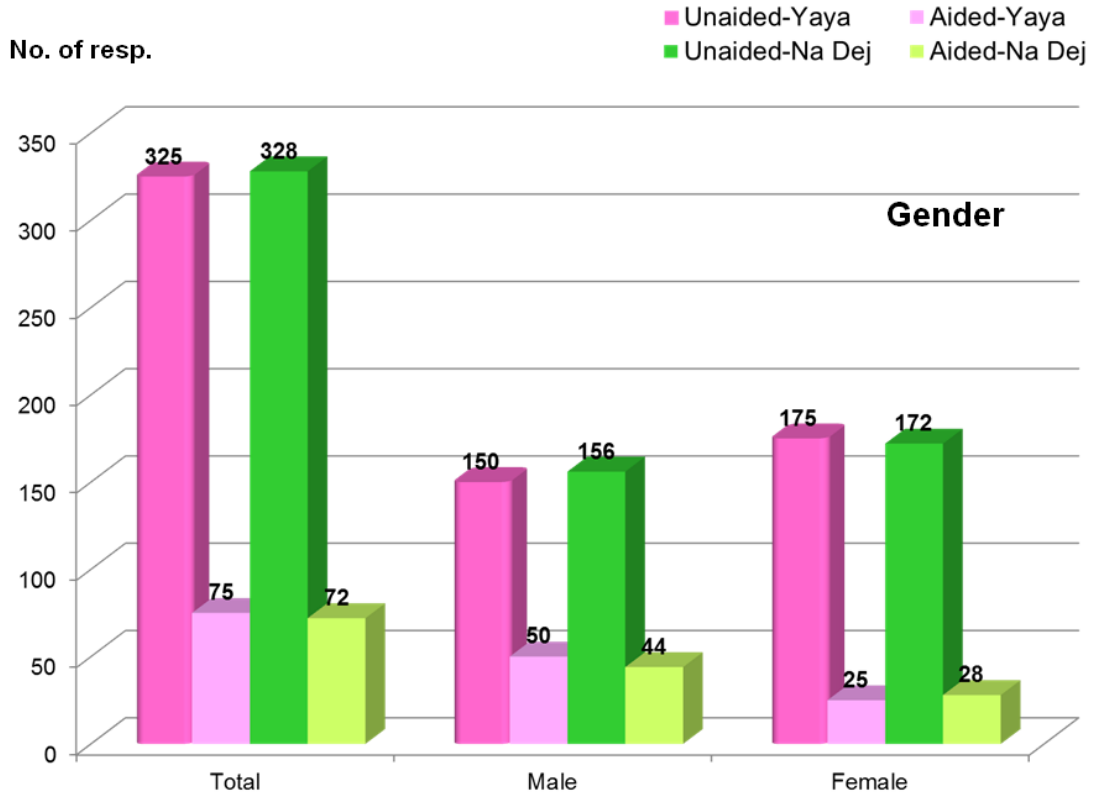
Figure 4-1 Bar chart of survey results based on gender

The above chart clearly presents that most male and female interviewees could recall TV commercials of Yaya and Na Dej, who are multiple brand superstar endorsers at once without being given more information (unaided recall). And more female interviewees could recall TVC than the male group. The most significant result confirmed that every single interviewee could recognize the ads.

Age

Age	Total		Unaided-Yaya		aided-Yaya		Unaided-Na Dej		aided-Na Dej	
	Count	%	Count	%	Count	%	Count	%	Count	%
15-17	70	17.5	60	18.5	10	13.3	62	18.9	8	11.1
18-22	70	17.5	64	19.7	6	8.0	62	18.9	8	11.1
23-29	70	17.5	65	20.0	5	6.7	65	19.8	5	6.9
30-39	70	17.5	59	18.2	11	14.7	61	18.6	9	12.5
40-49	60	15.0	46	14.2	14	18.7	46	14.0	14	19.4
50-60	60	15.0	31	9.5	29	38.7	32	9.8	28	38.9
Total	400	100.0	325	100.0	75	100.0	328	100.0	72	100.0

Table 4-2 Survey results based on age
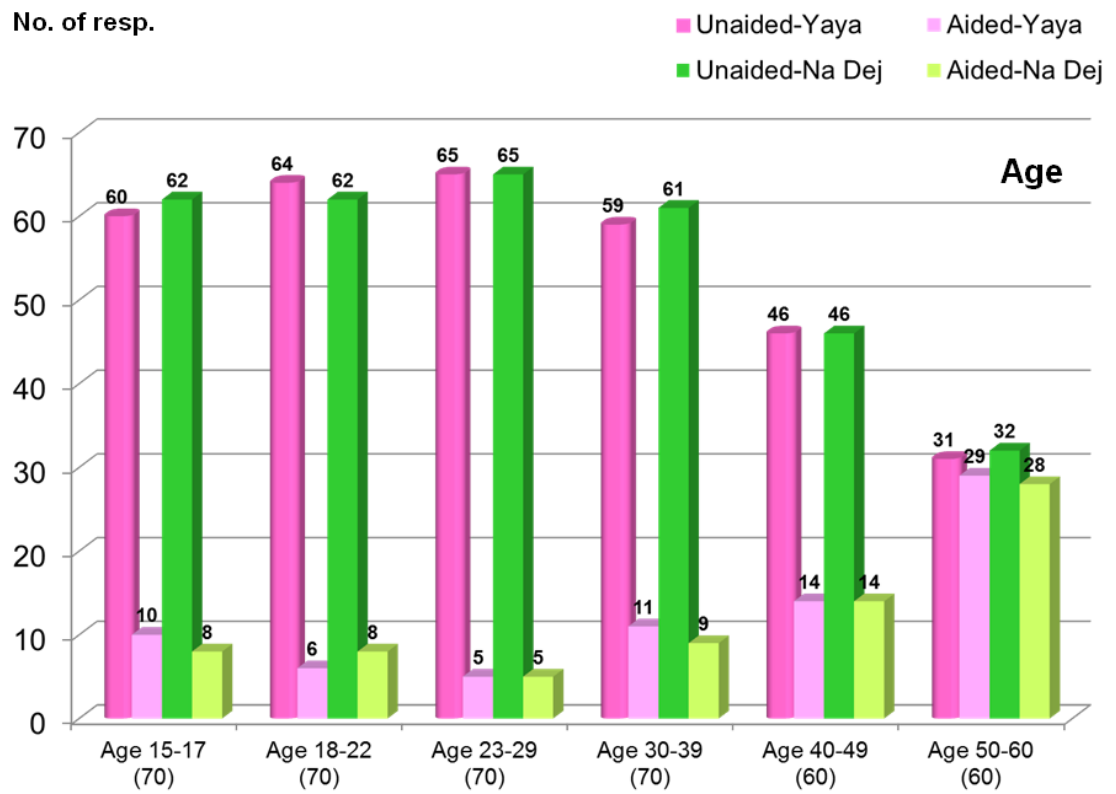
Figure 4-2 Bar chart of survey results based on age

Figure 4-2 shows respondents aged 15-39 could recall TVC ad of Yaya and Na Dej at once without being given more information (unaided recall) better than older age respondents. Aged 23-29 respondents could recall TVC at highest level.

Education

Education	Total		Unaided-Yaya		aided-Yaya		Unaided-Na Dej		aided-Na Dej	
	Count	%	Count	%	Count	%	Count	%	Count	%
No education	7	1.8	5	1.5	2	2.7	5	1.5	2	2.8
Primary school	49	12.3	32	9.8	17	22.7	33	10.1	16	22.2
Secondary school	80	20.0	66	20.3	14	18.7	69	21.0	11	15.3
High school	105	26.3	91	28.0	14	18.7	86	26.2	19	26.4
Vocational diploma	36	9.0	30	9.2	6	8.0	32	9.8	4	5.6
Bachelor degree	119	29.8	99	30.5	20	26.7	100	30.5	19	26.4
Master degree	4	1.0	2	0.6	2	2.7	3	0.9	1	1.4
Total	400	100.0	325	100.0	75	100.0	328	100.0	72	100.0

Table 4-3 Survey result based on educational level
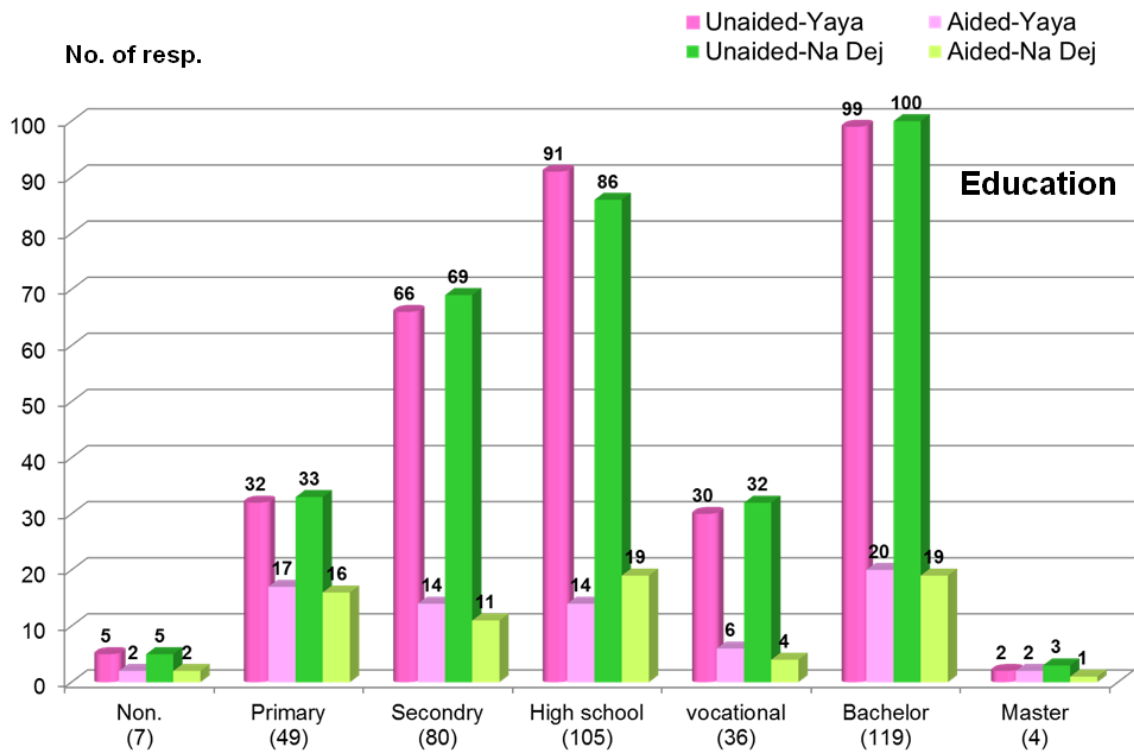
Figure 4-3 Bar chart of survey results based on educational level

Respondents from all education levels except Master's degree level on figure 4-3 could recall TV commercials of Yaya and Na Dej at once without being given more information; This clearly depicts that the number of unaided recall group is higher than the aided recall group.
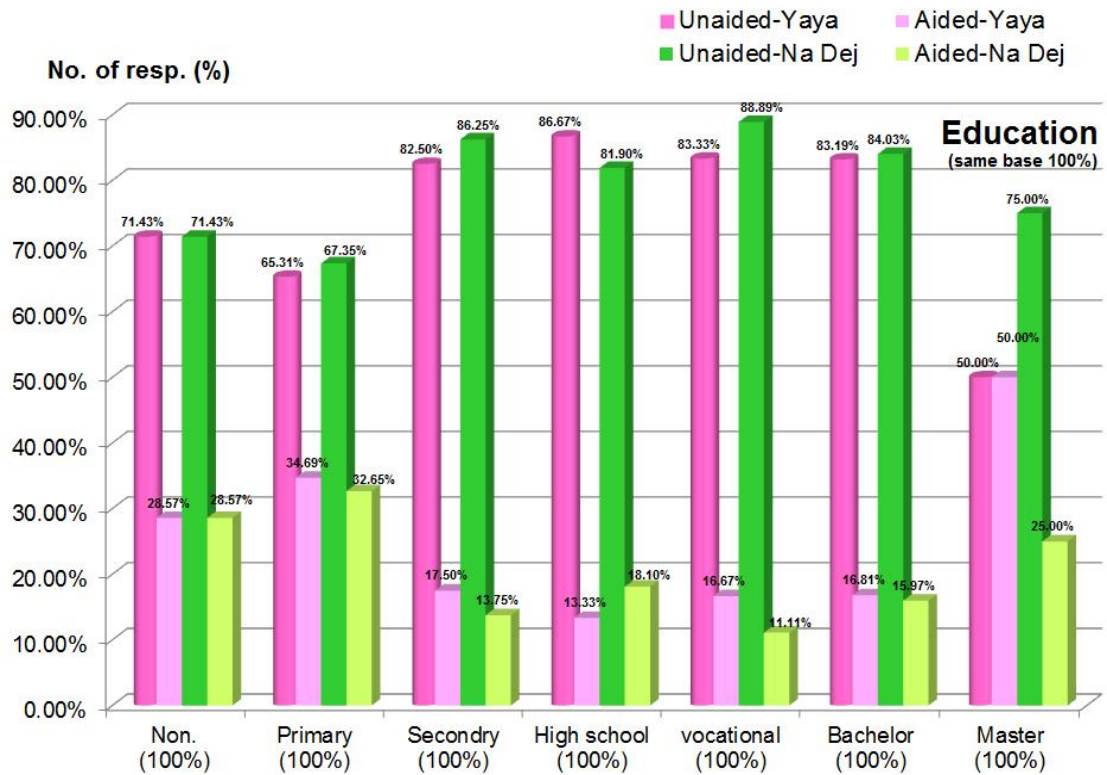
Figure 4-3-1 Bar chart of survey results based on educational level at same base 100%

Figure 4-3-1 depicts all education levels adjusted to the same base of 100% of number of respondents, and the chart clearly shows that respondents from all education levels except Master's degree could recall TV commercials of Yaya and Na Dej at once. The number is higher than the aided group. Among these groups, lower educated and primary school levels had the weakest ad recall.

Personal Income

Monthly personal income	Total		Unaided-Yaya		aided-Yaya		Unaided-Na Dej		aided-Na Dej	
	Count	%	Count	%	Count	%	Count	%	Count	%
<7,500	101	25.3	86	26.5	15	20.0	86	26.2	15	20.8
7,501-18,000	177	44.3	148	45.5	29	38.7	147	44.8	30	41.7
18,001-24,000	47	11.8	35	10.8	12	16.0	37	11.3	10	13.9
24,001-35,000	25	6.3	18	5.5	7	9.3	18	5.5	7	9.7
35,001-50,000	10	2.5	5	1.5	5	6.7	4	1.2	6	8.3
50,001-85,000	3	0.8	2	0.6	1	1.3	2	0.6	1	1.4
>85,000	1	0.3	1	0.3			1	0.3		
Inconstant	4	1.0	3	0.9	1	1.3	4	1.2		
No income	26	6.5	23	7.1	3	4.0	24	7.3	2	2.8
Refuse to answer	6	1.5	4	1.2	2	2.7	5	1.5	1	1.4
Total	400	100.0	325	100.0	75	100.0	328	100.0	72	100.0

Table 4-4 Survey results based on personal income
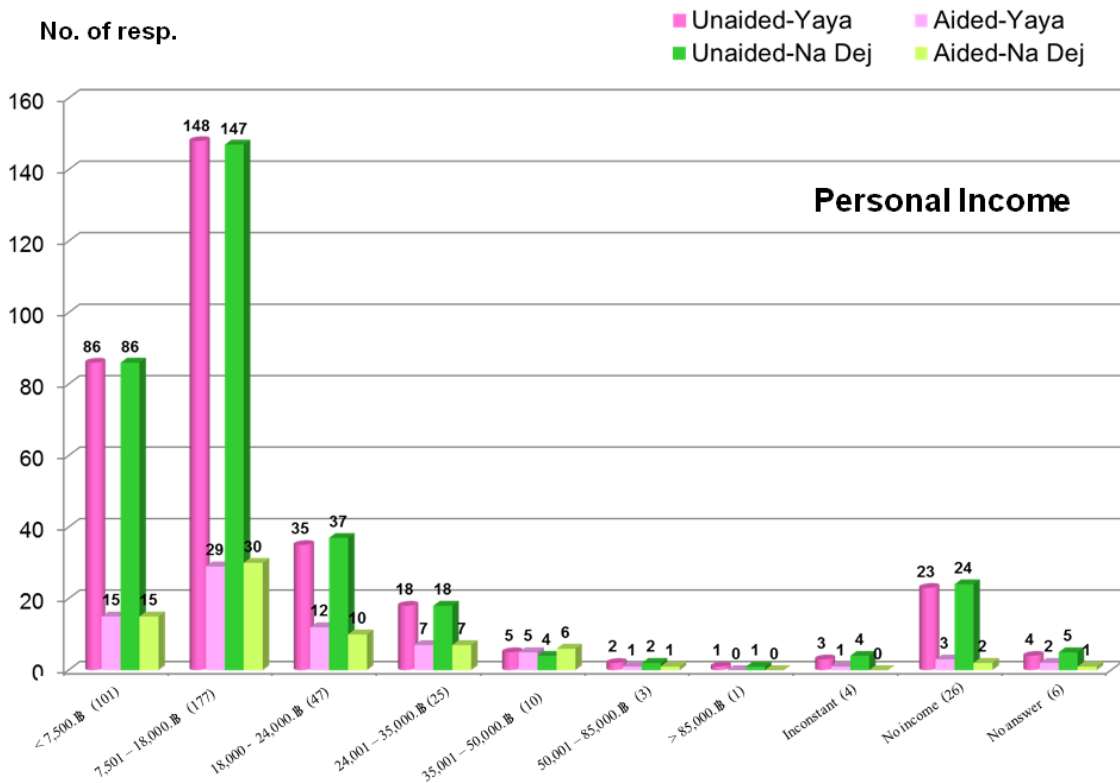
Figure 4-4 Bar chart of survey results based on personal income

No. of resp. (%)

■ Unaided-Yaya　■ Aided-Yaya

Personal Income
(same base 100%)
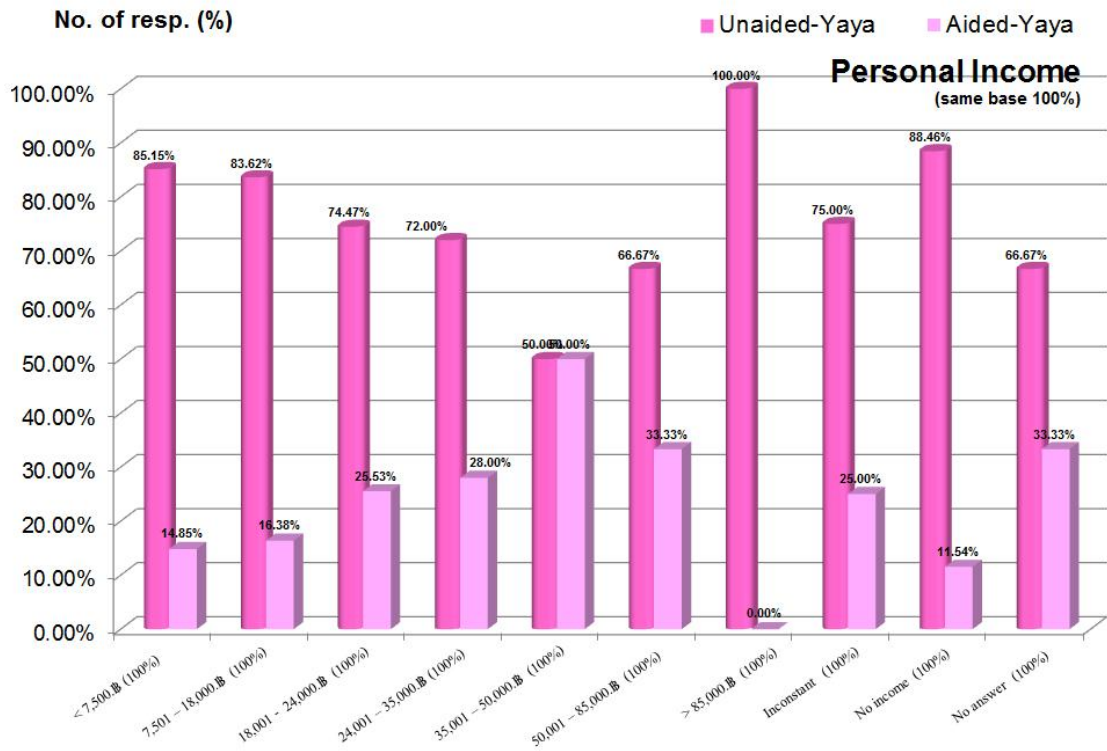
Figure 4-4-1 Bar chart of survey results based on personal income (adjustment 100% for each group) who recalled TVCs endorsed by Yaya.
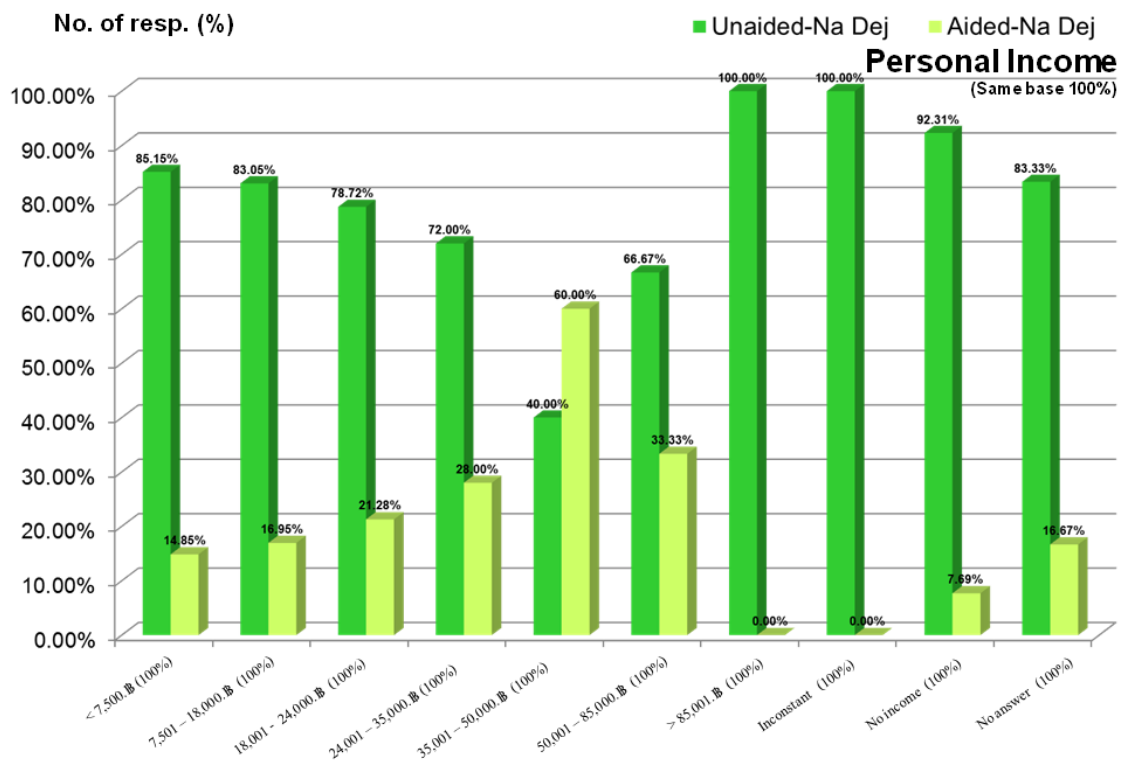
Figure 4-4-2 Bar chart of survey results based on personal income (adjustment 100% for each group) who recalled TVCs endorsed by Na Dej.

Personal income on figure 4-4 could not show how different each group is in terms of percentages. Therefore, figure 4-4-1 with the adjustment of 100% for each income level is shown. According to the chart, all-income-levels had higher unaided ad recall except for the income level of 35,001-50,000 baht per month, which had the equal number of respondents with unaided and aided ad recall. Figure 4-4-2 of Na Dej TVC recall shows quite similar results compared to figure 4-4-1 of Yaya TVC recall. The chart also reveals that people with no constant income and no income have higher unaided TVC recall number than the aided ad recall.

Household Income

Monthly household income	Total		Unaided-Yaya		aided-Yaya		Unaided-Na Dej		aided-Na Dej	
	Count	%	Count	%	Count	%	Count	%	Count	%
<7,500	3	0.8	2	0.6	1	1.3	2	0.6	1	1.4
7,501-18,000	93	23.3	75	23.1	18	24.0	76	23.2	17	23.6
18,001-24,000	79	19.8	65	20.0	14	18.7	67	20.4	12	16.7
24,001-35,000	75	18.8	62	19.1	13	17.3	64	19.5	11	15.3
35,001-50,000	60	15.0	48	14.8	12	16.0	48	14.6	12	16.7
50,001-85,000	38	9.5	32	9.8	6	8.0	31	9.5	7	9.7
>85,000	15	3.8	12	3.7	3	4.0	12	3.7	3	4.2
Inconstant	9	2.3	8	2.5	1	1.3	7	2.1	2	2.8
No income	8	2.0	7	2.2	1	1.3	7	2.1	1	1.4
Refuse to answer	20	5.0	14	4.3	6	8.0	14	4.3	6	8.3
Total	400	100.0	325	100.0	75	100.0	328	100.0	72	100.0

Table 4-5 Survey result based on household income
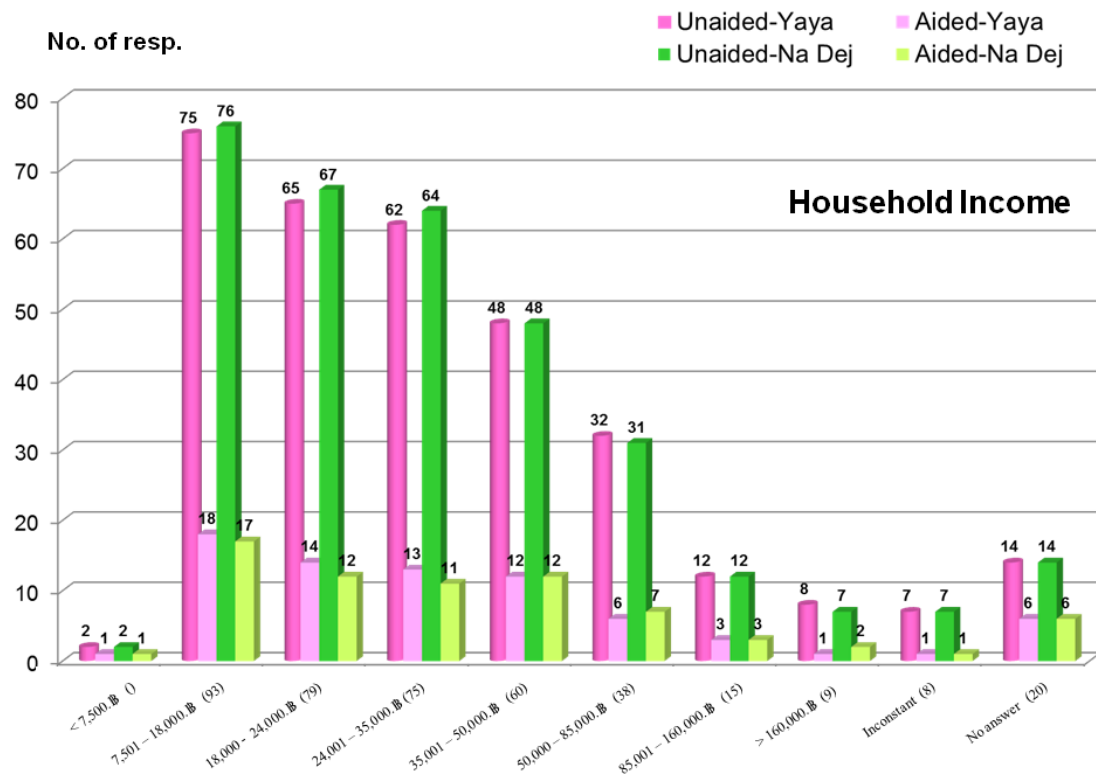
Figure 4-5 Bar chart of survey result based on household income
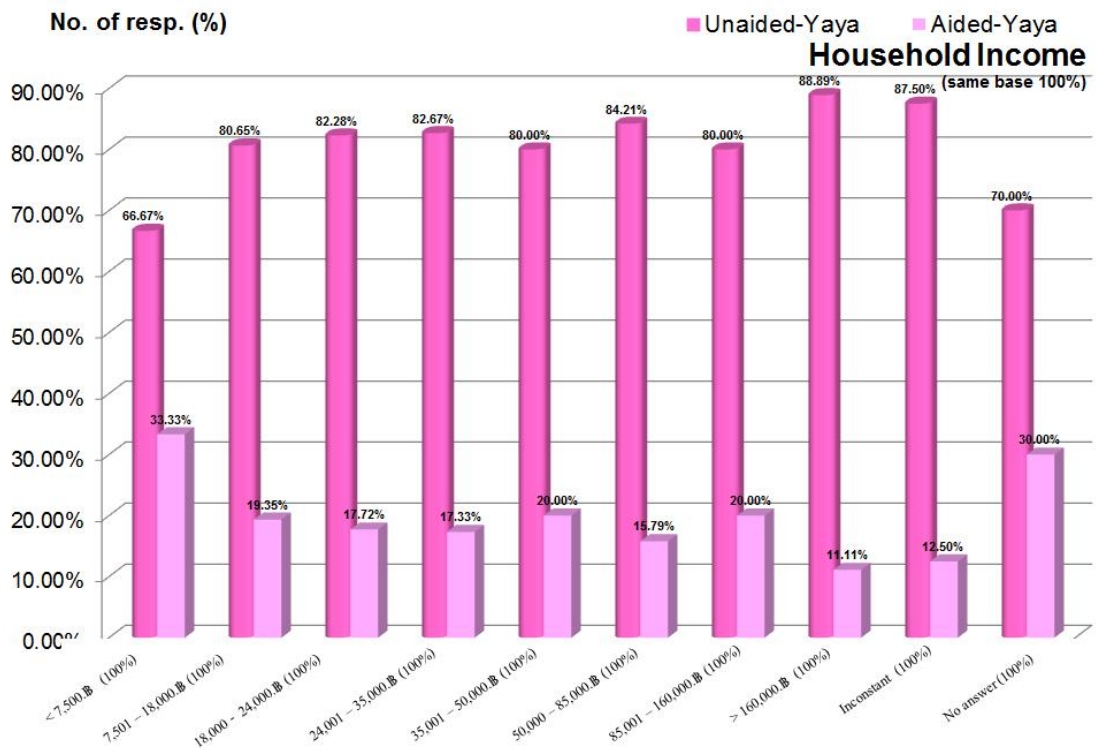
Figure 4-5-1 Bar chart of survey result based on household income (adjustment of 100% for each group) who recalled TVC endorsed by Yaya.
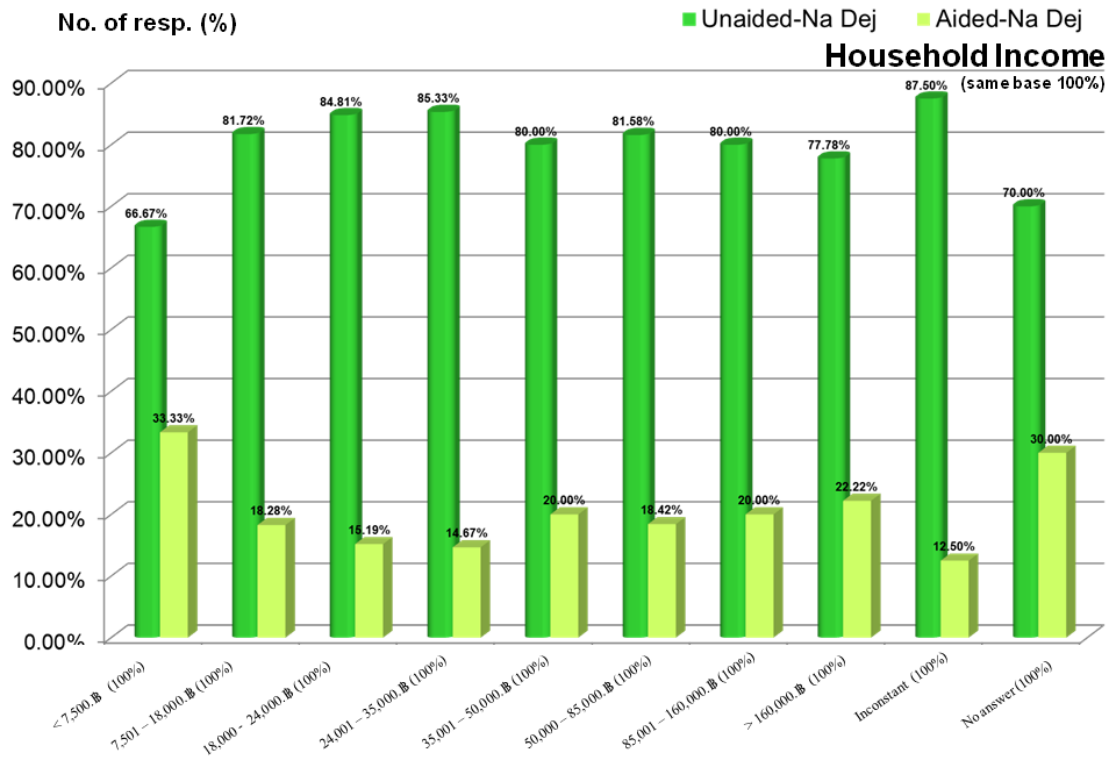
Figure 4-5-2 Bar chart of survey result based on household income (adjustment 100% for each group) who recalled TVC endorsed by Na Dej.

Figure 4-5 presents all household income levels with higher unaided ad recall than aided ad recall. Figure 4-5-1 and 4-5-2 both are results from figure 4-5 with adjustment of 100% for each group. The chart clearly shows that respondents of all-income-level have higher unaided ad recall. The majority can recall TVCs without aid. No income or less than 7,500 baht income levels have slightly high aided respondents compared to other income levels.

Occupation

Occupation	Total		Unaided-Yaya		aided-Yaya		Unaided-Na Dej		aided-Na Dej	
	Count	%	Count	%	Count	%	Count	%	Count	%
Student	119	29.8	104	32.0	15	20.0	107	32.6	12	16.7
Private company employee	106	26.5	87	26.8	19	25.3	88	26.8	18	25.0
Government enterprise employee	10	2.5	7	2.2	3	4.0	7	2.1	3	4.2
Government employee	46	11.5	35	10.8	11	14.7	37	11.3	9	12.5
Business owner	15	3.8	10	3.1	5	6.7	9	2.7	6	8.3
Merchant	56	14.0	43	13.2	13	17.3	42	12.8	14	19.4
House keeper	16	4.0	14	4.3	2	2.7	13	4.0	3	4.2
Unemployed	4	1.0	4	1.2			3	0.9	1	1.4
Freelancer	15	3.8	10	3.1	5	6.7	11	3.4	4	5.6
General worker	12	3.0	11	3.4	1	1.3	11	3.4	1	1.4
Government worker	1	0.3			1	1.3			1	1.4
Total	400	100.0	325	100.0	75	100.0	328	100.0	72	100.0

Table 4-6 Survey result based on occupation
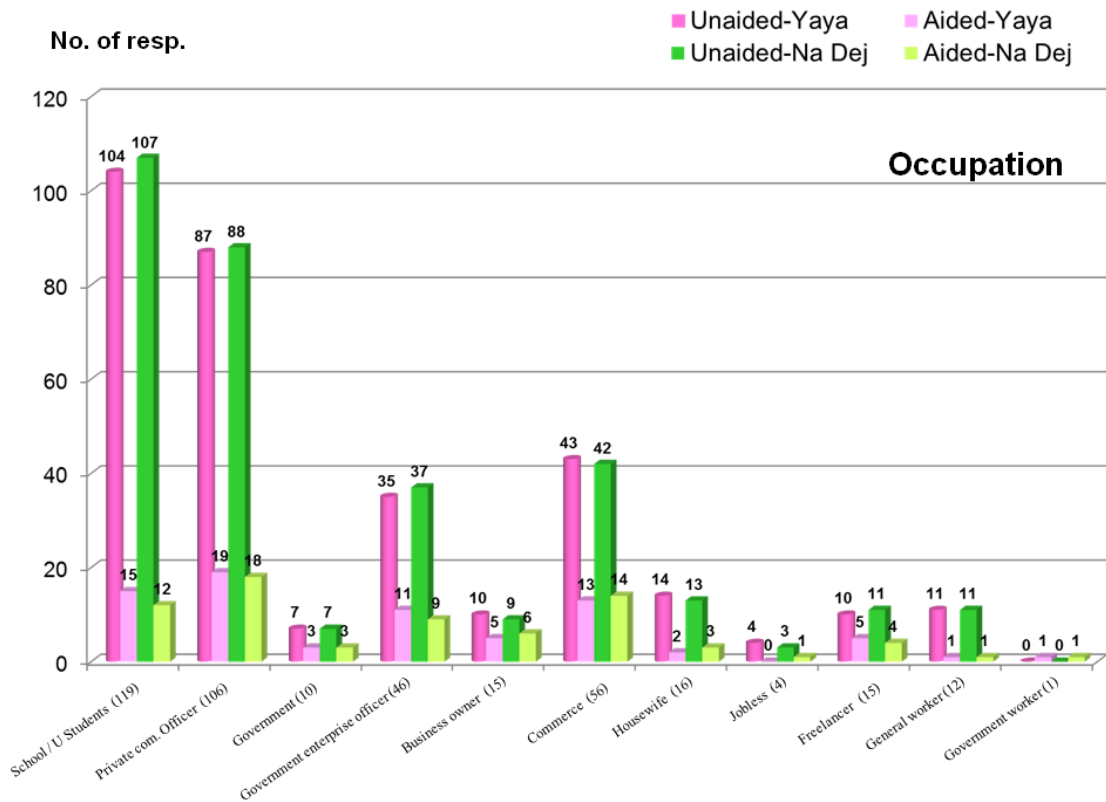
Figure 4-6 Bar chart of survey result based on occupation
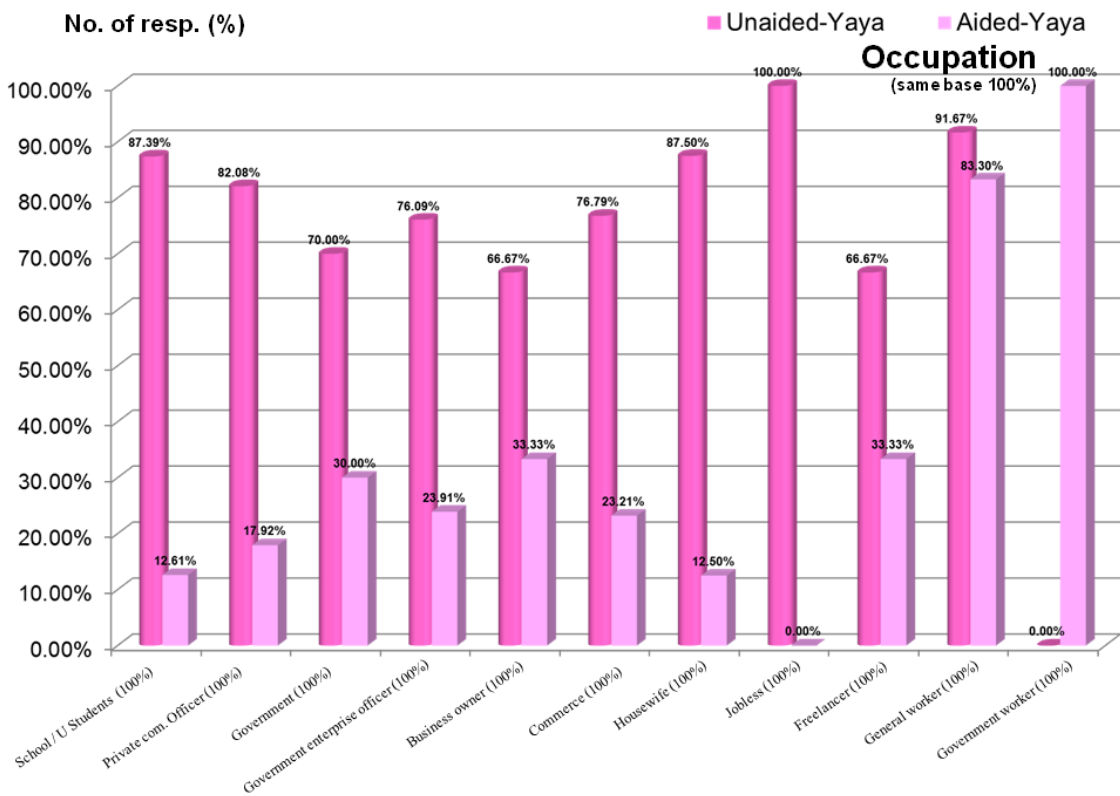
Figure 4-6-1 Bar chart of survey result based on occupations (adjustment of 100% for each group) who recalled TVC endorsed by Yaya.
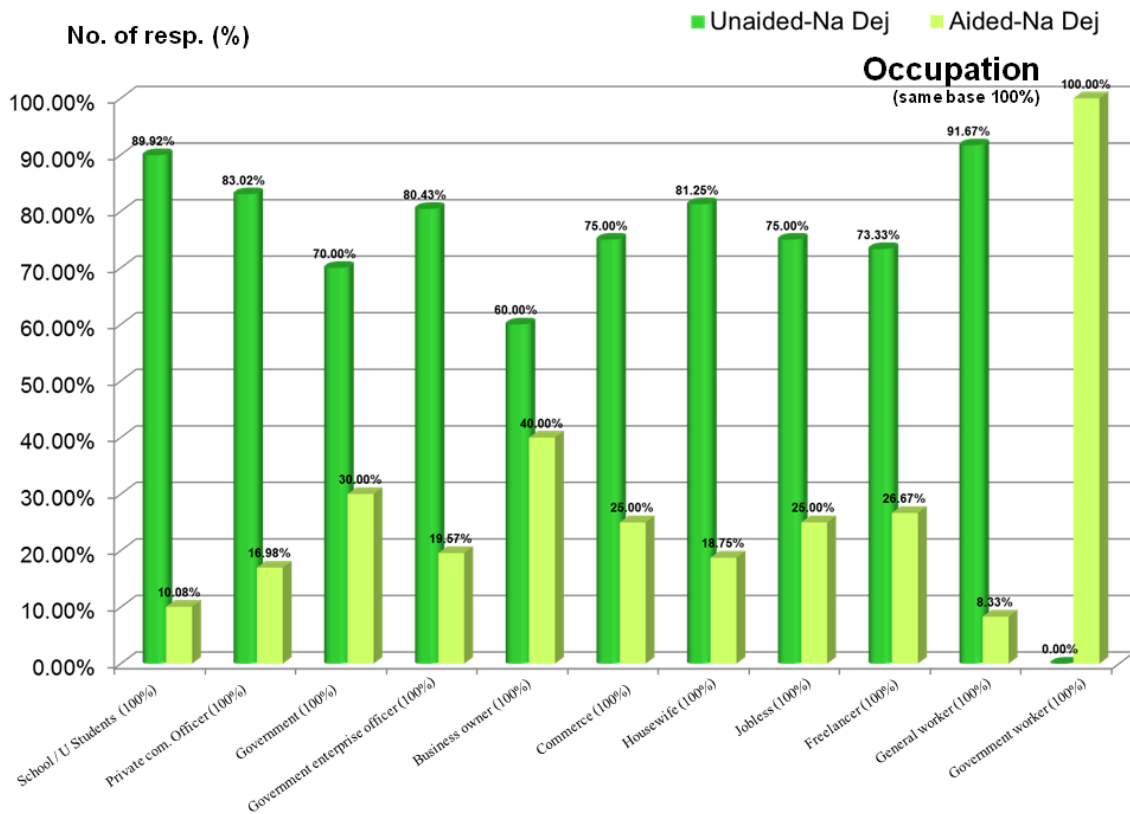
Figure 4-6-2 Bar chart of survey result based on occupations (adjustment of 100% for each group) who recalled TVC endorsed by Na Dej.

Bar chart shows that show all careers indicate higher a number of respondents with unaided ad recall. Chart 13 and 14 are results from chart 12 with adjustment of 100% for each career group. These 2 charts clearly present that 2 careers (general employees and government employees) clearly have the higher number of aided ad recall respondents.

Marital Status

Marital status	Total		Unaided-Yaya		aided-Yaya		Unaided-Na Dej		aided-Na Dej	
	Count	%	Count	%	Count	%	Count	%	Count	%
Single	223	55.8	198	60.9	25	33.3	196	59.8	27	37.5
Married/ unofficial married	162	40.5	115	35.4	47	62.7	117	35.7	45	62.5
Divorced/ seperated	15	3.8	12	3.7	3	4.0	15	4.6		
Total	400	100.0	325	100.0	75	100.0	328	100.0	72	100.0

Table 4-7 Survey result based on marital status
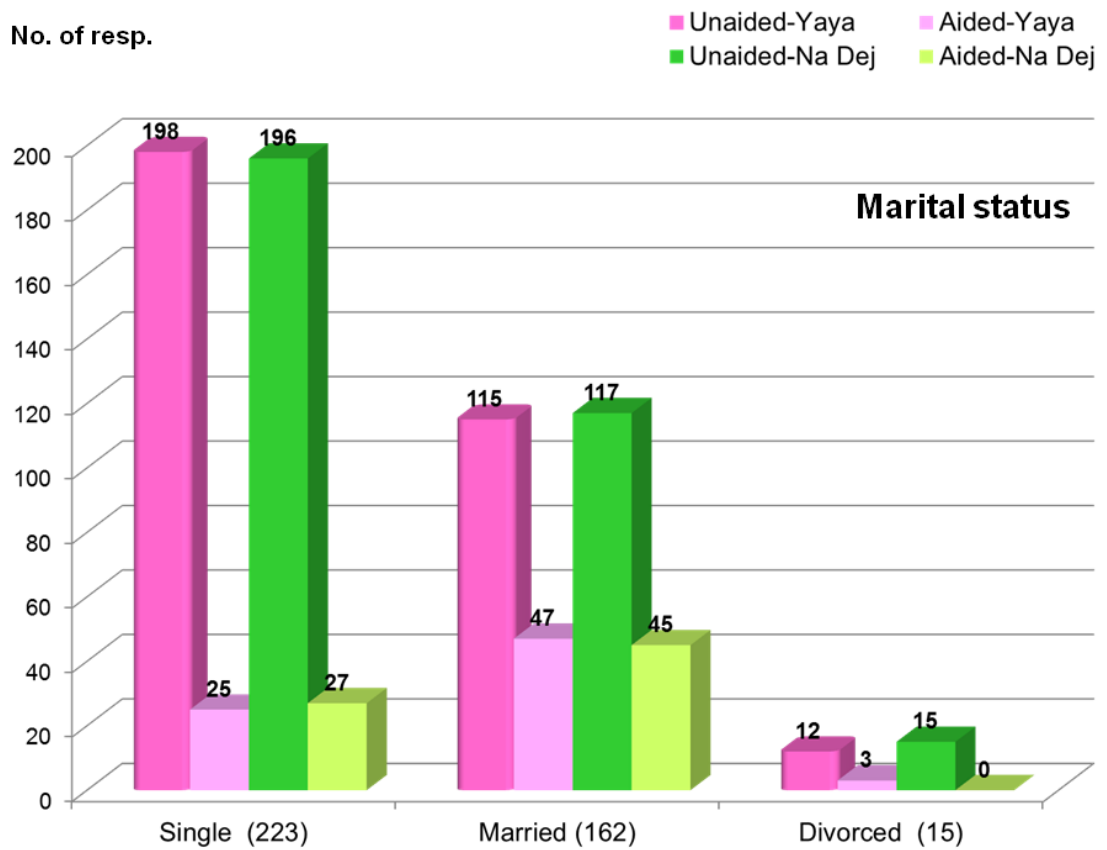
Figure 4-7 Bar chart of survey result based on marital status
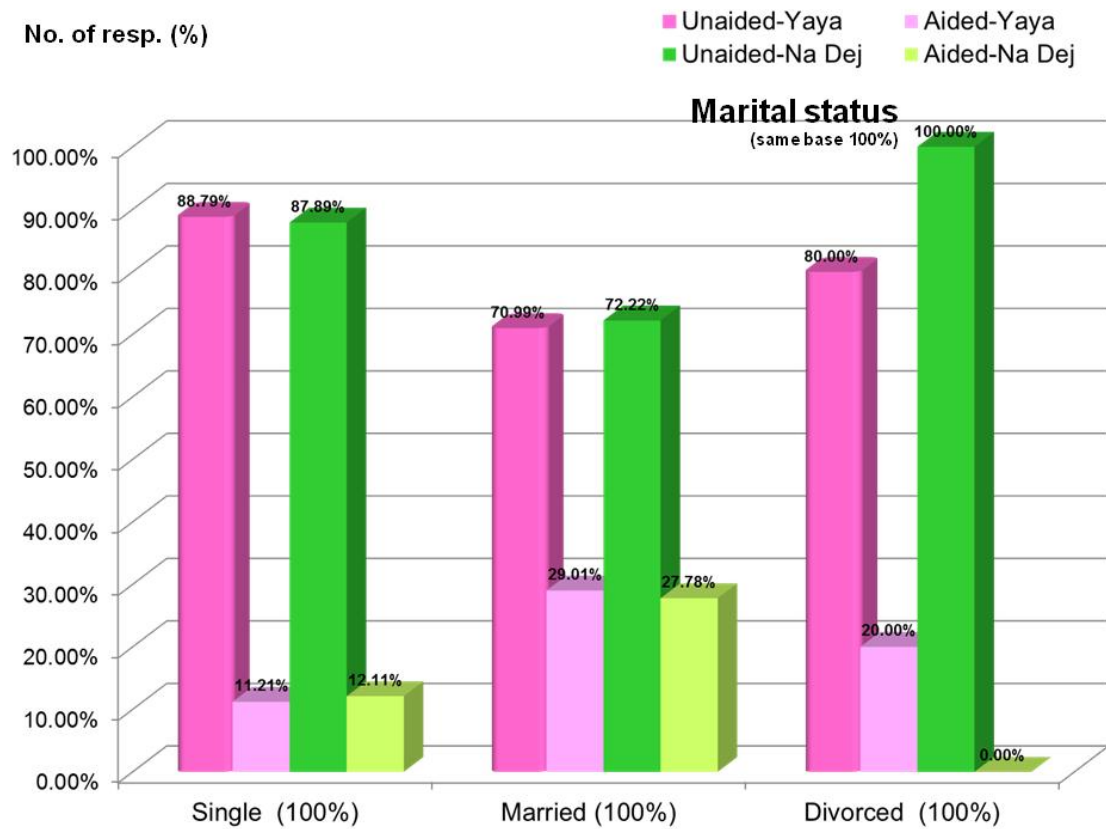
Figure 4-7-1 Bar chart of survey result based on marital status (adjustment 100% for each group).

With 100% adjustment for each marital status group, single and divorce groups show higher unaided ad recall, while married group had higher aided ad recall. This implies that married people have to handle many things in life and have less interest in advertising than other groups.

2. Media Consumption

Findings from this part show media consumption of respondents and their TVCs of multiple brand superstar endorsement recall.

TV Channels often view

TV channel often view (can have more than 1 answer)	Total		Unaided-Yaya		aided-Yaya		Unaided-Na Dej		aided-Na Dej	
	Count	%	Count	%	Count	%	Count	%	Count	%
Ch 3	387	96.8	316	97.2	71	94.7	321	97.9	66	91.7
Ch 5	201	50.3	155	47.7	46	61.3	156	47.6	45	62.5
Ch 7	364	91.0	295	90.8	69	92.0	297	90.5	67	93.1
Ch 9	168	42.0	128	39.4	40	53.3	128	39.0	40	55.6
Ch 11	22	5.5	16	4.9	6	8.0	20	6.1	2	2.8
Ch Thai PBS	56	14.0	41	12.6	15	20.0	40	12.2	16	22.2
True	4	1.0	4	1.2			4	1.2		
Total	400	100.0	325	100.0	75	100.0	328	100.0	72	100.0

Table 4-8 Survey result based on TV channels often viewed
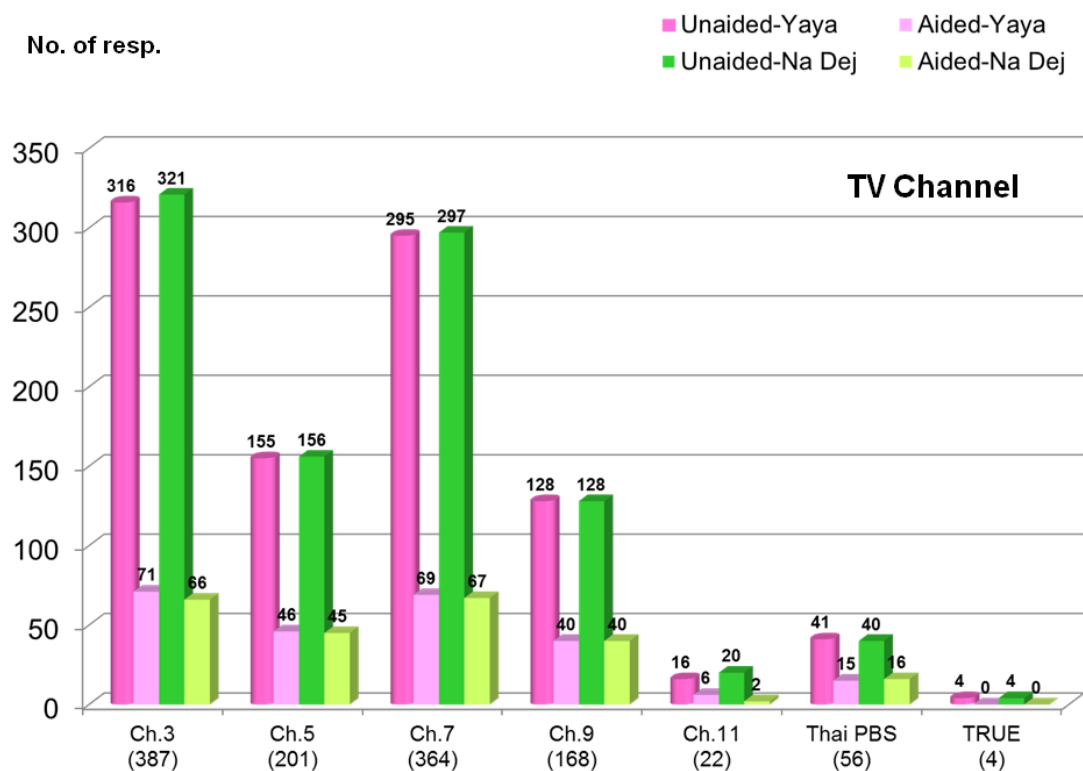
Figure 4-8 Bar chart of survey result based on TV channels often viewed
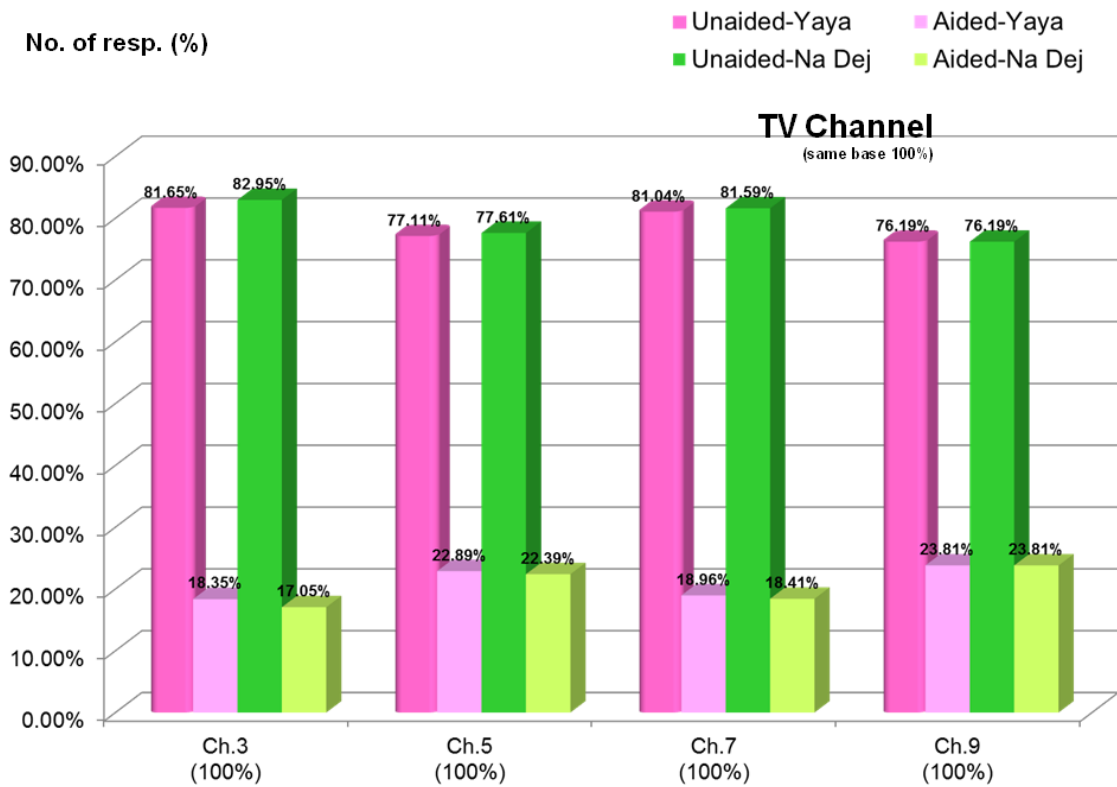
Figure 4-8-1 Bar chart of survey result based on TV channels often viewed (adjustment 100% for each group)

From figure 4-8-1, it shows that all TV channel viewers have higher number of unaided ad recall than aided recall. The adjusted percentage for each group shows that channel 3 and 7 have highest unaided ad recall due to more Yaya and Na Dej TVC airings than other channels, while channel 3 gained top honors for unaided TV ad recall since Yaya's and Na Dej's TV dramas were aired on this channel.

TV Viewing Time

Time often view TV	Total		Unaided-Yaya		aided-Yaya		Unaided-Na Dej		aided-Na Dej	
	Count	%	Count	%	Count	%	Count	%	Count	%
Weekday-morning before 8 am.	77	19.3	60	18.5	17	22.7	64	19.5	13	18.1
Weekday-morning after 8 am.	26	6.5	24	7.4	2	2.7	24	7.3	2	2.8
Weekday-afternoon	37	9.3	33	10.2	4	5.3	29	8.8	8	11.1
Weekday-evening	145	36.3	128	39.4	17	22.7	126	38.4	19	26.4
Weekday-late evening before 8 pm.	185	46.3	159	48.9	26	34.7	155	47.3	30	41.7
Weekday-late evening after 8 pm.	338	84.5	275	84.6	63	84.0	279	85.1	59	81.9
Weekend-morning before 8 am.	60	15.0	44	13.5	16	21.3	46	14.0	14	19.4
Weekend-morning after 8 am.	133	33.3	113	34.8	20	26.7	115	35.1	18	25.0
Weekend-afternoon	200	50.0	169	52.0	31	41.3	169	51.5	31	43.1
Weekend-evening	241	60.3	203	62.5	38	50.7	201	61.3	40	55.6
Weekend-late evening before 8 pm.	238	59.5	199	61.2	39	52.0	199	60.7	39	54.2
Weekend-late evening after 8 pm.	329	82.3	275	84.6	54	72.0	278	84.8	51	70.8
Total	400	100.0	325	100.0	75	100.0	328	100.0	72	100.0

Table 4-9 Survey result based on TV viewing time
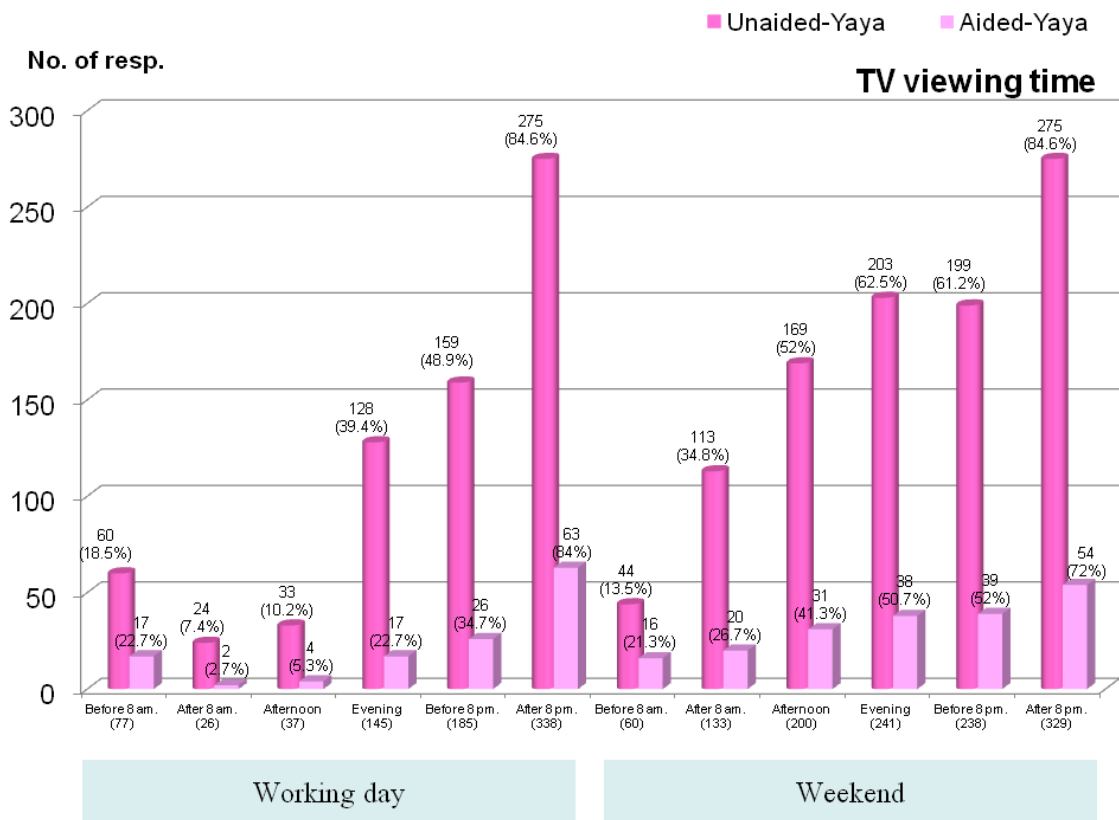
Figure 4-9-1 Bar chart of survey result based on TV viewing time of viewers who recalled TV commercials endorsed by Yaya.
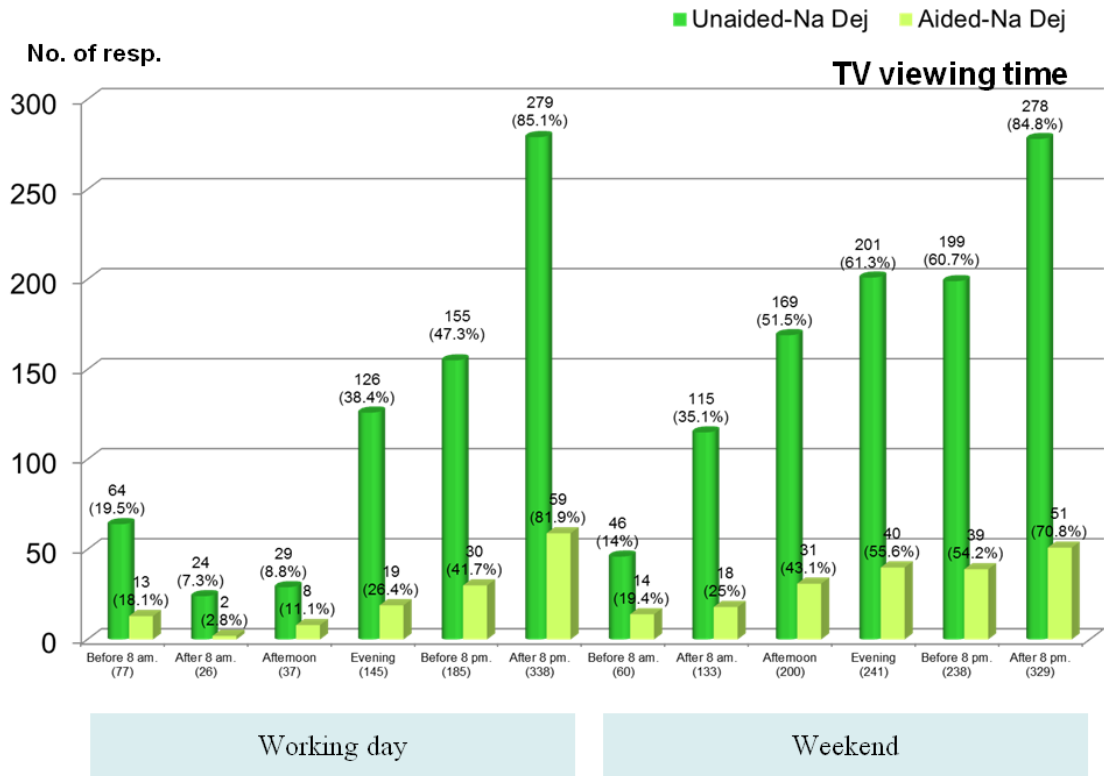
Figure 4-9-2 Bar chart of survey result based on TV viewing time of viewers who recalled TV commercials endorsed by Na Dej.
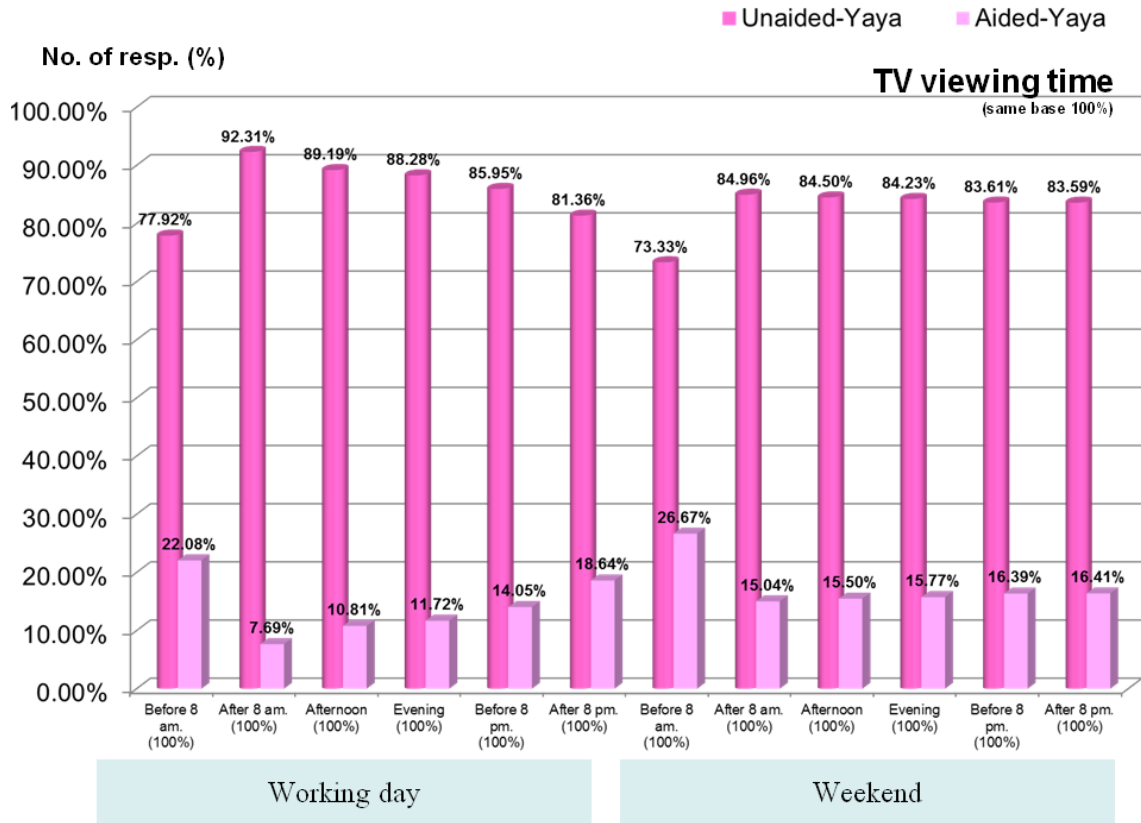
Figure 4-9-3 Bar chart of survey result based on TV viewing time of viewers (adjustment of 100% for each group) who recalled TV commercials endorsed by Yaya.
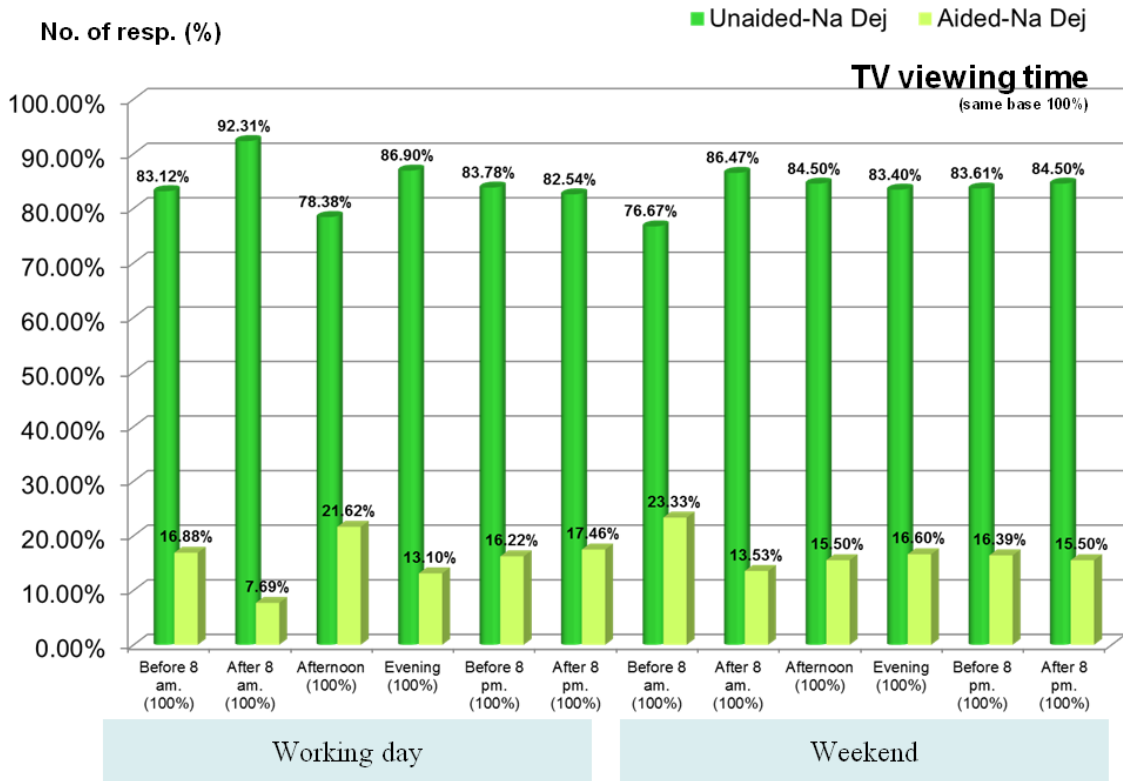
Figure 4-9-4 Bar chart of survey result based on TV viewing time (adjustment of 100% for each group) who recalled TV commercials endorsed by Na Dej.

Figures 4-9-1 and 4-9-2 support each other in that after 8 pm., TV soap opera programs had the highest reach and respondents had highest unaided TV ad recall. Figures 4-9-3 and 4-9-4 are adjusted results with 100% base from figures 4-9-1 and 4-9-2, respectively. It is distinctively interesting that morning programs after 8 a.m. have the highest TV ad recall without hints of the product category or product name. This can be assumed that there were less varieties of TVC or brands during this period compared to high traffic during prime time. Viewers, therefore, could easily recall the ads. Moreover, big brands which are mostly endorsed by super stars such as Yaya and Na Dej had much higher budget to get free morning time spots; hence, audience had a chance to view the same commercials during morning hours and again during evening hours. This explains why after 8 a.m. programs get the highest recall.

Duration of TV viewing on Working Day

Weekdays, how long do you watch TV?	Total		Unaided-Yaya		aided-Yaya		Unaided-Na Dej		aided-Na Dej	
	Count	%	Count	%	Count	%	Count	%	Count	%
1 hr.	11	2.8	8	2.5	3	4.0	8	2.4	3	4.2
2 hrs.	96	24.0	70	21.5	26	34.7	72	22.0	24	33.3
3 hrs.	125	31.3	101	31.1	24	32.0	103	31.4	22	30.6
4 hrs.	100	25.0	84	25.8	16	21.3	85	25.9	15	20.8
5 hrs.	39	9.8	34	10.5	5	6.7	34	10.4	5	6.9
6 hrs.	16	4.0	16	4.9			14	4.3	2	2.8
7 hrs.	1	0.3	1	0.3			1	0.3		
8 hrs.	6	1.5	6	1.8			6	1.8		
10 hrs.	6	1.5	5	1.5	1	1.3	5	1.5	1	1.4
Total	400	100.0	325	100.0	75	100.0	328	100.0	72	100.0

Table 4-10 Survey result based on number of hours watching TV during working day
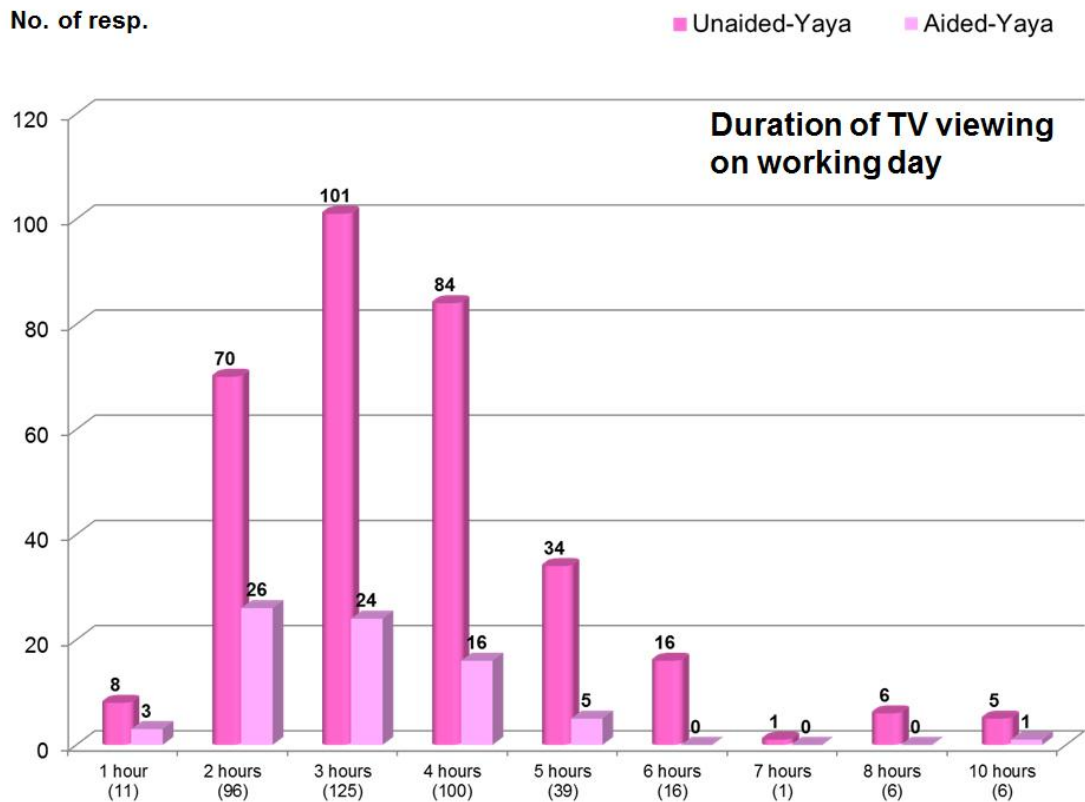
Figure 4-10-1 Bar chart of survey result based on number of hours watching TV during working day of respondents who viewed TV commercials endorsed by Yaya.

Figure 4-10-2 Bar chart of survey result based on number of hours watching TV during working day of respondents who viewed TV commercials endorsed by Na Dej

No. of resp. (%)

Duration of TV viewing on working day (same base 100%)

■ Unaided-Yaya ■ Aided-Yaya
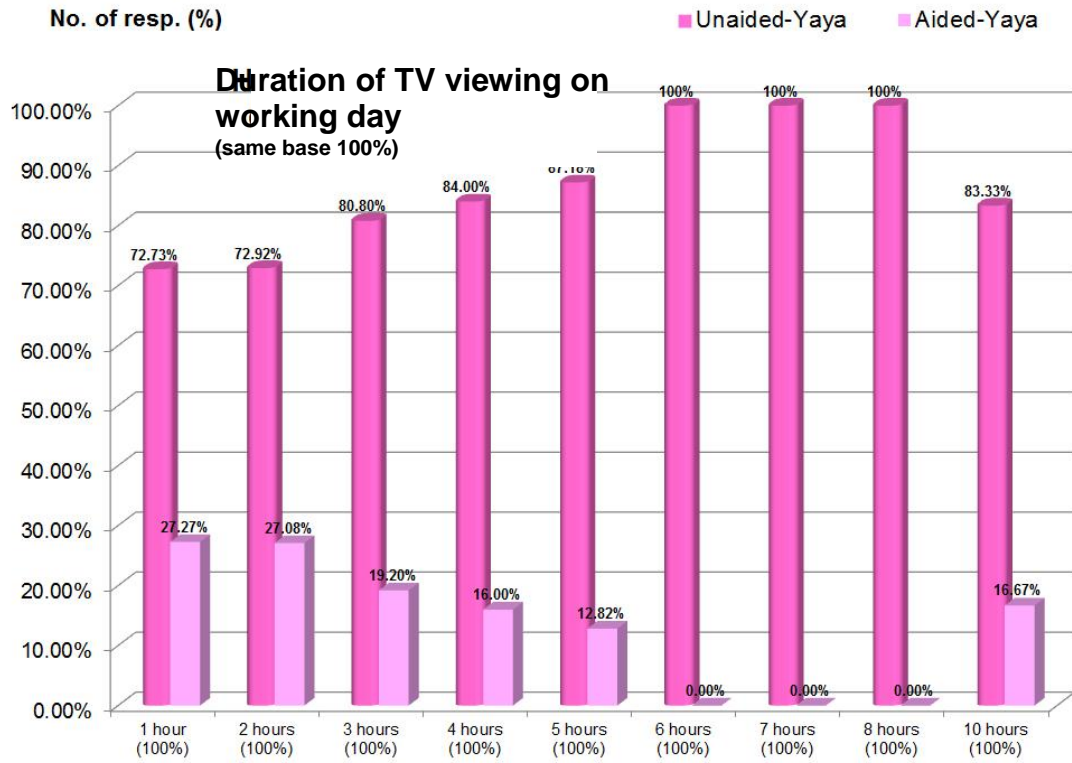
Figure 4-10-3 Bar chart of survey result based on number of hours watching TV during working day (adjustment of 100% for each group) of respondents who viewed TV commercials endorsed by Yaya.
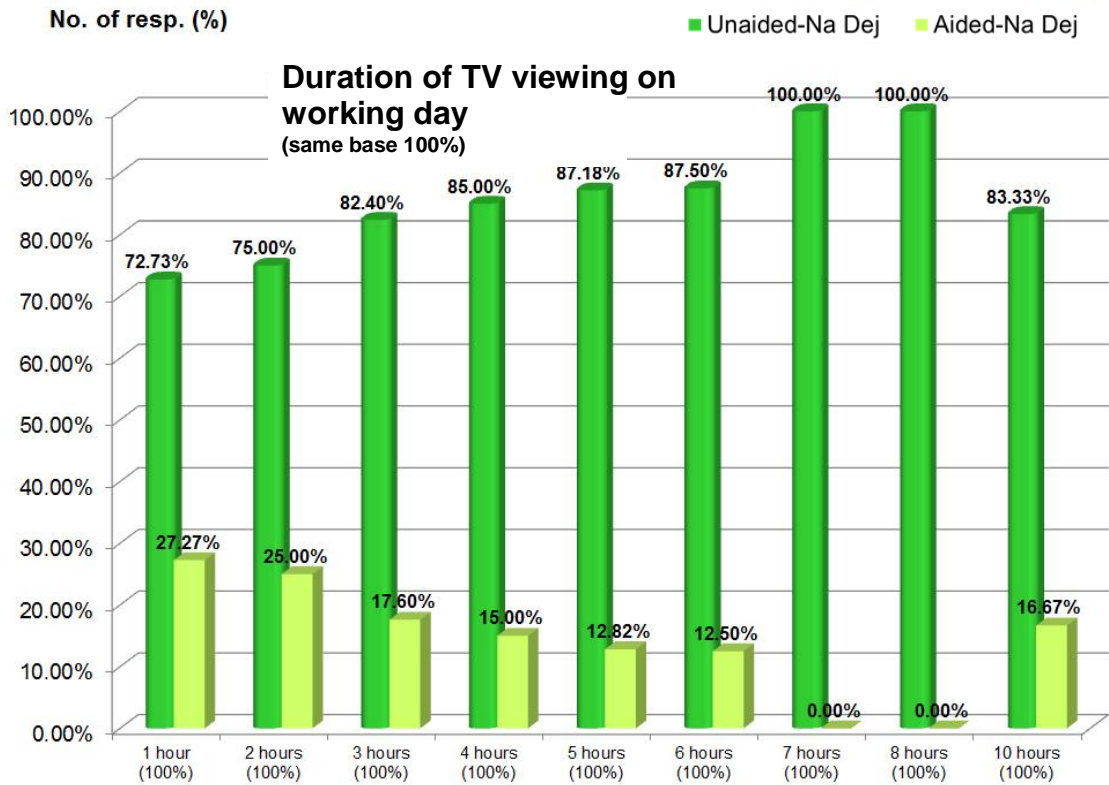
Figure 4-10-4

Bar chart of survey result based on number of hours watching TV during working day (adjustment of 100% for each group) of respondents who viewed TV commercials endorsed by Na Dej.

Figure 4-10-1 and 4-10-2 show that most respondents viewed TV for 2-4 hours on working day, and all groups had a higher unaided TV ad recall than aided ads recall. The survey result had been adjusted to 100% on each group as shown as figure 4-10-3 and 4-10-4, respectively. These 2 figures reveal that respondents who view TV for longer hours tend to have higher ad recall without any hint of product information.

Duration of TV viewing on Weekend

Weekdays, how long do you watch TV?	Total		Unaided-Yaya		aided-Yaya		Unaided-Na Dej		aided-Na Dej	
	Count	%	Count	%	Count	%	Count	%	Count	%
1 hr.	11	2.8	8	2.5	3	4.0	8	2.4	3	4.2
2 hrs.	96	24.0	70	21.5	26	34.7	72	22.0	24	33.3
3 hrs.	125	31.3	101	31.1	24	32.0	103	31.4	22	30.6
4 hrs.	100	25.0	84	25.8	16	21.3	85	25.9	15	20.8
5 hrs.	39	9.8	34	10.5	5	6.7	34	10.4	5	6.9
6 hrs.	16	4.0	16	4.9			14	4.3	2	2.8
7 hrs.	1	0.3	1	0.3			1	0.3		
8 hrs.	6	1.5	6	1.8			6	1.8		
10 hrs.	6	1.5	5	1.5	1	1.3	5	1.5	1	1.4
Total	400	100.0	325	100.0	75	100.0	328	100.0	72	100.0

Table 4-11 Survey result based on number of hours watching TV during weekend
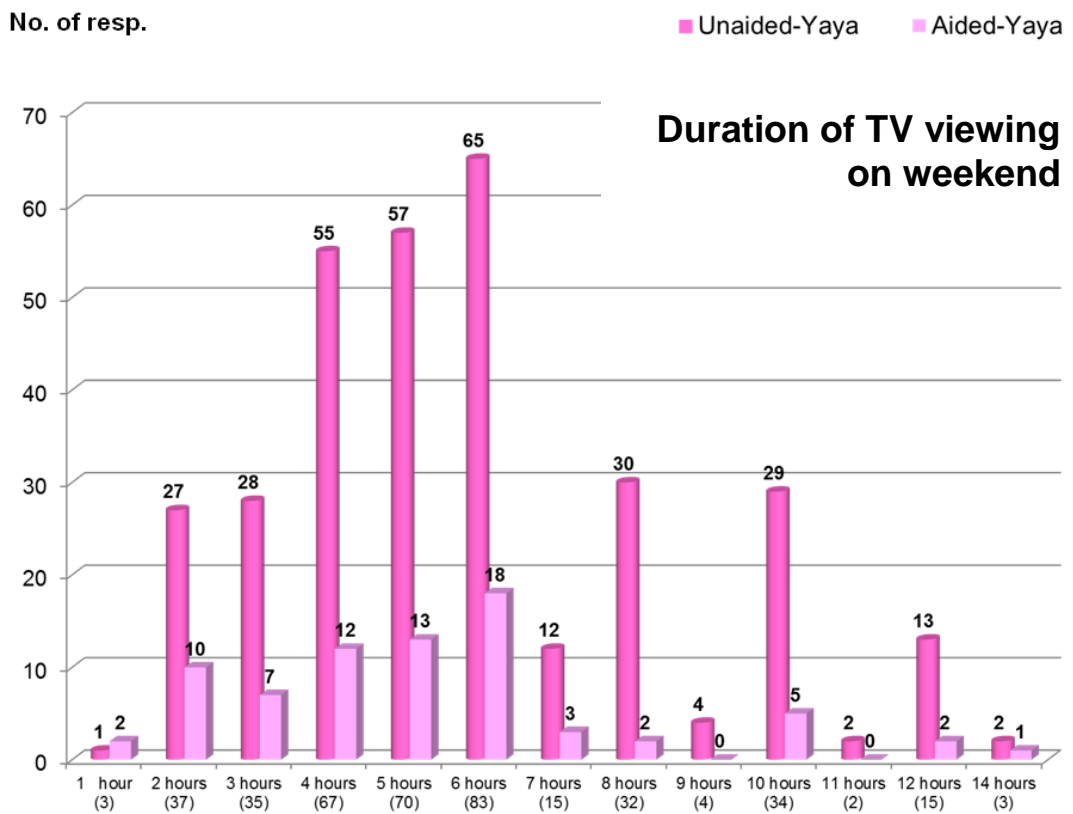
Figure 4-11-1 Bar chart of survey result based on number of hours watching TV during weekend of respondents who viewed TV commercials endorsed by Yaya.
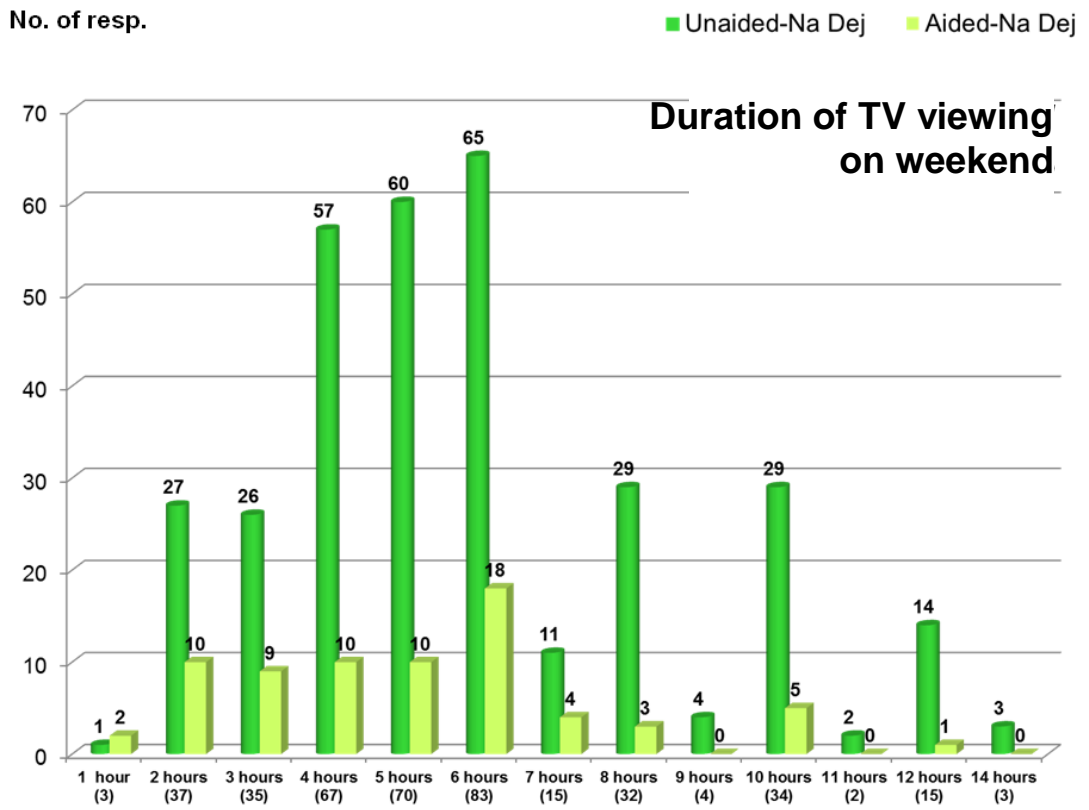
Figure 4-11-2 Bar chart of survey result based on number of hours watching TV during weekend of respondents who viewed TV commercials endorsed by Na Dej.
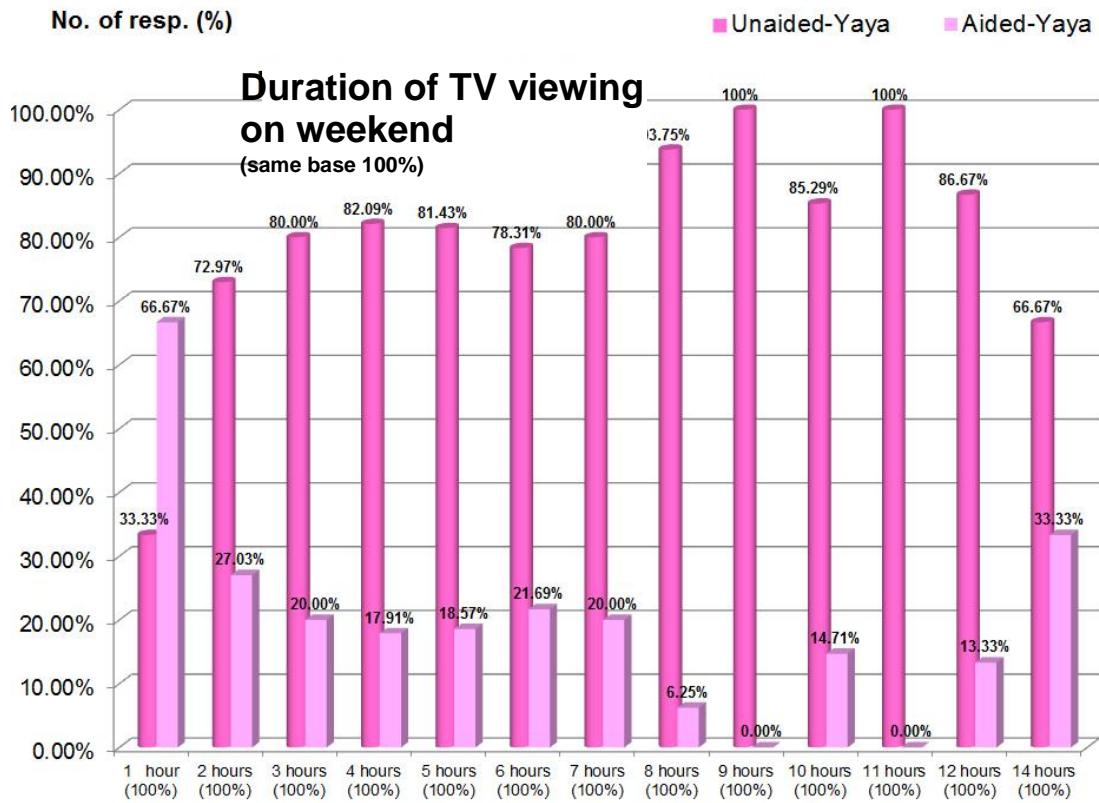
Figure 4-11-3 Bar chart of survey result based on number of hours watching TV during weekend (adjustment of 100% for each group) of respondents who viewed TV commercials endorsed by Yaya.
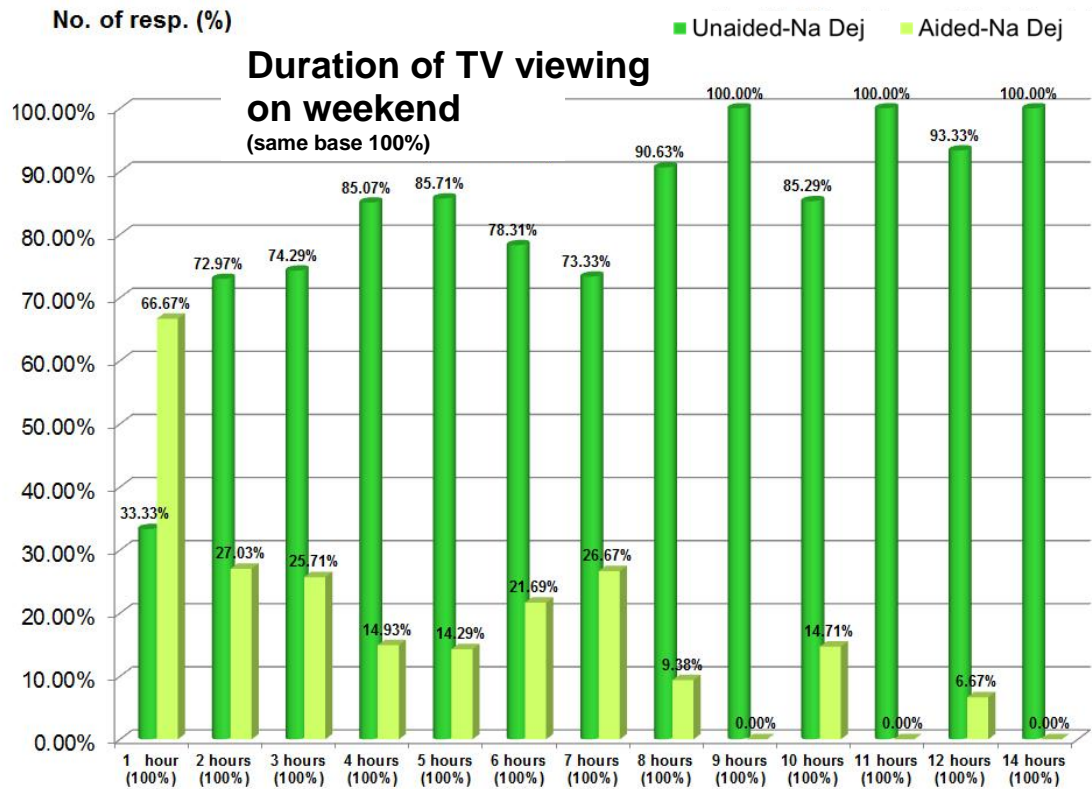
Figure 4-11-4 Bar chart of survey result based on number of hours watching TV during weekend (adjustment of 100% for each group) of respondents who viewed TV commercials endorsed by Na Dej.

Figure 4-11-1 and 4-11-2 show that during weekend, most respondents view TV for 4-6- hours per day. And all groups had higher unaided TV ad recall except the group with the lowest TV viewing duration—one hour. That group needed hints at product information to help ad recall.

Figure 4-11-3 and 4-11-4 are adjusted from figure 4-11-1 and 4-11-2. These two figures with same number of 100% respondents for each group show the same result as weekday viewing habits—viewers tend to have higher unaided ad recall when they spent longer time on viewing TV.

Internet

2.1 Do you often use internet?	Total		Unaided-Yaya		aided-Yaya		Unaided-Na Dej		aided-Na Dej	
	Count	%	Count	%	Count	%	Count	%	Count	%
Yes	259	64.8	222	68.3	37	49.3	224	68.3	35	48.6
No	141	35.3	103	31.7	38	50.7	104	31.7	37	51.4
Total	400	100.0	325	100.0	75	100.0	328	100.0	72	100.0

Table 4-12 Survey result based on internet usage
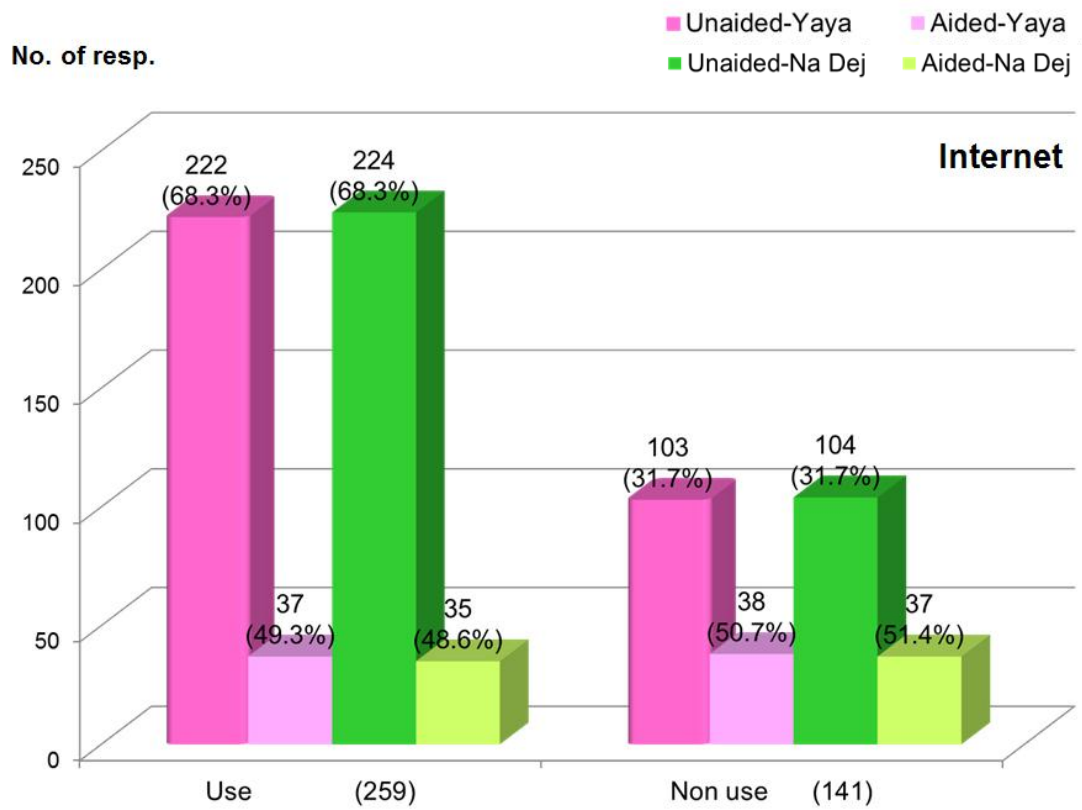
Figure 4-12 Bar chart of survey result based on internet usage

Figure 4-12 can explain that respondents who are internet users were able to recall TV commercials without any hints more than the non user group.

Website Usually Visited

2.2 Websites often visit (can have more than 1 answer)	Total		Unaided-Yaya		aided-Yaya		Unaided-Na Dej		aided-Na Dej	
	Count	%	Count	%	Count	%	Count	%	Count	%
Google	227	87.6	195	87.8	32	86.5	194	86.6	33	94.3
Hotmail	113	43.6	100	45.0	13	35.1	98	43.8	15	42.9
Yahoo	49	18.9	36	16.2	13	35.1	39	17.4	10	28.6
Gmail	32	12.4	24	10.8	8	21.6	26	11.6	6	17.1
You Tube	166	64.1	147	66.2	19	51.4	146	65.2	20	57.1
Facebook	205	79.2	186	83.8	19	51.4	186	83.0	19	54.3
Pantip	19	7.3	15	6.8	4	10.8	16	7.1	3	8.6
Intragram	28	10.8	25	11.3	3	8.1	26	11.6	2	5.7
Twitter	14	5.4	13	5.9	1	2.7	13	5.8	1	2.9
Sanook.com	53	20.5	45	20.3	8	21.6	47	21.0	6	17.1
Kapook.com	20	7.7	20	9.0			19	8.5	1	2.9
Daradaily.com	1	0.4	1	0.5			1	0.4		
Soccersuck.com	1	0.4	1	0.5			1	0.4		
M Thai	1	0.4	1	0.5			1	0.4		
พลังจิต.com (Thai website)	1	0.4	1	0.5			1	0.4		
Total	259	100.0	222	100.0	37	100.0	224	100.0	35	100.0

Table 4-13 Survey result based on website usually visited
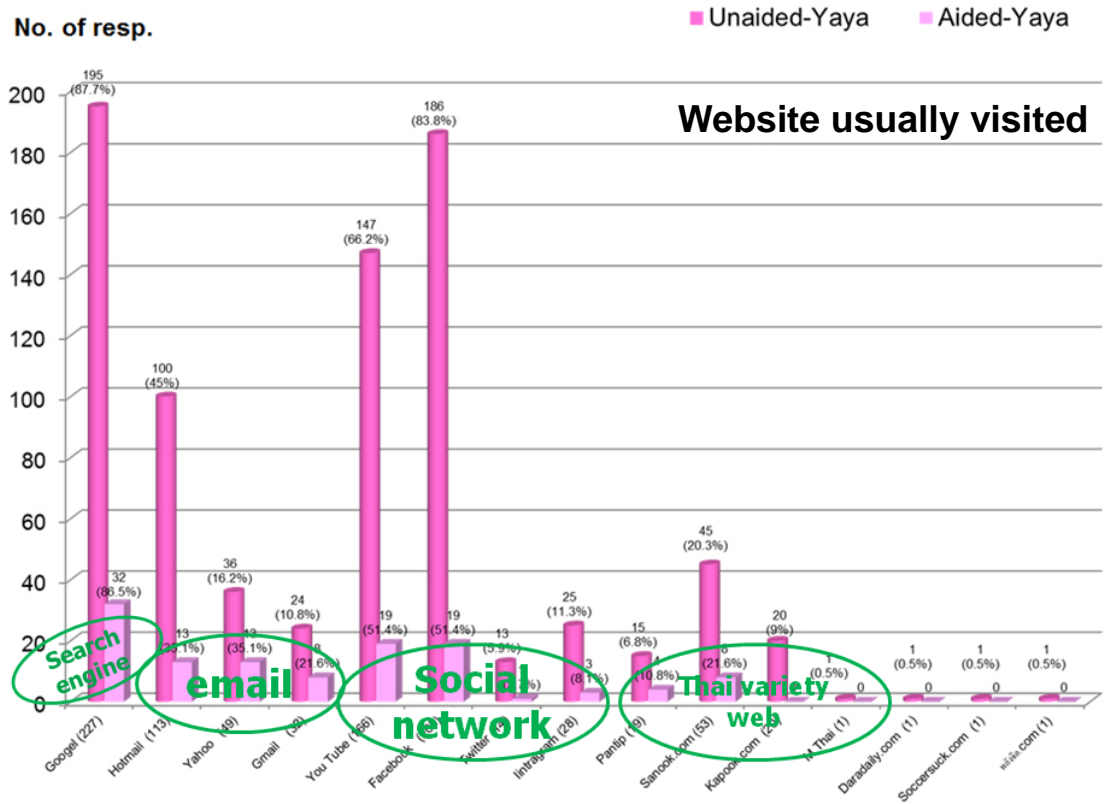
Figure 4-13-1 Bar chart of survey result based on websites usually visited by respondents who viewed TV commercials endorsed by Yaya.
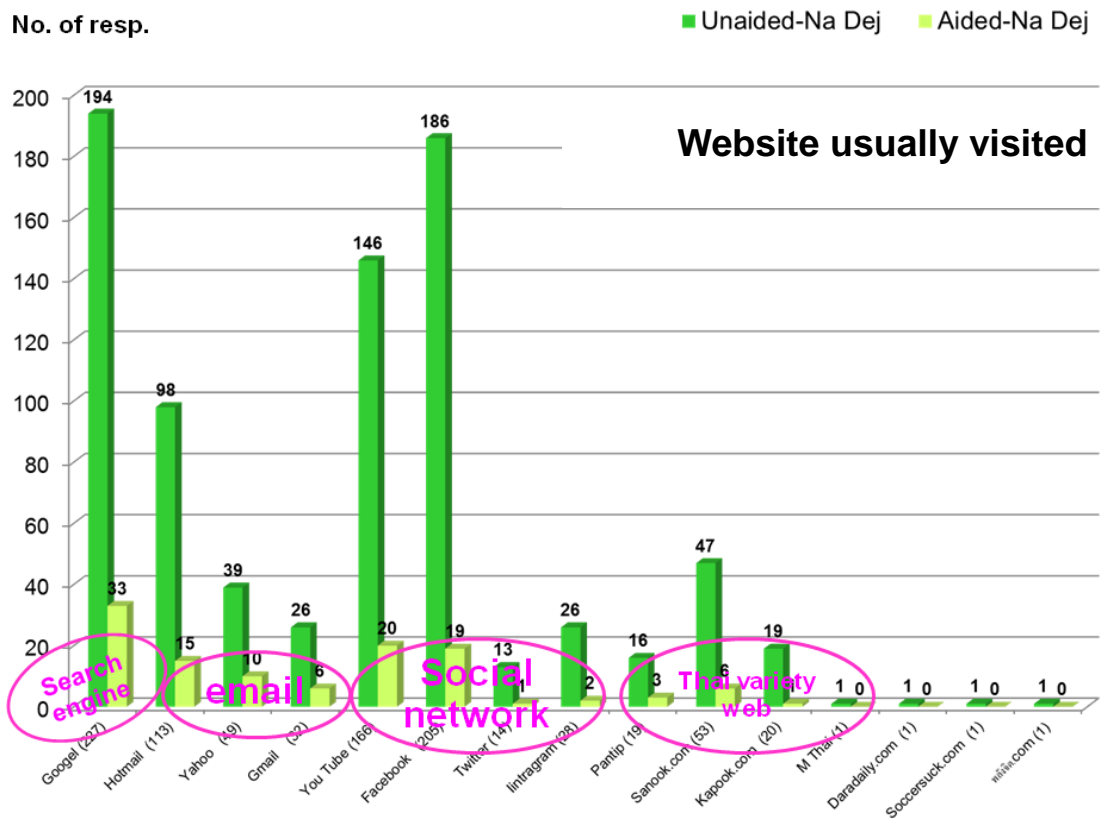
Figure 4-13-2 Bar chart of survey result based on websites usually visited by respondents who viewed TV commercials endorsed by Na Dej.

Figure 4-13-1 and 4-13-2 clarify website visit behavior of interviewees. The most visited websites were search engines, social network, free email and Thai portal website or variety website, respectively. The majority of respondents, no matter what websites they visited, could recall Yaya and Na Dej TV commercials and brands correctly without hints of product information.
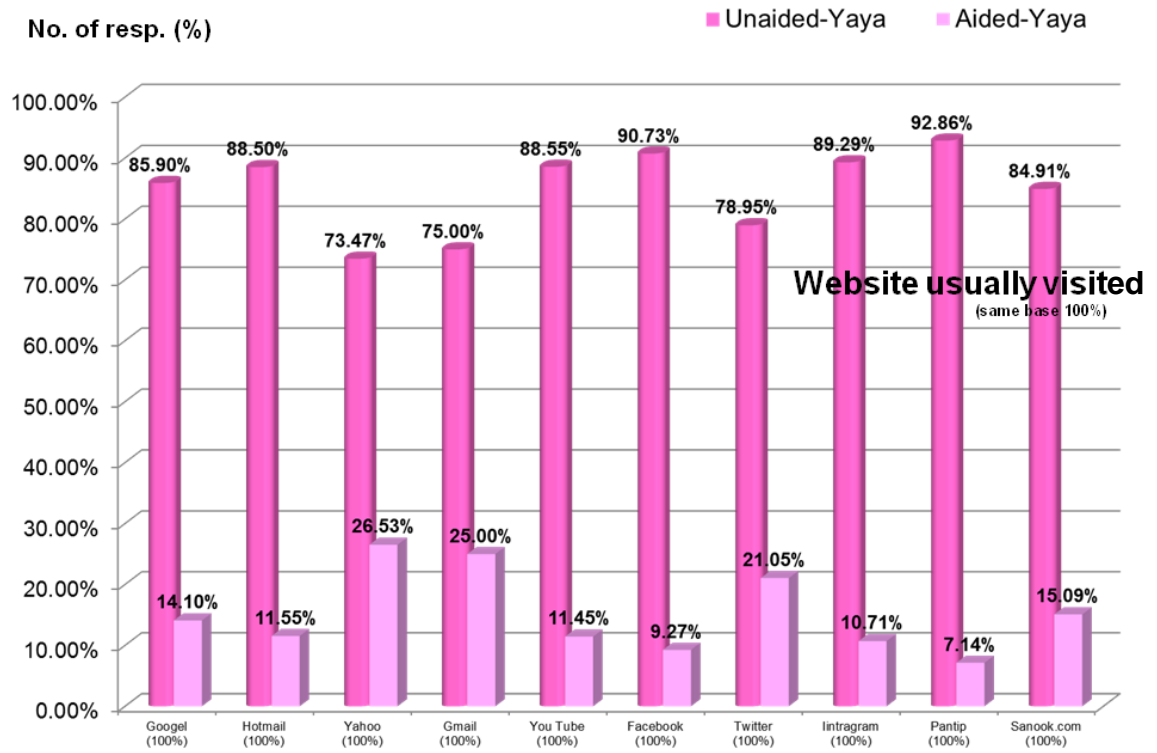
Figure 4-13-3 Bar chart of survey result based on websites usually visited (adjustment of 100 percent for each group) of respondents who viewed TV commercials endorsed by Yaya.
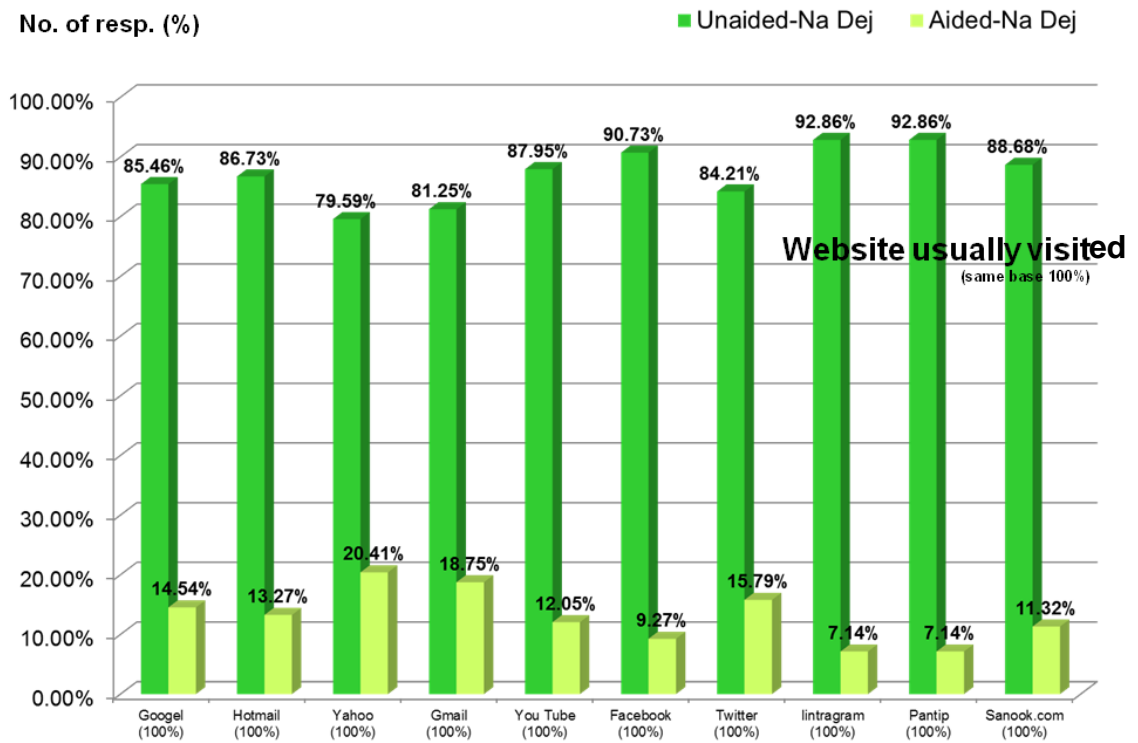
Figure 4-13-4 Bar chart of survey result based on websites usually visited (adjustment of 100 percent for each group) of respondents who viewed TV commercials endorsed by Na Dej.

Figure 4-13-3 and 4-13-4 are adjusted 100% for each interviewee group, both figures significantly depict that respondents who usually visit facebook, instagram and Thai portal websites (pantip.com), could easily recall Yaya and Na Dej TV commercials more than other groups. This implies that these 4 websites, especially facebook, are the most effective website channels for super stars introduction, advertising and products presented by super stars.

Device to Access Internet

2.3 Devices often use to visit	Total		Unaided-Yaya		aided-Yaya		Unaided-Na Dej		aided-Na Dej	
	Count	%	Count	%	Count	%	Count	%	Count	%
Computer	228	88.0	195	87.8	33	89.2	196	87.5	32	91.4
Tablet	14	5.4	13	5.9	1	2.7	13	5.8	1	2.9
Mobile phone	71	27.4	62	27.9	9	24.3	63	28.1	8	22.9
Total	259	100.0	222	100.0	37	100.0	224	100.0	35	100.0

Table 4-14 Survey result based on device to access internet
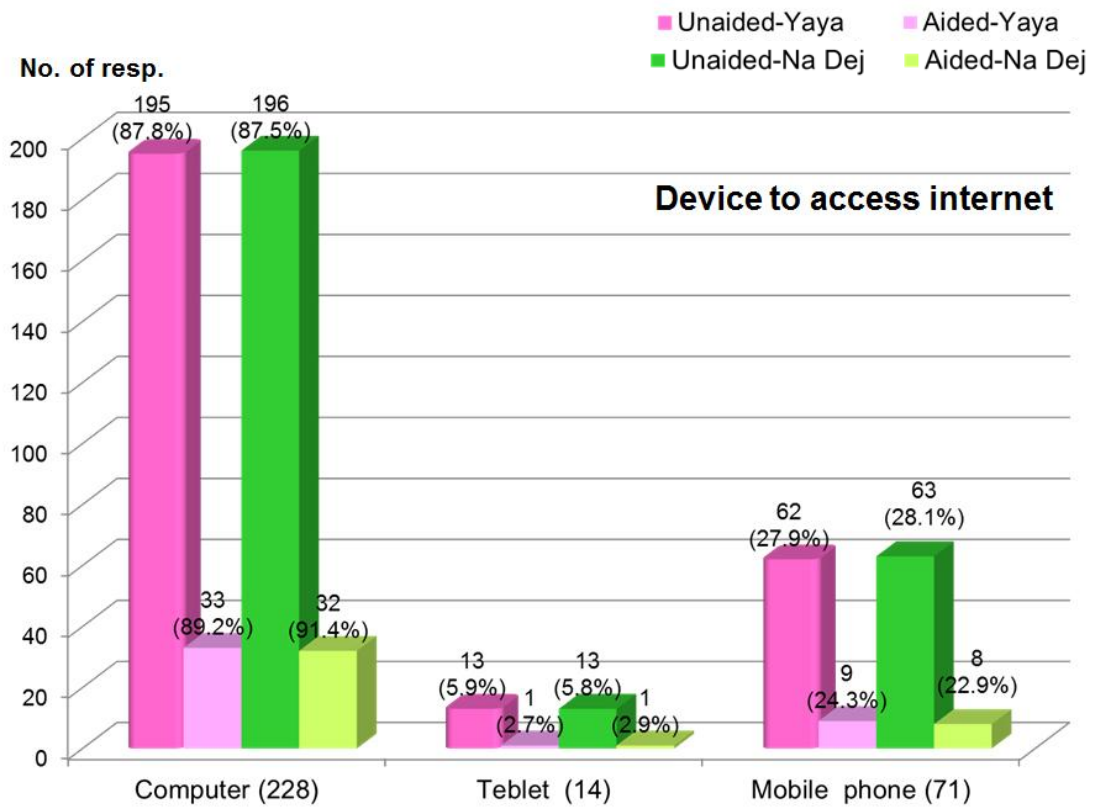
Figure 4-14 Bar chart of survey result based on device to access internet

According to figure 4-14, most Thai people still use personal computers. Other than that, they use mobile phones and tablets. Users of all 3 devices had higher unaided TV ad recall than aided recall.

Hours spending on website visit

2.4 How long visit websites daily?	Total		Unaided-Yaya		aided-Yaya		Unaided-Na Dej		aided-Na Dej	
	Count	%	Count	%	Count	%	Count	%	Count	%
1 hr.	32	12.4	24	10.8	8	21.6	27	12.1	5	14.3
2 hrs.	83	32.0	72	32.4	11	29.7	67	29.9	16	45.7
3 hrs.	54	20.8	48	21.6	6	16.2	49	21.9	5	14.3
4 hrs.	31	12.0	26	11.7	5	13.5	28	12.5	3	8.6
5 hrs.	25	9.7	21	9.5	4	10.8	21	9.4	4	11.4
6 hrs.	11	4.2	10	4.5	1	2.7	11	4.9		
8 hrs.	5	1.9	4	1.8	1	2.7	4	1.8	1	2.9
9 hrs.	1	0.4	1	0.5			1	0.4		
10 hrs.	10	3.9	10	4.5			9	4.0	1	2.9
12 hrs.	5	1.9	5	2.3			5	2.2		
15 hrs.	2	0.8	1	0.5	1	2.7	2	0.9		
Total	259	100.0	222	100.0	37	100.0	224	100.0	35	100.0

Table 4-15 Survey result based on number of hours visiting websites daily
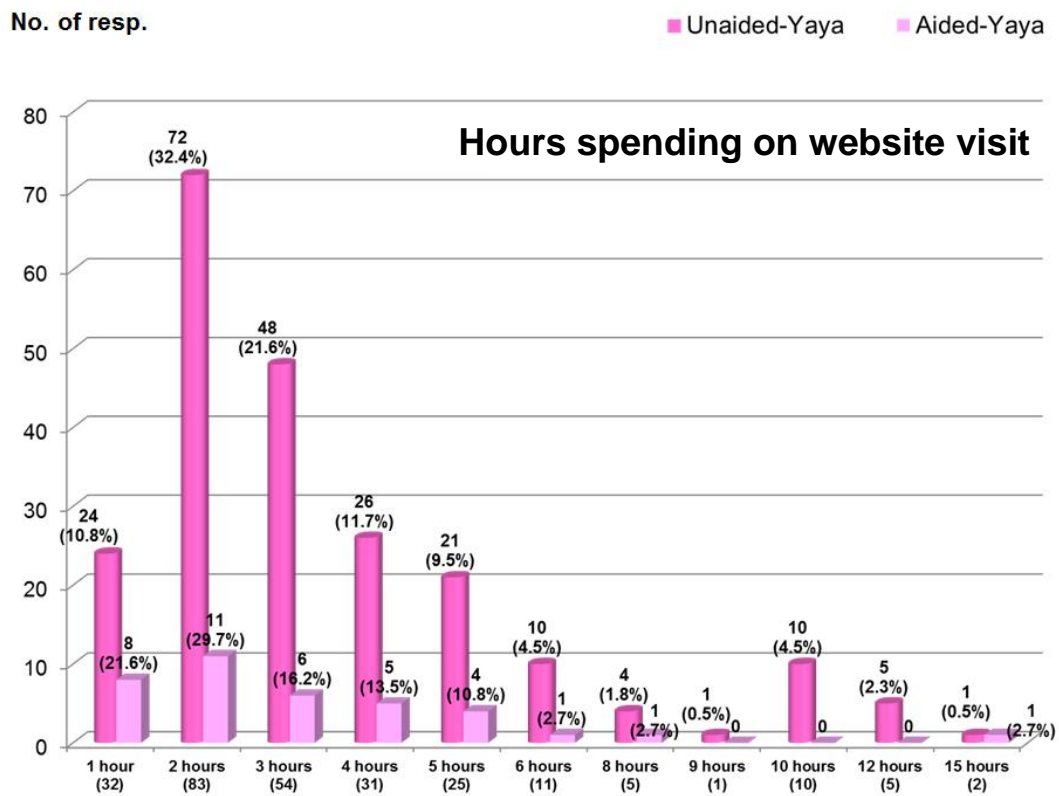
Figure 4-15-1 Bar chart of survey result based on number of daily hours spent on website visit of respondents who viewed TV commercials endorsed by Yaya.
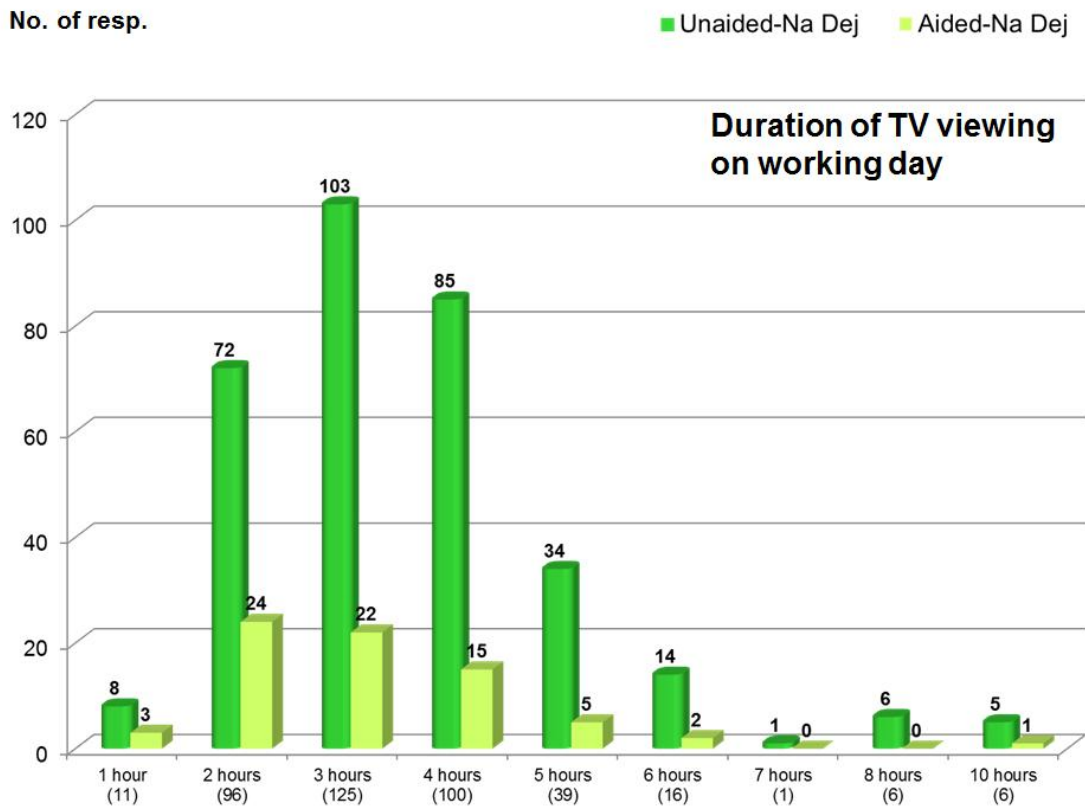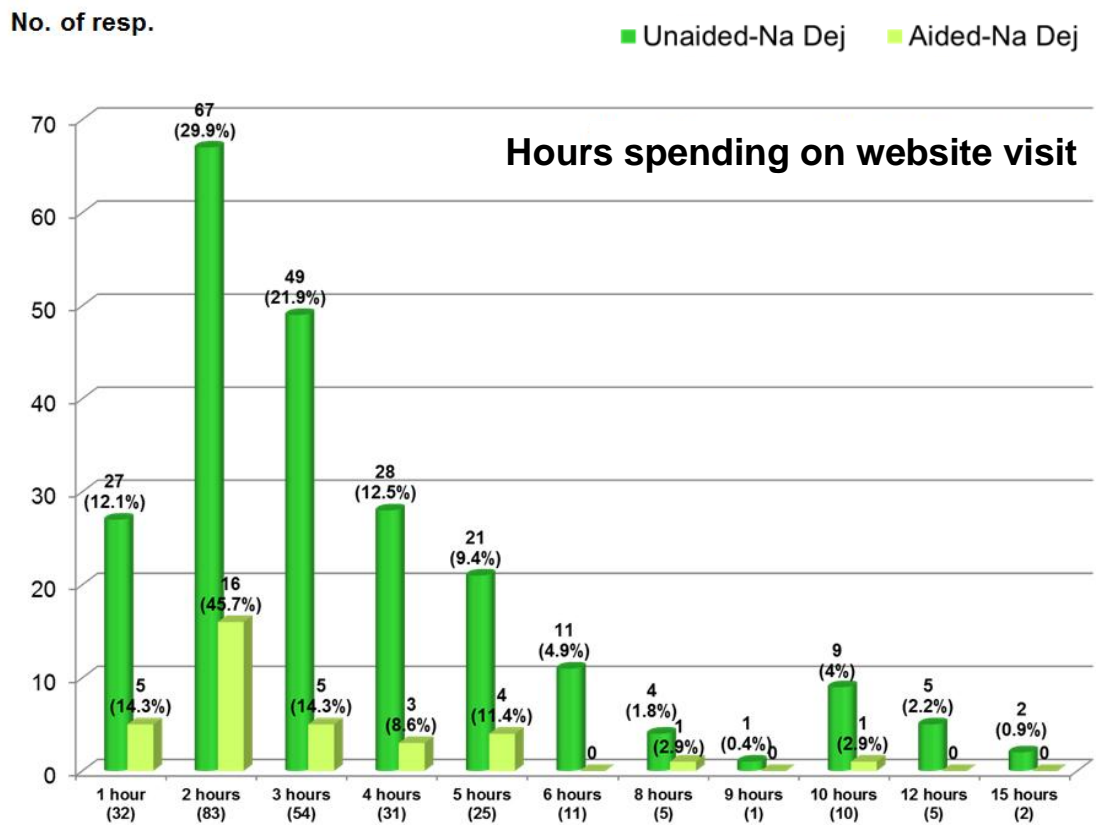
Figure 4-15-2 Bar chart of survey result based on number of daily hours spent on website visit of respondents who viewed TV commercials endorsed by Nadej.

Figure 4-15-1 and 4-15-2 are relevant to each other. People usually surfed the internet 2 hours daily. All groups had higher unaided TV ad recall no matter how short or long they surfed the internet daily.

Reason for Visiting Websites

2.5 Reason often visit websites for (can have more than 1 answer)	Total		Unaided-Yaya		aided-Yaya		Unaided-Na Dej		aided-Na Dej	
	Count	%	Count	%	Count	%	Count	%	Count	%
Entertainment	216	83.4	191	86.0	25	67.6	189	84.4	27	77.1
News update	138	53.3	114	51.4	24	64.9	117	52.2	21	60.0
Part of work	98	37.8	84	37.8	14	37.8	81	36.2	17	48.6
Search information	188	72.6	165	74.3	23	62.2	166	74.1	22	62.9
Total	259	100.0	222	100.0	37	100.0	224	100.0	35	100.0

Table 4-16 Survey result based on reasons for website visit.
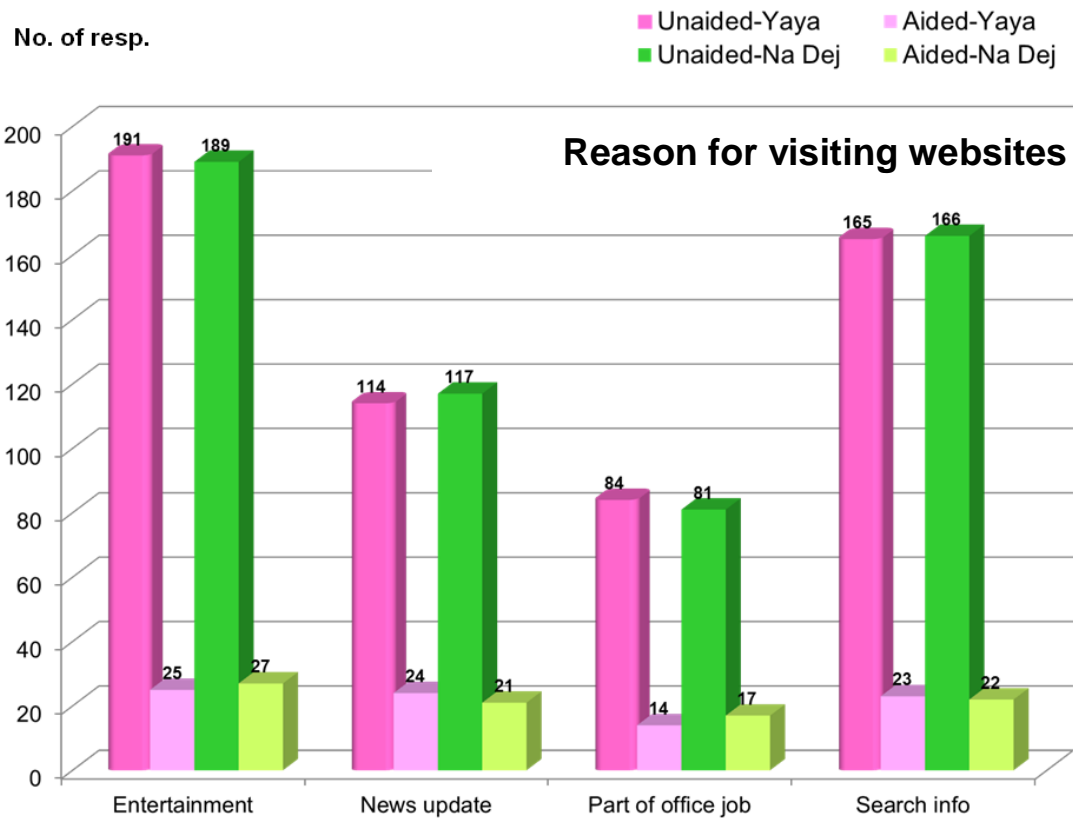
Figure 4-16 Bar chart of survey result based on reasons for website visit.

The above figure shows that interviewees' prime reason for surfing internet is for entertainment. This supports previous chart that internet usage is a powerful media channel to communicate story of super stars, advertising and product endorsed by super stars.

Newspaper reading

3.1 Newspaper read regularly	Total		Unaided-Yaya		aided-Yaya		Unaided-Na Dej		aided-Na Dej	
	Count	%	Count	%	Count	%	Count	%	Count	%
Thairath	191	73.7	152	74.1	39	72.2	153	73.2	38	76.0
Dailynews	52	20.1	44	21.5	8	14.8	45	21.5	7	14.0
khao sod	12	4.6	11	5.4	1	1.9	11	5.3	1	2.0
M2F	17	6.6	11	5.4	6	11.1	11	5.3	6	12.0
Other	14	5.4	9	4.5	5	9.1	10	5.0	4	8.0
Total	259	100.0	205	100.0	54	100.0	209	100.0	50	100.0

Table 4-17 Survey result based on newspaper read regularly.
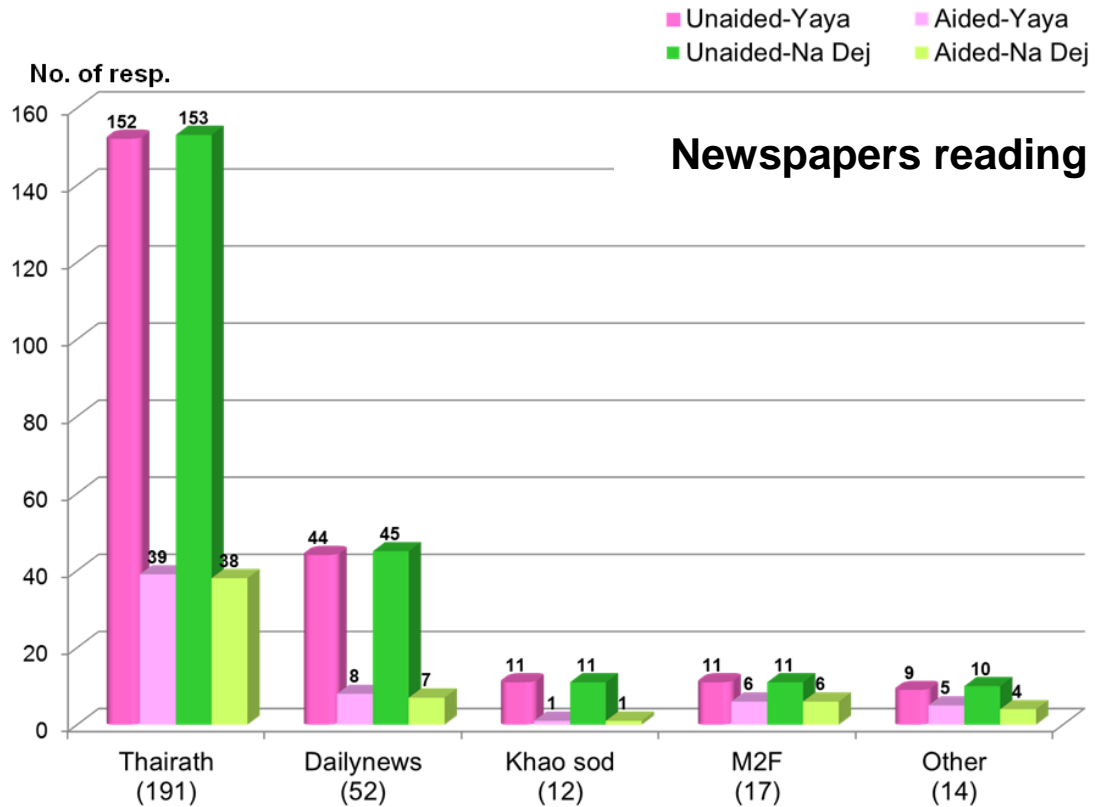
Figure 4-17 Bar chart of survey result based on newspaper read regularly.

According to figure 4-17, respondents who read any newspapers usually could recall Yaya and Na Dej TV commercials without any aided information. Thairath always has the highest readership and readers also had high unaided TV ad recall as shown.

Magazine Reading

3.2 Magazine read regularly	Total		Unaided-Yaya		aided-Yaya		Unaided-Na Dej		aided-Na Dej	
	Count	%	Count	%	Count	%	Count	%	Count	%
Star Magazine	74	66.7	70	72.2	4	28.6	67	70.5	7	43.8
Other Magazine	42	37.8	32	33.0	10	71.4	32	33.7	10	62.5
Total	111	100.0	97	100.0	14	100.0	95	100.0	16	100.0

Table 4-18 Survey result based on the type of magazine read regularly
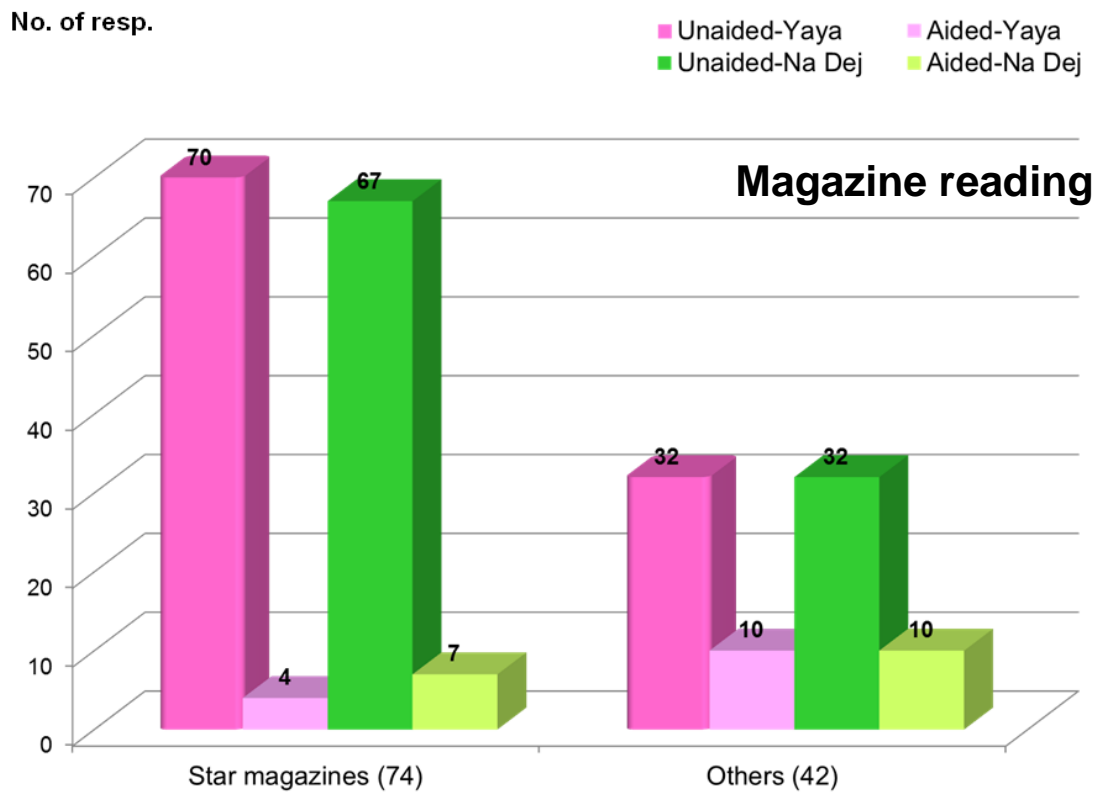
Figure 4-18 Bar chart of survey results based on magazine read regularly.

Figure 4-18 presents outstanding unaided TV ad recall from respondents who usually read updated news from entertainment magazines.

Radio Listening

3.3 Radio station listen regularly	Total		Unaided-Yaya		aided-Yaya		Unaided-Na Dej		aided-Na Dej	
	Count	%	Count	%	Count	%	Count	%	Count	%
FM 91.00	2	1.2	1	0.7	1	3.7	1	0.7	1	4.2
FM 93.50	7	4.2	7	5.0			6	4.2	1	4.2
FM 95.50 Virgin Hit	10	6.0	10	7.1			9	6.3	1	4.2
FM100 Jor sor 100 (traffic station)	2	1.2			2	7.4			2	8.3
FM 101.00 inn	3	1.8	1	0.7	2	7.4	1	0.7	2	8.3
FM 105.00	4	2.4	2	1.4	2	7.4	3	2.1	1	4.2
FM 105.50 Easy FM	8	4.8	8	5.7			8	5.6		
FM 106.50 Green Wave	17	10.2	12	8.6	5	18.5	11	7.7	6	25.0
FM 107.00	5	3.0	4	2.9	1	3.7	3	2.1	2	8.3
FM 88.00	1	0.6	1	0.7			1	0.7		
FM 88.50	4	2.4	3	2.1	1	3.7	3	2.1	1	4.2
FM 89.00 Chill FM	1	0.6	1	0.7			1	0.7		
FM 93.00 Cool FM	43	25.7	39	27.9	4	14.8	41	28.7	2	8.3
FM 94.00 E FM	5	3.0	5	3.6			5	3.5		
FM 94.75	1	0.6	1	0.7			1	0.7		
FM 95 Look tung mahanakorn(country song)	24	14.4	19	13.6	5	18.5	21	14.7	3	12.5
FM 95.25	3	1.8	1	0.7	2	7.4	2	1.4	1	4.2
FM 96 Ruam duay chuay kan	10	6.0	8	5.7	2	7.4	8	5.6	2	8.3
FM 97.50 Seed FM	10	6.0	9	6.4	1	3.7	10	7.0		
FM 98.50 Good FM	1	0.6	1	0.7			1	0.7		
FM 99 Muang Thai kam keng	4	2.4	4	2.9			4	2.8		
FM 99.50 The Radio	1	0.6	1	0.7			1	0.7		
FM 100.25 U FM	1	0.6	1	0.7			1	0.7		
FM 100.5 Satanee khao (news station)	1	0.6			1	3.7			1	4.2
FM 101.75	1	0.6	1	0.7			1	0.7		
FM 102.00	1	0.6	1	0.7			1	0.7		
FM 102.25	1	0.6	1	0.7			1	0.7		
FM 102.50 Get	3	1.8	3	2.1			3	2.1		
FM 103.00 Virgin Soft	1	0.6	1	0.7			1	0.7		
FM 103.52 FM One	11	6.6	11	7.9			11	7.7		
FM 104.50 Fat Radio	1	0.6	1	0.7			1	0.7		
FM 106.00 Latte 106 FM	3	1.8	2	1.4	1	3.7	3	2.1		
FM 107.50	1	0.6	1	0.7			1	0.7		
Total	167	100.0	140	100.0	27	100.0	143	100.0	24	100.0

Table 4-19 Survey result based on radio station listened to regularly.

On table 4-19 indicates quite scattered results. Although radio does not show visuals of Yaya, Na Dej or any other super stars, and there is no specific star radio program in the Thai market, unaided TV ad recall is still high among respondents who are radio listeners. This may reflect the influence of other types of media.

Like or dislike of Yaya and Na Dej

5. Like Yaya/ Like Na-dej or not	Total		Unaided-Yaya		aided-Yaya		Unaided-Na Dej		aided-Na Dej	
	Count	%	Count	%	Count	%	Count	%	Count	%
Like Yaya	92	23.0	78	24.0	14	18.7	76	23.2	16	22.2
Like Na-dej	66	16.5	55	16.9	11	14.7	50	15.2	16	22.2
Like both Yaya and Na-dej	216	54.0	171	52.6	45	60.0	179	54.6	37	51.4
Dislike Yaya and Na-dej	26	6.5	21	6.5	5	6.7	23	7.0	3	4.2
Total	400	100.0	325	100.0	75	100.0	328	100.0	72	100.0

Table 4-20 Survey result based on whether they like Yaya and Na Dej.
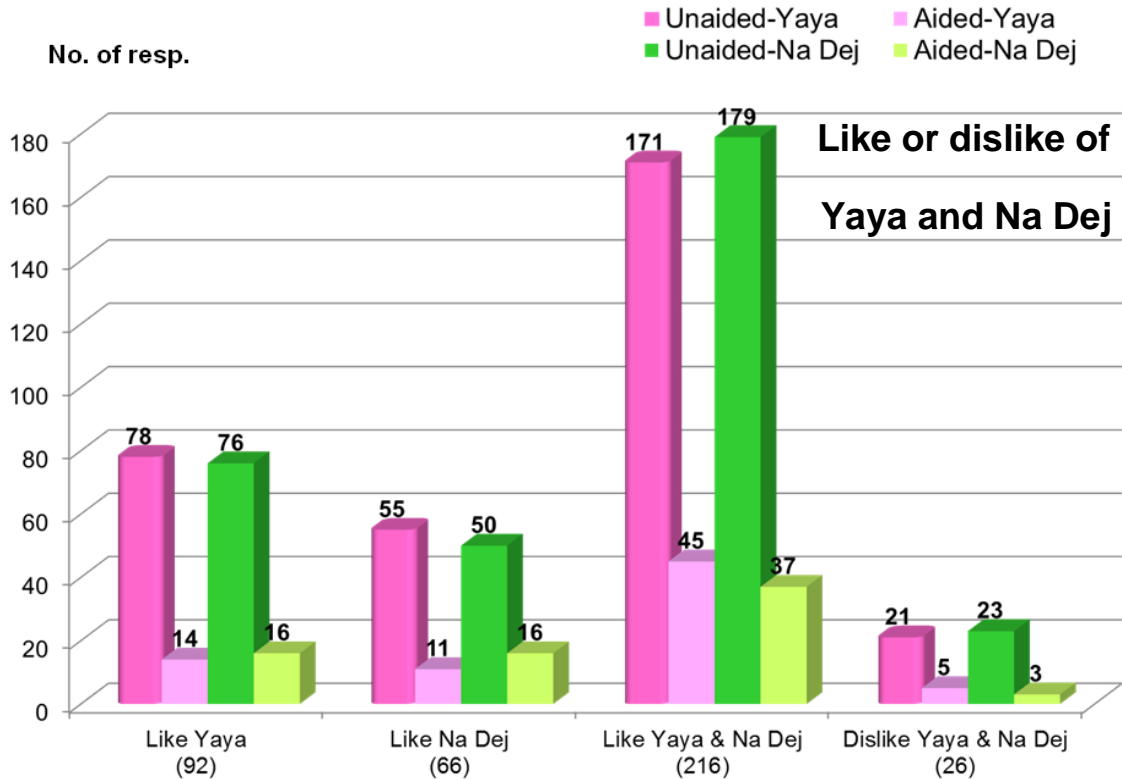
Figure 4-20 Bar chart of survey result based on whether respondents like or dislike Yaya and Na Dej.

Respondents were asked whether they like or dislike Yaya and Na Dej. This indeed influenced overall survey results. As shown on figure 4-20, respondents generally liked both super stars. The graph of 'like both Yaya and Na Dej' is quite high. And this may be because people hope these 2 super stars will be together in reality.

3. Yaya and Na Dej TVC Endorsement

The third part of the questionnaire comprises 3 main questions: firstly, whether each respondent could recall TV commercials endorsed by Yaya and Na Dej who are multiple brand endorsers; secondly, what factors drove them to recall the ads; and lastly, whether they were convinced and willing to buy the product endorsed by Yaya and Na Dej.

TVC or Brand Recall

Recall brand		Yaya		Na Dej	
		Count	%	Count	%
Recall 1 brand	Self mention (unaided recall)	305	76.3	300	75.0
	Hinted product category (aided recall)	75	18.8	85	21.3
	Hinted product name (aided recall)	20	5.0	15	3.8
	Total	400	100.0	400	100.0
Recall 2 brand	Self mention (unaided recall)	180	65.0	176	69.0
	Hinted product category (aided recall)	87	31.4	73	28.6
	Hinted product name (aided recall)	10	3.6	6	2.4
	Total	277	100.0	255	100.0
Recall 3 brand	Self mention (unaided recall)	95	69.3	77	65.8
	Hinted product category (aided recall)	35	25.5	36	30.8
	Hinted product name (aided recall)	7	5.1	4	3.4
	Total	137	100.0	117	100.0
Recall 4 brand	Self mention (unaided recall)	29	55.8	18	46.2
	Hinted product category (aided recall)	18	34.6	20	51.3
	Hinted product name (aided recall)	5	9.6	1	2.6
	Total	52	100.0	39	100.0
Recall 5 brand	Self mention (unaided recall)	7	30.4	8	47.1
	Hinted product category (aided recall)	14	60.9	8	47.1
	Hinted product name (aided recall)	2	8.7	1	5.9
	Total	23	100.0	17	100.0
Recall right or wrong product name or category	Right	841	94.6	757	91.4
	Wrong	48	5.4	71	8.6
	Total	889	100.0	828	100.0
Recall right or wrong (excl. can't recall product name any more)	Right	841	95.7	757	92.3
	Wrong	38	4.3	63	7.7
Total		879	100.0	820	100.0

Table 4-21 Survey result based on TVC or brand recall.

No. of resp.
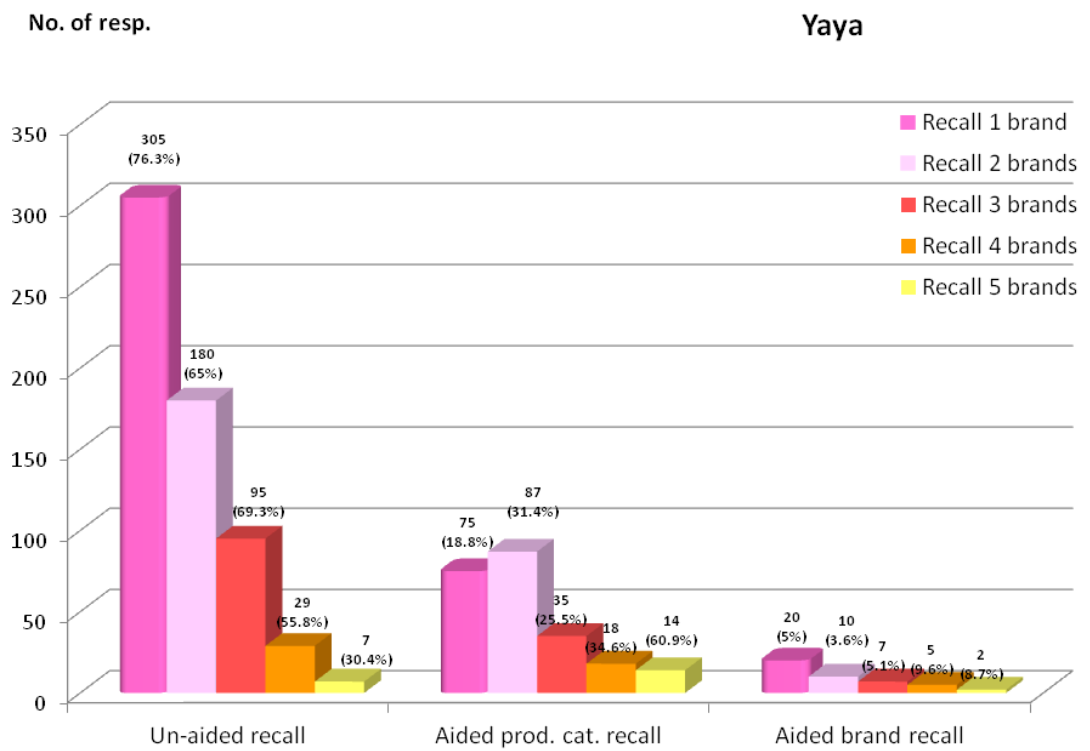
Yaya

Figure 4-21-1 Bar chart of survey result based on brands or TVC recall endorsed by Yaya.
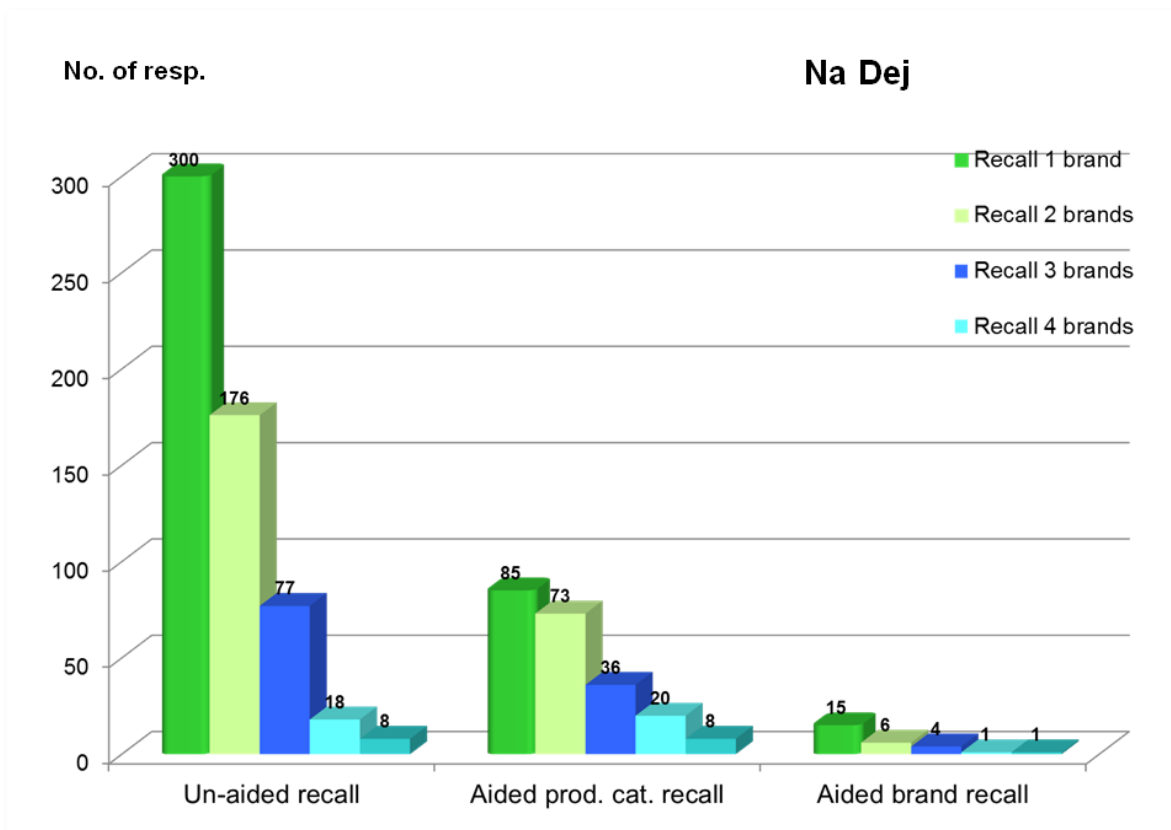
Figure 4-21-2 Bar chart of survey result based on brands or TVC recall endorsed by Na Dej.

Figure 4-21-1 and 4-21-2 are the mainstream results of this survey. Both figures indicate that most of the interviewees could mention only one brand from TV commercials endorsed by Yaya and Na Dej without hints. The memory gradually decreases from 1 to 5 brands when less people can remember more brands. One interesting point is that the number of respondents who remember TV commercials by being aided— either by product category or byproduct information—should be increased. However, as shown on these 2 figures, the number of aided ad recall groups is still very small. That means respondents had been given more clues, but they still cannot recall the TV commercials.

Correct / incorrect Recall

Recall correct / incorrect product name or category	Yaya		Na Dej	
	Count	%	Count	%
Correct	841	94.6	757	91.4
Incorrect	48	5.4	71	8.6
Total	889	100.0	828	100.0

Table 4-22 Survey result based on respondents correctly recall of brands or TV commercials.

Figure 4-22 Bar chart of survey result based on respondents correct recall of brands or TV commercials.

When respondents were asked to name brands or TVC endorsed by Yaya and Na Dej, they could correctly mention brands at a very high rate (95.7% and 92.3% respectively). This holds true for all 3 groups (unaided, aid by hinting product category, or aid by hinting product name).

User and Non-user on Brand and TVC Recall

Yaya		Total		Self mention (unaided)		Hinted prod. cat. (aided)		Hinted prod. name (aided)	
		Count	%	Count	%	Count	%	Count	%
2.1 Do or did you use these products?	Currently use and used to use	657	73.9	469	76.1	157	68.6	31	70.5
	Never used	232	26.1	147	23.9	72	31.4	13	29.5
	Total	889	100.0	616	100.0	229	100.0	44	100.0

Table 4-23-1 Survey result based on brand or TVC recall of users and non-users of products endorsed by Yaya.

Na Dej		Total		Self mention		Hinted prod. cat.		Hinted prod. name	
		Count	%	Count	%	Count	%	Count	%
2.1 Do or did you use these products?	Currently use and used to use	543	65.6	394	68.0	132	59.5	17	63.0
	Never used	285	34.4	185	32.0	90	40.5	10	37.0
	Total	828	100.0	579	100.0	222	100.0	27	100.0

Table 4-23-2 Survey result based on brand or TVC recall of users and non-users of products endorsed by Na Dej.
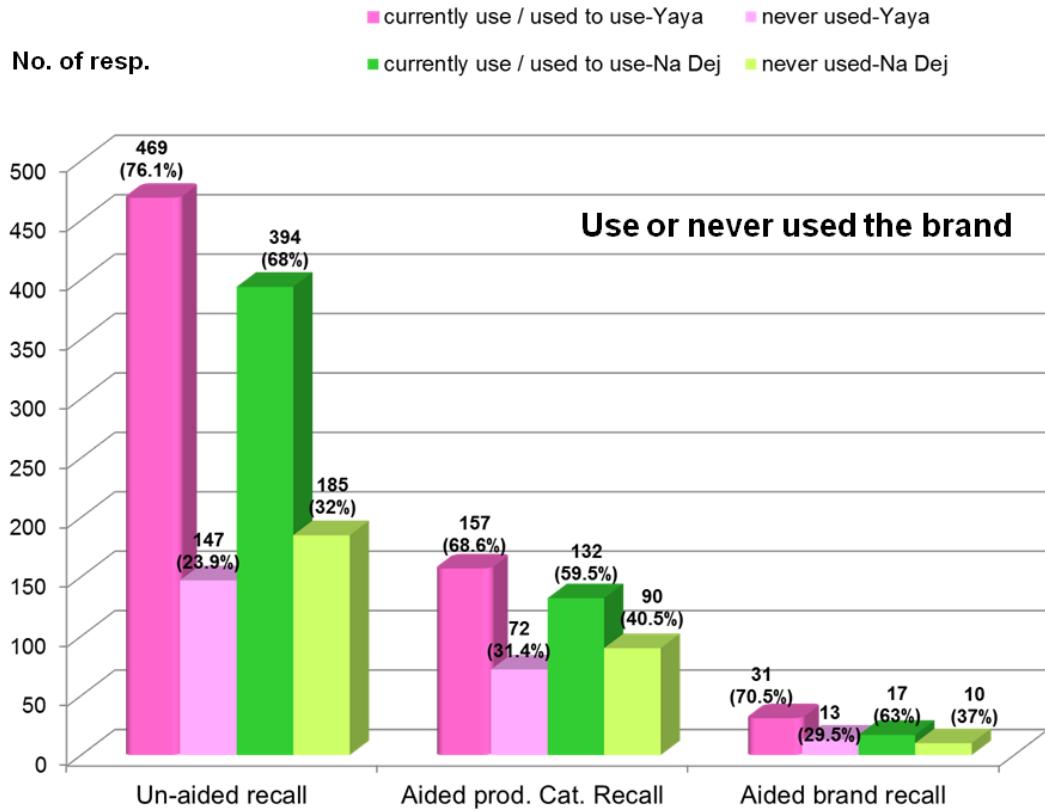
Figure 4-23-1 Bar chart of survey result on the use of product and TVC recall.

According to figure 4-23-1, it clearly indicates that for product users—either currently use or used to use—have better brand and TVC recall.

Convincing Power of Endorsers

	Yaya	**Total**	
		Count	%
2.2 How much this commercial make you want to buy the product	Very much + average	555	62.4
	Don't want to buy/not applied to the TVC	334	37.6
	Total	889	100.0

Table 4-24-1 Survey result based on whether TVC endorsed by Yaya could convince respondents to buy product.

	Na Dej	**Total**	
		Count	%
2.2 How much this commercial make you want to buy the product	Very much + average	555	65.5
	Don't want to buy/not applied to the TVC	334	34.5
	Total	828	100.0

Table 4-24-2 Survey result based on whether TVC endorsed by Na Dej could convince respondents to buy product.

No. of resp.

■ Yaya   ■ Na Dej
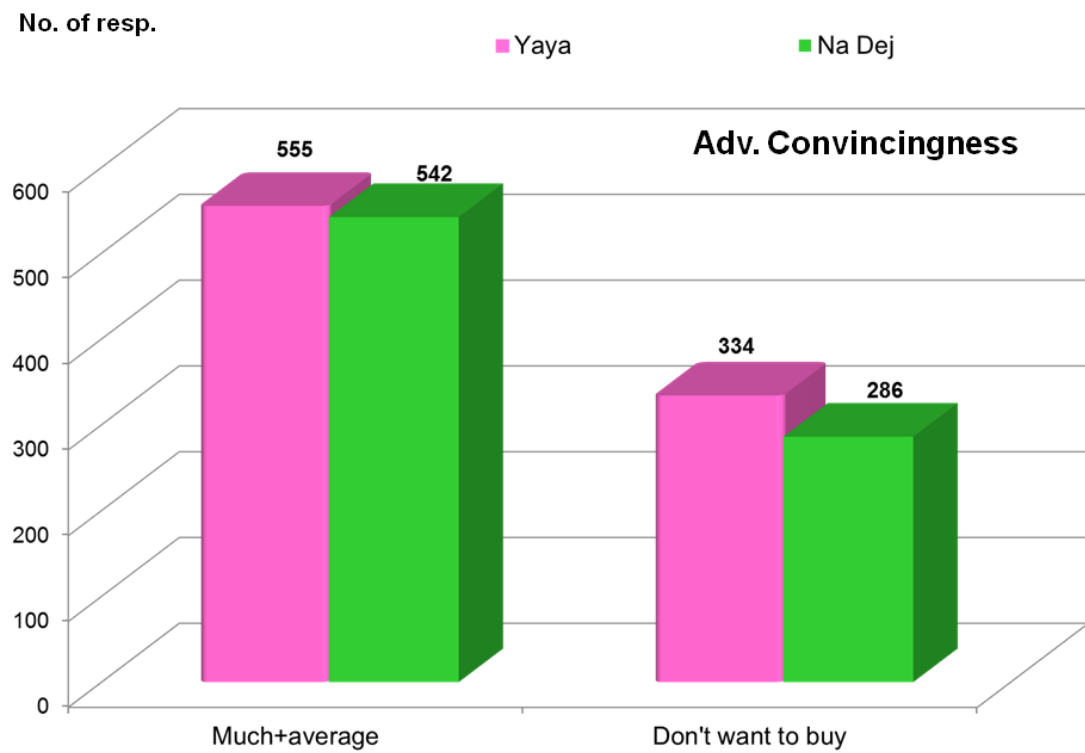
Figure 4-24-1 Bar chart of survey result based on whether TVC endorsed by Yaya and Na Dej could convince respondents to buy product.

Above figure 4-24-1 shows that endorsers Yaya and Na Dej could convince respondents to buy the endorsed brands almost 2 times higher than the group who do not think that endorsers could convince them to buy the products.

Factors Promoting TV ad recall

	Yaya	Total	
		Count	%
2.3 Why do you remember this commercial? (can have more than 1 answer)	Creativity in this TVC	133	15.0
	Humor in this TVC	16	1.8
	Twist in this TVC	7	0.8
	Media frequency of this TVC	582	65.5
	This TVC uses Yaya	444	49.9
	Yaya's character is the same as product/TVC	365	41.1
	Yaya's appearance is the same as product	188	21.1
	Yaya has the same background as story in TVC	12	1.3
	Yaya looks like an expert in the product in TVC	20	2.2
	Yaya is in the same target group of the TVC	217	24.4
	This TVC also uses Na-dej	3	0.3
	Total	889	100.0

Table 4-25-1 Survey result based on factors promoting TVC recall endorsed by Yaya.

	Na Dej	Total	
		Count	%
2.3 Why do you remember this commercial? (can have more than 1 answer)	Creativity in this TVC	175	21.1
	Humor in this TVC	21	2.5
	Twist in this TVC	16	1.9
	Media frequency of this TVC	521	62.9
	This TVC uses Na-Dej	430	51.9
	Na-dej's character is the same as product/TVC	332	40.1
	Na-dej's appearance is the same as product	205	24.8
	Na-dej has the same background as story in TVC	19	2.3
	Na-dej looks like an expert in the product in TVC	26	3.1
	Na-dej is in the same target group of the TVC	197	23.8
	This TVC also uses Yaya	5	0.6
	This TVC also uses Um Patcharapa	7	0.8
	Total	828	100.0

Table 4-25-2

Survey result based on factors promoting TVC recall endorsed by Na Dej.
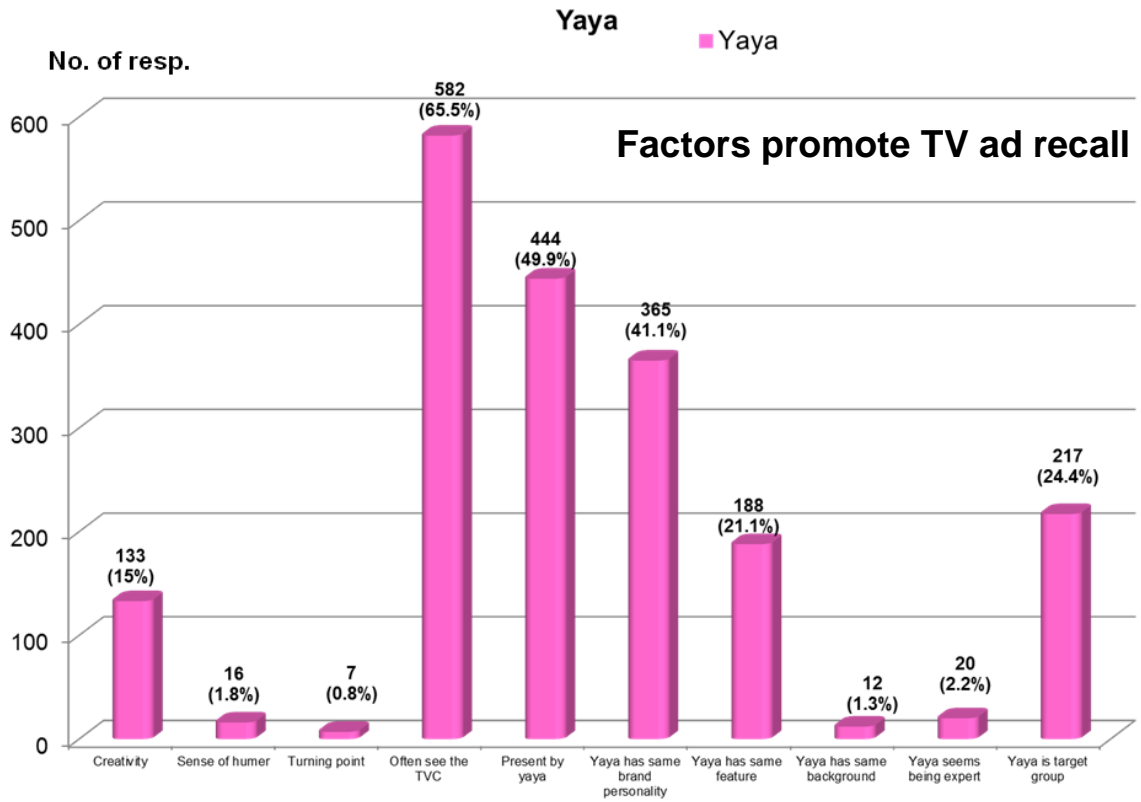
Figure 4-25-1 Bar chart of survey result based on factors promoting TVC recall endorsed by Yaya.

No. of resp.

Na Dej ■ Na Dej

Factors promote TV ad recall
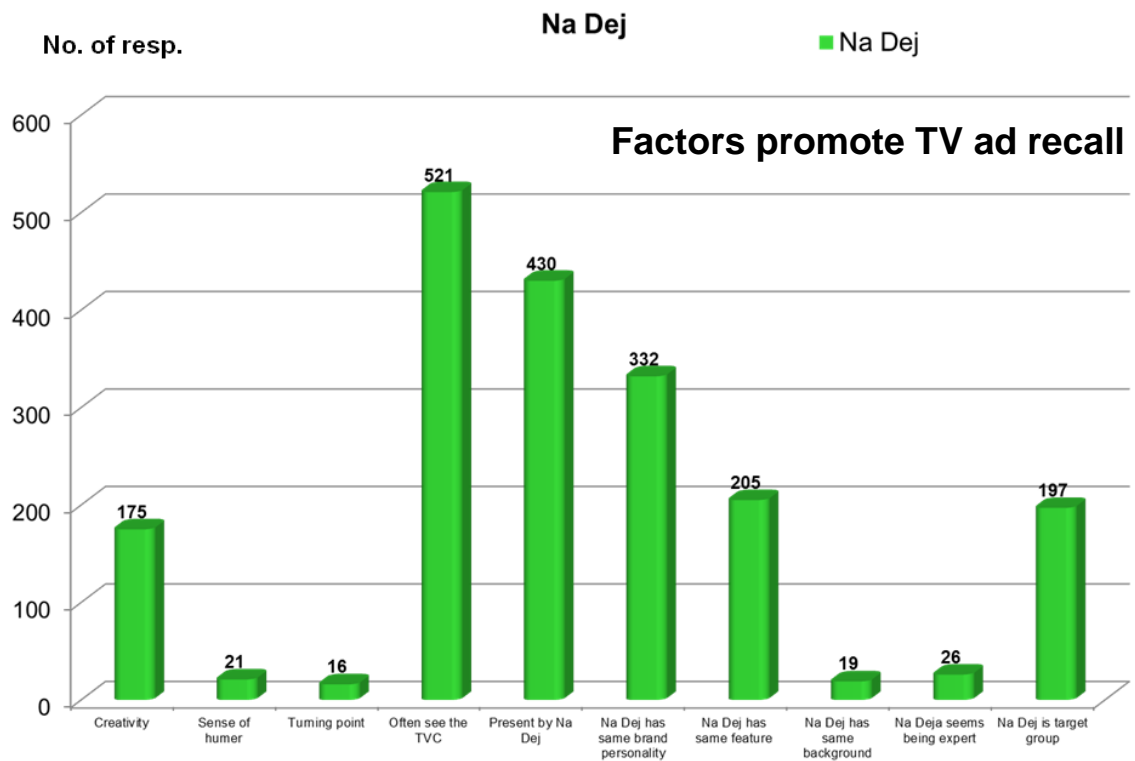
Figure 4-25-2 Bar chart of survey result based on factors promoting TVC recall endorsed by Na Dej.

Another result that is very important for this study is shown on figure 4-25-1 and 4-25-2. The most influential factors that make respondents recall the ad better are media weight, the endorsers themselves (Yaya and Na Dej), and the endorser's personality relevant to the endorsed brand personality, respectively.

TVC Detail Recall

	Yaya	Total	
		Count	%
2.4 Do you remember details in the TVC? (can have more than 1 answer)	Remember	872	98.1
	Can't remember	17	1.9
	Total	889	100.0

Table 4-26-1 Survey result based on TVC detail recall endorsed by Yaya.

	Na Dej	Total	
		Count	%
2.4 Do you remember details in the TVC? (can have more than 1 answer)	Remember	810	97.8
	Can't remember	18	2.2
	Total	828	100.0

Table 4-26-2 Survey result based on TVC detail recall endorsed by Na Dej.
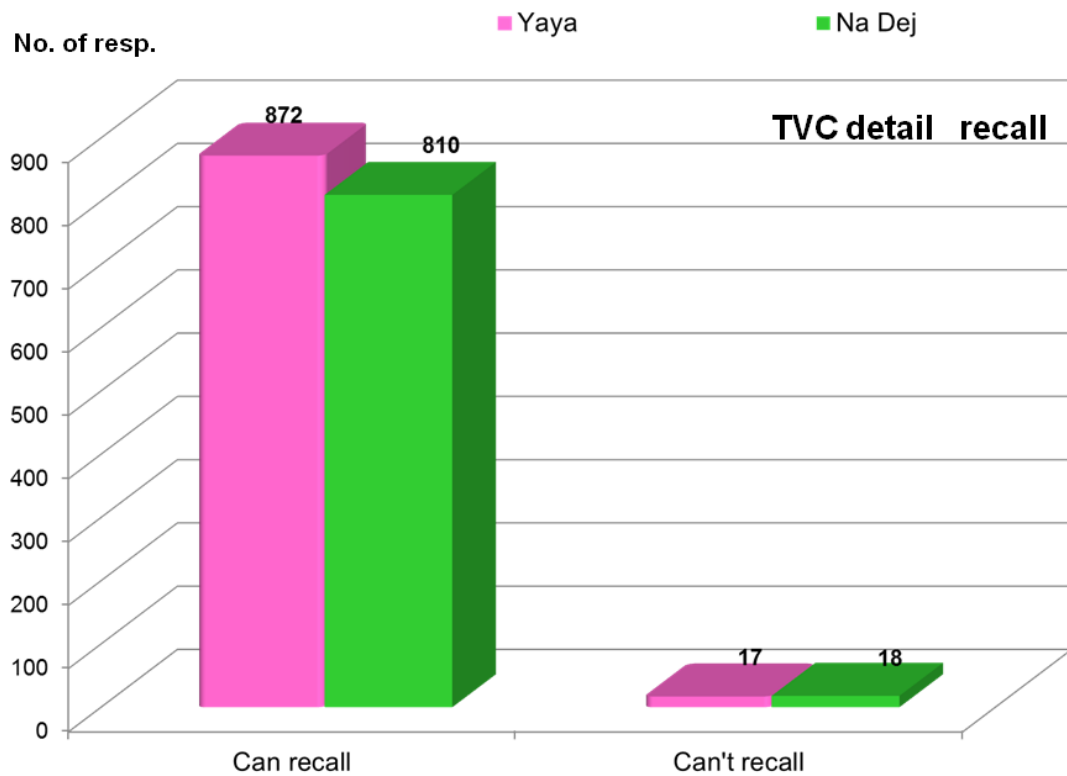
Figure 4-26 Bar chart of survey result based on whether the respondents could or could not recall details in the TVC.

Interviewees could recall not only the brand but details on TVC as well such as properties, pet, costume, place, location decoration etc. as shown on chart 45.

Multiple-Brand Endorser vs. Brand Credibility

	Yaya	Total	
		Count	%
2.5 Do you think Yaya influence the TVC more credible ?	More	627	70.5
	No	262	29.5
	Total	889	100.0

Table 4-27-1 Survey result based on credibility of brands endorsed by Yaya.

	Na Dej	Total	
		Count	%
2.5 Do you think Na Dej influence the TVC more credible ?	More	599	72.3
	No	229	27.7
	Total	828	100.0

Table 4-27-2 Survey result based on credibility of brands endorsed by Na Dej.
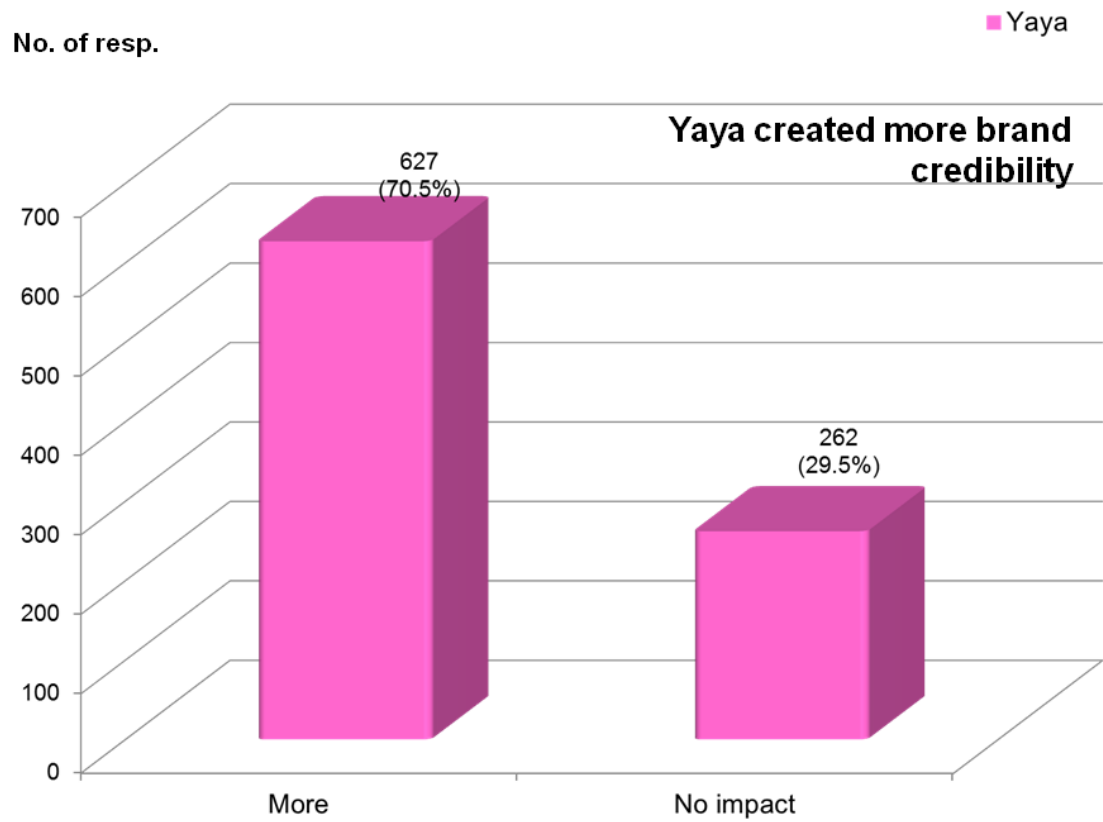
Figure 4-27-1 Bar chart of survey result based on credibility of brands endorsed by Yaya.

No. of resp.
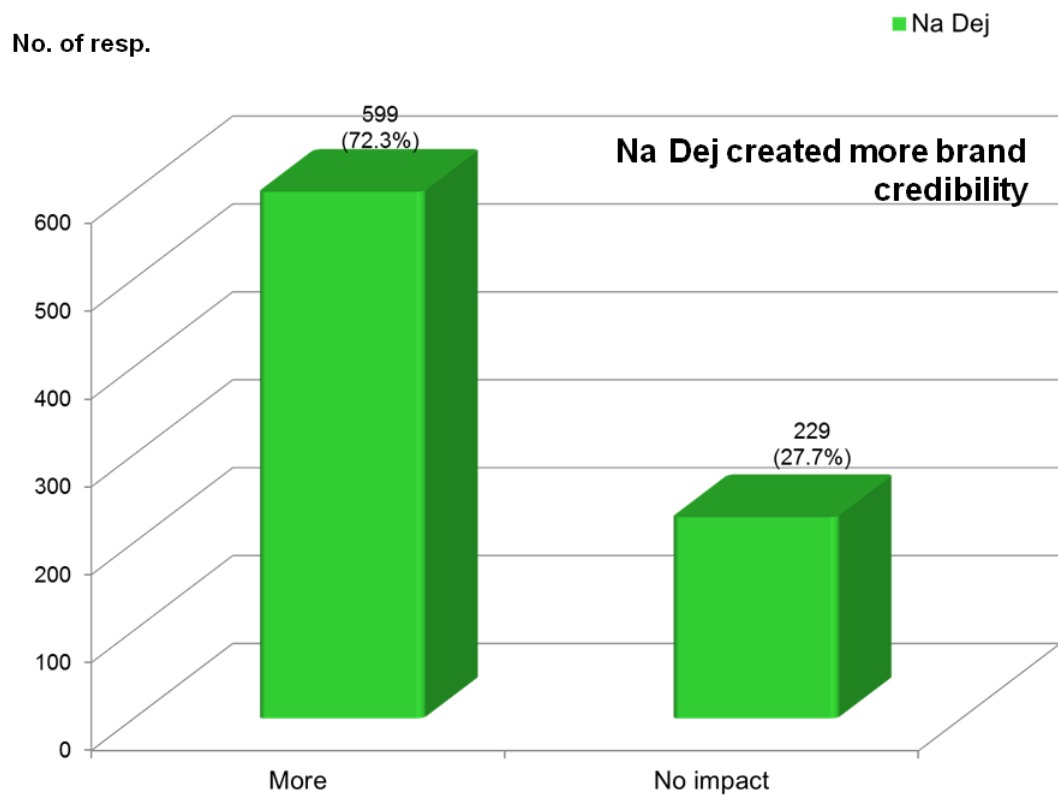
■ Na Dej

Figure 4-27-2 Bar chart of survey result based on credibility of brands endorsed by Na Dej.

Figures 4-27-1 and 4-27-2 show that respondents believe that both Yaya and Na Dej could create credibility to the endorsed brands.

4. Summarized Question

In the last part of the study, the researcher investigates whether respondents think that using super star endorsements is the better strategy, or do they prefer using other methods rather than using super star endorsements.

Alternatives other than using super star endorser.

12. What should be used instead of super star endorsement?	Total	
	Count	%
Present with creativity	265	66.3
Present with humor	160	40.0
Present with other things in the sceene	267	66.8
Present with cartoon/animation	3	0.8
Present with product talk	1	0.3
Total	400	100.0

Table 4-28 Survey result based on what respondents prefer rather than using super star endorsement.
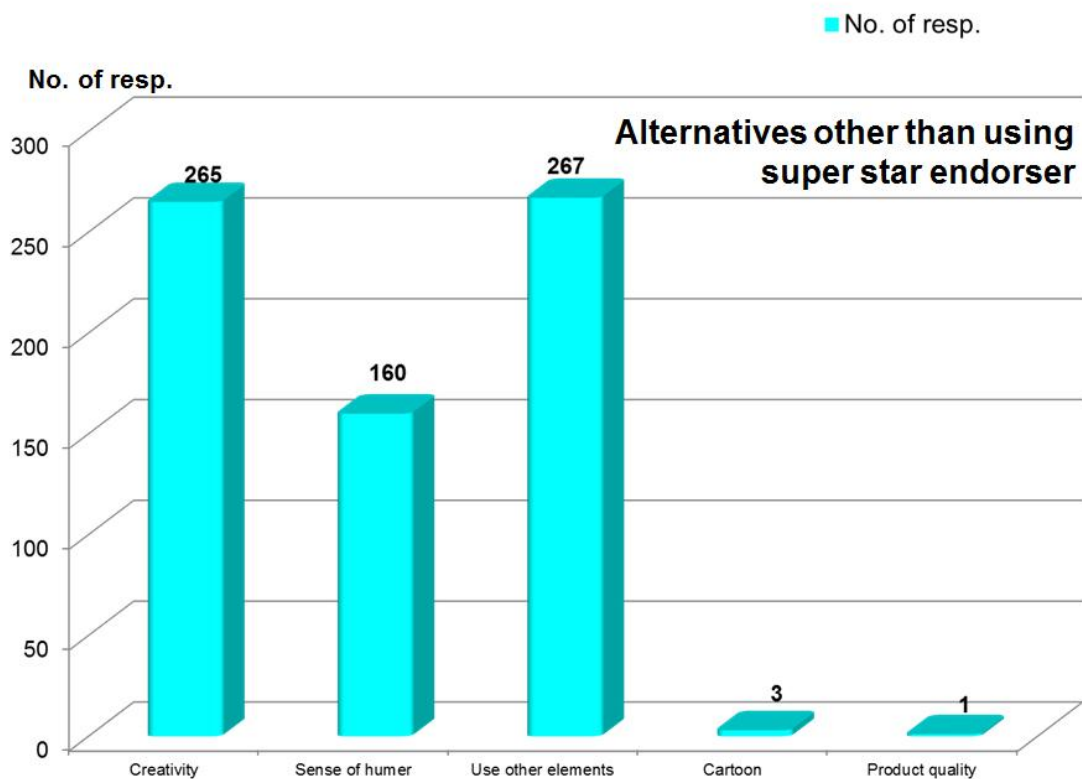
Figure 4-28 Bar chart of survey result based on what respondents prefer rather than using super star endorsement.

Respondents were asked if TV commercials do not use super star endorsement, what should be used instead? Most of them refer to other outstanding elements and creativity as shown on figure 4-28.

What were Other Elements Instead of Super Star Endorsement?

What should present with other things in the scene?	Total	
	Count	%
Cute pet	43	16.1
Beautiful location	147	55.1
Props in the scenes	46	17.2
Acting of super star/ actor/ actress	34	12.7
Catchword	157	58.8
Total	267	100.0

Table 4-29. Other elements that respondents prefer if not super star endorsement.
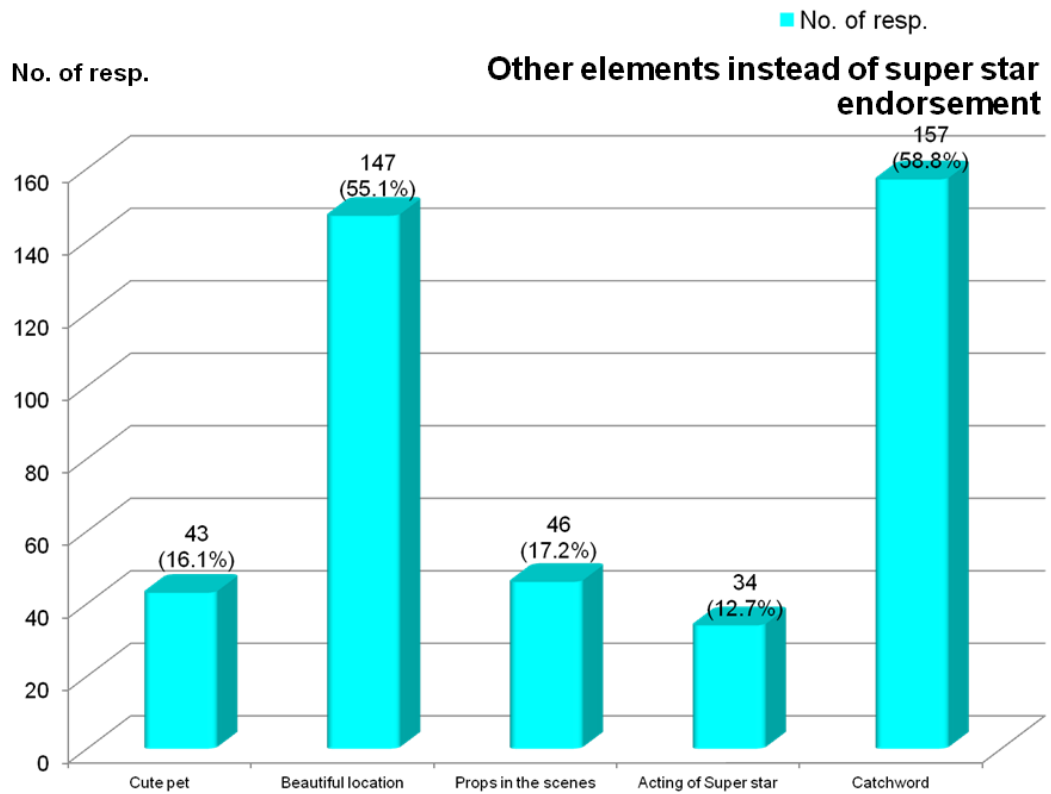
Figure 4-29.

Bar chart of survey result based on other elements that respondents prefer if not super star endorsement.

When asked about outstanding elements to be used instead of super star endorsement, most respondents prefer using catchwords and beautiful locations as shown on figure 4-29.

Super Star Endorsement vs. Other Executions (other elements)

13. Which do you prefer using for presenting the TVC?	Total	
Super star endorser or others?	Count	%
1. Use super star endorsement	217	54.3
2. Use others (answer from no.12)	183	45.8
Total	400	100.0

Table 4-30 Survey result based on super star endorsement vs. other executions.
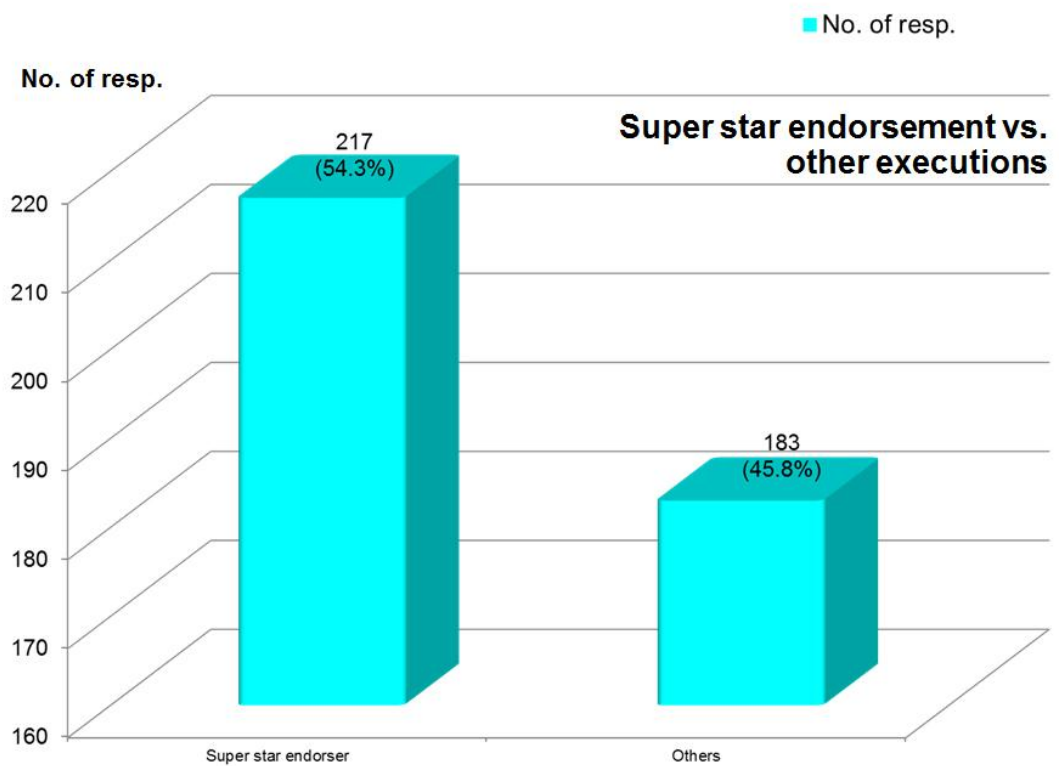
Figure 4-30 Bar chart of survey result based on super star endorsement vs. other executions.

When respondents were asked which one do they prefer between super star endorser and other executions, they tend to select super star more than other executions, as shown on figure 4-30.

Reason Why Respondents Select Super Star Endorsement

14. Reasons why prefer using super star endorsement	Total	
	Count	%
Food fo the eyes (beautiful/handsome)	147	67.7
Ideals for fahsion & trend	90	41.5
Easy to recall the product	4	1.8
Total	217	100.0

Table 4-31 Survey result based on reasons why respondents prefer super star endorsement over other executions.
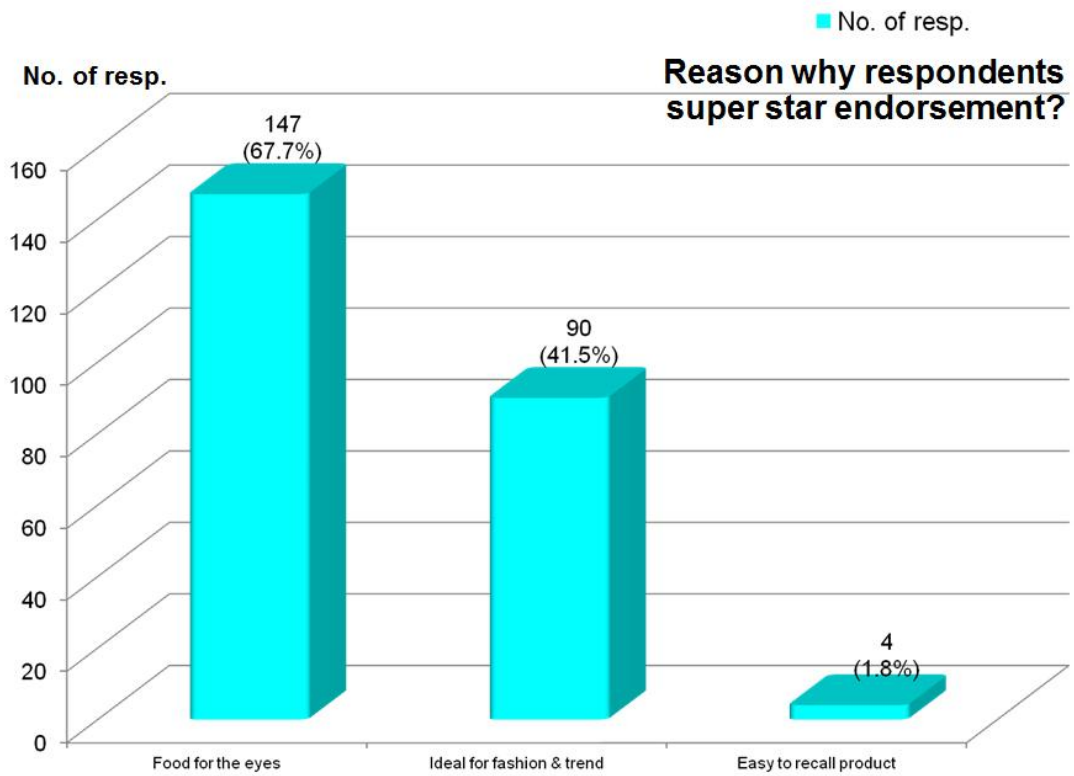
Figure 4-31. Bar chart of survey result based on reasons why respondents prefer super star endorsement over other executions.

Respondents' reasons for super star preference are: firstly, they are good looking as food for eyes; secondly, they are ideal as fashion & trends setters; and finally, super stars can help them in recalling product easier, as shown on figure 4-31.

CHAPTER V

CONCLUSIONS

This research is the study of how an audience can recall and be convinced to buy products endorsed by multiple brand endorsers. The objectives can be classified as follows

- To study TV commercial recall of multiple brands super star endorsements among the product users and non-users.

- To study product credibility influenced by multiple brand super star endorsers among product users and non-users.

- To study consumers' intentions to buy the products influenced by multiple brand super star endorsers by comparing product users and non-users.

- To study whether multiple brand endorsers with the same attributes or connection to the endorsed brand increases credibility for product and TV commercial recall or not.

There are 4 theories to support this study which are

5. Aristotle's Model of Persuasion

6. Von Restorff Effect Model

7. Taylor & Fiske's Focus-of-attention bias Model

8. Recency Effect Theory

This survey used a quantitative method with 400 respondents and was conducted in Bangkok and the main provinces nearby Bangkok.

The survey results answered the study objectives as follows;

Most respondents could recall TVC ads endorsed by Yaya and Na Dej, who both are multiple brand super star endorsers. They could recall at least 1 TVCs up to 5 TVCs, especially the recent ads. This is relevant to Recency effect theory, which is the tendency to remember the last or most recent thing. Moreover, from this study, between 92-96% of the respondents could recall the right products or brands and only a very small number of respondents recalled wrong products or brands.

Respondents with more free time watching television such as groups of housekeepers, singles, divorcees, school and university students, including those who had long hours viewing television, all had higher unaided ad recall without hints at information. Interviewees aged 15-39 years old who could consume more media such as TV, internet, newspaper and magazine, or who viewed channel 3 and 7 as well as after 8 a.m. morning television programs which had more Yaya and Na Dej commercials had high unaided TV ad recall. This relates to Taylor & Fiske study, (1978) which states that people tend to be more influenced by the speaker they face more often on the content of the conversation and also had a greater causal impact.

One interesting observation: people received and could recall star news—either gossip news, star endorsers, endorsed product or advertising—from facebook more than any websites. This media channel becomes more and more powerful and very benefit to all marketers including limited budget business owner.

From this study, people who currently used the products or used to use the products could recall the products' TVC better than the group who did not use the products. Von Restorff Effect, which says "we remember things that stand out," indicates the products we currently use or used to use are also isolated or outstanding in our minds; therefore, we can better recall the products and their TVC.

Respondents who were fans of Yaya and Na Dej could recall the ad better; they had been convinced by Yaya and Na Dej on TVC and believed what the endorsers said about the product. They also trusted the brand or the brand credibility almost 3 times more than the group who were not Yaya and Na Dej's fans. They also had twice the intention to buy the products than non-fans. Based on the concept of Ethos, Aristotle wrote that an audience would be more persuaded by someone whom they trust. That belief makes them feel the message being told to them is true.

Super stars with the same or close personality or background or experience to the products or the audience, could be more convincing and invoke higher trust to the product or the brand. Aristotle also broadened the Ethos concept in that we would be easier persuaded by someone who is similar to us, whether by their true characteristics or personal qualifications such as age, gender, family background, social status, and career or the appearances or personality they adapt. For example youthful dress, youthful language and manners match the audience. The sample group had been convinced and had more trustworthiness as well as acceptance to the products endorsed by Yaya and Na Dej.

In conclusion, multiple brand super star endorsement efficiently creates brand communication success; super stars are able to create convincingness and credibility toward the brand among their fans or majority of consumers. The most important point is that audience prefers to use super star endorsement much more than other executions since super stars are more attractive as food for the eyes. Heavy media weight, therefore, is significant to overcome multiple brand confusion. The right time of media exposure just prior the time of consumers' making decisions to buy the product are needed to promote product recall for maximum sales results.

One remarkable result should be noted; in case of brands who have limited a budget to attract consumers by super stars, respondents from this survey stated they would prefer the TVC to include catchword, beautiful location, creativity or sense of humor instead.

Survey Limitation

The survey had been done under trying conditions, we encountered several obstacles: nevertheless, all issues were resolved. We controlled the size of each age and gender group for the final analysis comparison. This made the tracking field work harder to manage, because it was not conducted in the controlled room and also searching interviewees to meet the fixed quota of each group was difficult as well. Meanwhile, due to this rigid quota, other respondents' qualifications—educational level, income rate, occupation and marital status—were neglected and fluctuated on size of sample and finally the sizes on these qualification groups were too small to examine. The suggested solution was that the study should be conducted with the bigger sample scope in the future.

Some people really had no interest on TV stars; they had no idea or had spent a bit longer time to think about the products and the endorsed TVCs. However, this group was in the minority.

As it was Master's Degree program's project with very limited budget, it was more difficult to manage this broad mass communication topic. The survey proceeded as best as it could be with the available budget.

Discussion

It was remarkable that most respondents could have mentioned recall TV ad endorsed by both Yaya and Na Dej since they were fanatic admirer of the super stars. They also took TV ad endorsed by super stars as a kind of free entertainment, which is easy to access via television media in all household units.

However, they mostly were able to recall 1 brand or 1 TVC, and generally those TV commercials that were aired currently or recently. This would be an important media planning strategy to publicize TVC at the right time exposure just prior the time of consumers' making decisions to buy products or promote events.

Heavy media is also another significant strategy to overcome multiple brand super star endorsement. People that have seen the ads frequently will easily promote ad recall.

Finally, it depends on marketers' consideration whether to go for multiple brand endorser strategy and spend huge media budget, or to use other low cost executions to build the brand and sales.

Recommendations

This study should proceed further with higher number of respondents of quantitative study in the future. This would yield more precise survey results. Each group of each topic studied should be big enough with the same sample size to achieve substantial results.

Another recommendation is that by showing real mock up commercials on what execution should be used instead of super star endorsements, interviewees might be able to share more information that they might not yet know or think until they see the real TVC.

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APPENDIX

Questionnaire

Introduction : Inform respondents on survey purpose is a part of Master degree thesis.

S1. **(**Show Card**)** This questionaire is for persons with specific occupations, please answer that you, persons in your family or close friends working in following occupational fields or not?

Marketing Research Agency	1	Stop the Questionaire
News Agency (Example; TV, Newspapers)	2	
Advertising Agency	3	
Public Relation Agency	4	
Media Agency	5	
Refuse to answer	6	
None of the above	7	Continue the Questionaire

The following questions are about you, which can be useful for Statistic Analysis

P1.   Gender (No need to ask - Quota 200:200)

    1. Male   2. Female

P2.   Age (Quota 1=70, 2=70, 3=70, 4=70, 5=60, 6=60)

    1. Age 15-17   2. Age 18-22   3. Age 23-29

    4. Age 30-39   5. Age 40-49   6. Age 50-60

    7. Age less than 15 or more than 60, Stop the Questionnaire.

P2.   (Show Card) Educational Level

    1. No education   2. Primary School   3. Secondary School

    4. High School   5. Vocational Diploma

    6. Bachelor's degree   7. Master's degree   8. Doctor's degree

P3.   (Show Card) Personal Monthly Income

    1. Less than 7,500 Baht   2. 7,501-18,000 Baht   3. 18,001-24,000 Baht

    4. 24,001-35,000 Baht   5. 35,001-50,000 Baht   6. 50,001-85,000 Baht

    7. 85,001-160,000 Baht   8. More than 160,000 Baht   9. Inconstant

    10. No Income   11. Refuse to Answer

P4.   (Show Card) Household Monthly Income

    1. Less than 7,500 Baht   2. 7,501-18,000 Baht   3. 18,001-24,000 Baht

    4. 24,001-35,000 Baht   5. 35,001-50,000 Baht   6. 50,001-85,000 Baht

    7. 85,001-160,000 Baht   8. More than 160,000 Baht   9. Inconstant

    10. No Income   11. Refuse to Answer

P5.   (Show Card) Occupation

    1. Student   2. Private Company Employee

    3. Government Enterprise Employee

    4. Government Employee   5. Business Owner   6. Merchant

    7. House Keeper   8. Unemployed   9. Freelancer

    10. Other, Please Identify ....

P6.   Marital Status

    1. Single   2. Married /Unofficially Married   3. Divorced / Separated

The following questions are about your accessibility to media

1. About Free-TV Stations

    1.1 Which Free-TV Stations do you often watch? (Answer more than one, if applied)

        1. Channel 3   2. Channel 5   3. Channel 7   4. Channel 9

        5. Channel 11   6. Thai PBS   7. Other, Please Identify ....

    1.2 (Show Card) Which time you often watch your favorite Free-TV Stations?
        (Answer more than one, if applied)

        1. Weekday-Morning before 8:00 a.m.   2. Weekday-Morning after 8:00 a.m.

        3. Weekday-Afternoon   4. Weekday-Late Afternoon/Evening

        5. Weekday-Late Evening before 8:00 p.m.   6. Weekday- Late Evening after 8:00 p.m.

        7. Weekend- Morning before 8:00 a.m.   8. Weekend- Morning after 8:00 a.m.

        9. Weekend- Afternoon   10. Weekend- Late Afternoon/Evening

        11. Weekend- Late Evening before 8:00 p.m.   12. Weekend- Late Evening after 8:00 p.m.

    1.3 On weekdays, approximately how many hours do you watch Free-TV?,

        Please Identify............................

    1.4 On weekends, approximately how many hours do you watch Free-TV?,

        Please Identify...........................

2. About Internet

    2.1 Do you often use Internet?

        1. Yes → Proceed to question 2.2   2. No → Proceed to question 3

    2.2 (Show Card) Which websites do you often go visit? (Answer more than one, if applied)

        1. GooGle   2. Hotmail   3. Yahoo   4. Gmail   5. You Tube

        6. Facebook   7. Pantip   8. Instagram   9. Twitter   10. Sanook.com

        11. Kapook.com 12 Daradaily.com   13. Other, Please Identify ....

    2.3 Which devices do you often use to go visit websites?

        1. Computer   2. Tablet   3. Mobile Phone (Cellular Phone)

    2.4 Approximately how many hours do you go visit websites? Please Identify....................

    2.5 What reasons do you often go visit websites for? (Answer more than one, if applied)

        1. Entertainment   2. News update   3. Part of work

        4. Search information   5. Other, Please Identify ....

3. About other media

   3.1 Which newspaper do you read regularly? Please Identify ....

   3.2 Which magazine do you read regularly? Please Identify ....

   3.3 Which radio station do you listen regularly? Which show? Please Identify ....

4. Who are your favorite stars? (List of your top 3)

     1.................................   2..
     3......................................

5. (Ask this question if not metioned "Yaya" or "Na Dej" in question 4, if mentioned, proceed to next page)

   Question 5: "Do you like Yaya, and do you like Na-desh?

     1. Like Yaya   2. Like Na Dej   3. Like both Yaya and Na Dej
     4. Do not like both Yaya and Na Dej

The following questions are about Advertising on TV

1.1 Which TV commercials did you remember use "Yaya"? (List in "Category" and "Name" of product)

     Product number 1………..(① Self-mention ② Hinted product category ③ Hinted product name)

     Product number 2………..(① Self-mention ② Hinted product category ③ Hinted product name)

     Product number 3………..(① Self-mention ② Hinted product category ③ Hinted product name)

     Product number 4………..(① Self-mention ② Hinted product category ③ Hinted product name)

     Product number 5………..(① Self-mention ② Hinted product category ③ Hinted product name)

1.2 Which TV commercials did you remember use "Na Dej"? (List in "Category" and "Name" of product)

     Product number 1………..(① Self-mention ② Hinted product category ③ Hinted product name)

     Product number 2………..(① Self-mention ② Hinted product category ③ Hinted product name)

     Product number 3………..(① Self-mention ② Hinted product category ③ Hinted product name)

     Product number 4………..(① Self-mention ② Hinted product category ③ Hinted product name)

     Product number 5………..(① Self-mention ② Hinted product category ③ Hinted product name)

(If cannot remember any TV commercials with Yaya or Na Dej, record in call sheet and end the questionnaire)

2. Following questions are about details of products that you remember using Yaya in their TV commercial…..

(Product number 1)…….

2.1 Do you or did you use this brand of product?

1. Currently Use   2. Used, not long ago   3. Used, 1 year ago
4. Used, long time ago   5. Never Used

2.2 How much does this commercial (Repeat product name/brand) make you want to buy the   product?

1. Very much   2. Average   3. Not much   4. Decision not applied to the commercial

2.3 Why do you remember this commercial? (Show Card-can answer more than one)

1. Creativity in this commercial

2. Humor in this commercial

3. Twist in this commercial

4. Frequency of this commercial

5. The commercial uses Yaya

6. Yaya's character is the same as product or commercial
(Example; Cheerful, Funny)

7. Yaya's appearance is the same as product
(Example; Long hair, Skinny, Overweight)

8. Yaya has the same background as story in commercial

9. Yaya looks like an expert in the field of the product in commercial

10. Yaya is in the same age group or in the same target group the commercial is intended for

11. Other, Please Identify ……………

2.4 How do you remember the following details in the commercial
(Show Card- can answer more than one)

1. Co-star in the commercial…………………………………………………………………….
2. Prop in the commercial scene…………………………………………………………….……
3. Mouth-watering food in the commercial scene……………………………………….
4. Location in the commercial…………………………………………………………………….
5. Pet in the commercial…………………………………………………………………………..
6. Clothing in the commercial……………………………………………………………………
7. Favorite word in the commercial………………………………………………………….
8. Other things you remember from the commercial………………………………….

2.5 Do you think that TV commercial that uses Yaya as a presenter is more credible?
1. More credible   2. No

3. Following questions are about details of products that you remember using Yaya in their TV commercial…..

(Product number 2)…….

3.1 Do you or did you use this brand of product?

1. Currently Use   2. Used, not long ago   3. Used, 1 year ago
4. Used, long time ago   5. Never Used

3.2 How much does this commercial (Repeat product name/brand) make you want to buy the   product?

1. Very much   2. Average   3. Not much   4. Decision not applied to the commercial

3.3 Why do you remember this commercial? (Show Card-can answer more than one)

1. Creativity in this commercial

2. Humor in this commercial

3. Twist in this commercial

4. Frequency of this commericial

5. The commercial uses Yaya

6. Yaya's character is the same as product or commercial
(Example; Cheerful, Funny)

7. Yaya's appearance is the same as product
(Example; Long hair, Skinny, Overweight)

8. Yaya has the same background as story in commercial

9. Yaya looks like an expert in the field of the product in commercial

10. Yaya is in the same age group or in the same target group the commercial is intended for

11. Other, Please Identify ……………

3.4 How do you remember the following details in the commercial
(Show Card- can answer more than one)

1. Co-star in the commercial……………………………………………………………………
2. Prop in the commercial scene……………………………………………………………
3. Mouth-watering food in the commercial scene…………………………………….
4. Location in the commercial………………………………………………………………
5. Pet in the commercial……………………………………………………………………
6. Clothing in the commercial………………………………………………………………
7. Favorite word in the commercial………………………………………………………
8. Other things you remember from the commercial…………………………………

3.5 Do you think that TV commercial that uses Yaya as a presenter is more credible?

1. More credible   2. No

4. Following questions are about details of products that you remember using Yaya in their TV commercial.....

(Product number 3).......

4.1 Do you or did you use this brand of product?

1. Currently Use   2. Used, not long ago   3. Used, 1 year ago
4. Used, long time ago   5. Never Used

4.2 How much does this commercial (Repeat product name/brand) make you want to buy the   product?

1. Very much   2. Average   3. Not much   4. Decision not applied to the commercial

4.3 Why do you remember this commercial? (Show Card-can answer more than one)

1. Creativity in this commercial

2. Humor in this commercial

3. Twist in this commercial

4. Frequency of this commercial

5. The commercial uses Yaya

6. Yaya's character is the same as product or commercial
(Example; Cheerful, Funny)

7. Yaya's appearance is the same as product
(Example; Long hair, Skinny, Overweight)

8. Yaya has the same background as story in commercial

9. Yaya looks like an expert in the field of the product in commercial

10. Yaya is in the same age group or in the same target group the commercial is intended for

11. Other, Please Identify ....

4.4 How do you remember the following details in the commercial
(Show Card- can answer more than one)

1. Co-star in the commercial...
2. Prop in the commercial scene..…….
3. Mouth-watering food in the commercial scene.......................................
4. Location in the commercial...
5. Pet in the commercial..
6. Clothing in the commercial...
7. Favorite word in the commercial..
8. Other things you remember from the commercial...................................

4.5 Do you think that TV commercial that uses Yaya as a presenter is more credible?

1. More credible   2. No

5. Following questions are about details of products that you remember using Yaya in their TV commercial…..

(Product number 4)…….

5.1 Do you or did you use this brand of product?

1. Currently Use   2. Used, not long ago   3. Used, 1 year ago
4. Used, long time ago   5. Never Used

5.2 How much does this commercial (Repeat product name/brand) make you want to buy the   product?

1. Very much   2. Average   3. Not much   4. Decision not applied to the commercial

5.3 Why do you remember this commercial? (Show Card-can answer more than one)

1. Creativity in this commercial

2. Humor in this commercial

3. Twist in this commercial

4. Frequency of this commercial

5. The commercial uses Yaya

6. Yaya's character is the same as product or commercial
(Example; Cheerful, Funny)

7. Yaya's appearance is the same as product
(Example; Long hair, Skinny, Overweight)

8. Yaya has the same background as story in commercial

9. Yaya looks like an expert in the field of the product in commercial

10. Yaya is in the same age group or in the same target group the commercial is intended for

11. Other, Please Identify ……………

5.4 How do you remember the following details in the commercial
(Show Card- can answer more than one)

1. Co-star in the commercial……………………………………………………………
2. Prop in the commercial scene…………………………………………………………
3. Mouth-watering food in the commercial scene……………………………………
4. Location in the commercial……………………………………………………………
5. Pet in the commercial……………………………………………………………………
6. Clothing in the commercial……………………………………………………………
7. Favorite word in the commercial……………………………………………………
8. Other things you remember from the commercial………………………………

5.5 Do you think that TV commercial that uses Yaya as a presenter is more credible?

1. More credible   2. No

6. Following questions are about details of products that you remember using Yaya in their TV commercial…..

(Product number 5)…….

6.1 Do you or did you use this brand of product?

1. Currently Use 2. Used, not long ago 3. Used, 1 year ago
4. Used, long time ago 5. Never Used

6.2 How much does this commercial (Repeat product name/brand) make you want to buy the product?

1. Very much 2. Average 3. Not much 4. Decision not applied to the commercial

6.3 Why do you remember this commercial? (Show Card-can answer more than one)

1. Creativity in this commercial

2. Humor in this commercial

3. Twist in this commercial

4. Frequency of this commercial

5. The commercial uses Yaya

6. Yaya's character is the same as product or commercial
(Example; Cheerful, Funny)

7. Yaya's appearance is the same as product
(Example; Long hair, Skinny, Overweight)

8. Yaya has the same background as story in commercial

9. Yaya looks like an expert in the field of the product in commercial

10. Yaya is in the same age group or in the same target group the commercial is intended for

11. Other, Please Identify ……………

6.4 How do you remember the following details in the commercial
(Show Card- can answer more than one)

1. Co-star in the commercial………………………………………………………………
2. Prop in the commercial scene……………………………………………………………
3. Mouth-watering food in the commercial scene………………………………………
4. Location in the commercial………………………………………………………………
5. Pet in the commercial……………………………………………………………………
6. Clothing in the commercial………………………………………………………………
7. Favorite word in the commercial………………………………………………………
8. Other things you remember from the commercial……………………………………

6.5 Do you think that TV commercial that uses Yaya as a presenter is more credible?

1. More credible 2. No

The following questions are about Advertising on TV that has "Na Dej" as a presenter

7. Following questions are about details of products that you remember using Na Dej in their TV commercial…. (Product number 1)…….

7.1 Do you or did you use this brand of product?

1. Currently Use   2. Used, not long ago   3. Used, 1 year ago
4. Used, long time ago   5. Never Used

7.2 How much does this commercial (Repeat product name/brand) make you want to buy the   product?

1. Very much   2. Average   3. Not much   4. Decision not applied to the commercial

7.3 Why do you remember this commercial? (Show Card-can answer more than one)

1. Creativity in this commercial

2. Humor in this commercial

3. Twist in this commercial

4. Frequency of this commercial

5. The commercial uses Na Dej

6. Na Dej's character is the same as product or commercial
(Example; Cheerful, Funny)

7. Na Dej's appearance is the same as product
(Example; Long hair, Skinny, Overweight)

8. Na Dej has the same background as story in commercial

9. Na Dej looks like an expert in the field of the product in commercial

10. Na Dej is in the same age group or in the same target group the commercial is intended for

11. Other, Please Identify ……………

7.4 How do you remember the following details in the commercial
(Show Card- can answer more than one)

1. Co-star in the commercial……………………………………………………………………
2. Prop in the commercial scene………………………………………………………………
3. Mouth-watering food in the commercial scene………………………………………
4. Location in the commercial……………………………………………………………………
5. Pet in the commercial……………………………………………………………………………
6. Clothing in the commercial…………………………………………………………………
7. Favorite word in the commercial……………………………………………………………
8. Other things you remember from the commercial…………………………………

7.5 Do you think that TV commercial that uses Na Dej as a presenter is more credible?

1. More credible   2. No

8. Following questions are about details of products that you remember using Na Dej in their TV commercial…..

(Product number 2)…….

8.1 Do you or did you use this brand of product?

1. Currently Use   2. Used, not long ago   3. Used, 1 year ago
4. Used, long time ago   5. Never Used

8.2 How much does this commercial (Repeat product name/brand) make you want to buy the   product?

1. Very much   2. Average   3. Not much   4. Decision not applied to the commercial

8.3 Why do you remember this commercial? (Show Card-can answer more than one)

1. Creativity in this commercial

2. Humor in this commercial

3. Twist in this commercial

4. Frequency of this commericial

5. The commercial uses Na Dej

6. Na Dej's character is the same as product or commercial
(Example; Cheerful, Funny)

7. Na Dej's appearance is the same as product
(Example; Long hair, Skinny, Overweight)

8. Na Dej has the same background as story in commercial

9. Na Dej looks like an expert in the field of the product in commercial

10. Na Dej is in the same age group or in the same target group the commercial is intended for

11. Other, Please Identify ……………

8.4 How do you remember the following details in the commercial
(Show Card- can answer more than one)

1. Co-star in the commercial……………………………………………………………………
2. Prop in the commercial scene……………………………………………………………………
3. Mouth-watering food in the commercial scene……………………………………
4. Location in the commercial……………………………………………………………
5. Pet in the commercial……………………………………………………………………
6. Clothing in the commercial……………………………………………………………
7. Favorite word in the commercial……………………………………………………
8. Other things you remember from the commercial………………………………

8.5 Do you think that TV commercial that uses Na Dej as a presenter is more credible?

1. More credible   2. No

9. Following questions are about details of products that you remember using Na Dej in their TV commercial…..

(Product number 3)…….

9.1 Do you or did you use this brand of product?

1. Currently Use   2. Used, not long ago   3. Used, 1 year ago
4. Used, long time ago   5. Never Used

9.2 How much does this commercial (Repeat product name/brand) make you want to buy the   product?

1. Very much   2. Average   3. Not much   4. Decision not applied to the commercial

9.3 Why do you remember this commercial? (Show Card-can answer more than one)

1. Creativity in this commercial

2. Humor in this commercial

3. Twist in this commercial

4. Frequency of this commercial

5. The commercial uses Na Dej

6. Na Dej's character is the same as product or commercial
(Example; Cheerful, Funny)

7. Na Dej's appearance is the same as product
(Example; Long hair, Skinny, Overweight)

8. Na Dej has the same background as story in commercial

9. Na Dej looks like an expert in the field of the product in commercial

10. Na Dej is in the same age group or in the same target group the commercial is intended for

11. Other, Please Identify …………...

9.4 How do you remember the following details in the commercial
(Show Card- can answer more than one)

1. Co-star in the commercial……………………………………………………………
2. Prop in the commercial scene…………………………………………………………….
3. Mouth-watering food in the commercial scene………………………………….
4. Location in the commercial……………………………………………………………
5. Pet in the commercial………………………………………………………………..
6. Clothing in the commercial……………………………………………………………
7. Favorite word in the commercial……………………………………………………….
8. Other things you remember from the commercial…………………………….

9.5 Do you think that TV commercial that uses Na Dej as a presenter is more credible?

1. More credible   2. No

10. Following questions are about details of products that you remember using Na Dej in their TV commercial.....

(Product number 4).......

10.1 Do you or did you use this brand of product?

1. Currently Use   2. Used, not long ago   3. Used, 1 year ago
4. Used, long time ago   5. Never Used

10.2 How much does this commercial (Repeat product name/brand) make you want to buy the   product?

1. Very much   2. Average   3. Not much   4. Decision not applied to the commercial

10.3 Why do you remember this commercial? (Show Card-can answer more than one)

1. Creativity in this commercial

2. Humor in this commercial

3. Twist in this commercial

4. Frequency of this commercial

5. The commercial uses Na Dej

6. Na Dej's character is the same as product or commercial
(Example; Cheerful, Funny)

7. Na Dej's appearance is the same as product
(Example; Long hair, Skinny, Overweight)

8. Na Dej has the same background as story in commercial

9. Na Dej looks like an expert in the field of the product in commercial

10. Na Dej is in the same age group or in the same target group the commercial is intended for

11. Other, Please Identify ....

10.4 How do you remember the following details in the commercial
(Show Card- can answer more than one)

1. Co-star in the commercial...
2. Prop in the commercial scene..
3. Mouth-watering food in the commercial scene..
4. Location in the commercial...
5. Pet in the commercial...
6. Clothing in the commercial...
7. Favorite word in the commercial..
8. Other things you remember from the commercial.....................................

10.5 Do you think that TV commercial that uses Na Dej as a presenter is more credible?

1. More credible   2. No

11. Following questions are about details of products that you remember using Na Dej in their TV commercial.....

(Product number 5).......

11.1 Do you or did you use this brand of product?

    1. Currently Use   2. Used, not long ago   3. Used, 1 year ago
    4. Used, long time ago 5. Never Used

11.2 How much does this commercial (Repeat product name/brand) make you want to buy the   product?

    1. Very much   2. Average   3. Not much   4. Decision not applied to the commercial

11.3 Why do you remember this commercial? (Show Card-can answer more than one)

      1. Creativity in this commercial

      2. Humor in this commercial

      3. Twist in this commercial

      4. Frequency of this commercial

      5. The commercial uses Na Dej

      6. Na Dej's character is the same as product or commercial
      (Example; Cheerful, Funny)

      7. Na Dej's appearance is the same as product
      (Example; Long hair, Skinny, Overweight)

      8. Na Dej has the same background as story in commercial

      9. Na Dej looks like an expert in the field of the product in commercial

      10. Na Dej is in the same age group or in the same target group the commercial is intended for

      11. Other, Please Identify ....

11.4 How do you remember the following details in the commercial
(Show Card- can answer more than one)

      1. Co-star in the commercial...
      2. Prop in the commercial scene...
      3. Mouth-watering food in the commercial scene..
      4. Location in the commercial...
      5. Pet in the commercial..
      6. Clothing in the commercial..
      7. Favorite word in the commercial...
      8. Other things you remember from the commercial....................................

11.5 Do you think that TV commercial that uses Na Dej as a presenter is more credible?

      1. More credible   2. No

Ask everyone

12. (Show Card) If TV commercial does not use a star as a presenter, what do you think should be used instead or how should TV commercial be presented? (Can answer more than one)

     1. Present with creativity

     2. Present with humor

     3. Present with other things in the scene, Please identify with the following

          3.1 Cute Pets   3.2 Beautiful Locations   3.3 Props in the scenes

          3.4 Acting of actor or actress   3.5 Catchwords

     4. Other, Please Identify ....

13. If comparing between using a star as a presenter and using one of the answers from question 12, which do you prefer using for presenting the TV commercial? (One Answer)

     1. Use a star as a presenter → Proceed to question 14

     2. Use one of the answers from question 12 → Stop the Questionaire, hand out the souvenir and say THANK YOU

14. What are the reasons you prefer using a star as an endorser for TV commercial?

     1. Food for the eyes (Beautiful/Handsome/Good-looking)

     2. Ideals for fashion and trend

     3. Other, Please Identify ....

Say "THANK YOU" and end the questionnaire

BIOGRAPHY

Vilai Vitayaveerasuk was born in 1965 in Songkhla, a main province in Southern region of Thailand. She graduated from Chulalongkorn University, faculty of Photographic Science and Printing Technology in 1989 (Bachelor of Science) and have worked in advertising field since then. As an advertising management working with Unilever and P&G in Thailand and regional offices, she has learnt much in communication, brand building and marketing. Working at Ogilvy & Mather and FCB also helped her to gain a lot of experience. She currently owns small size advertising and brand consulting agency located in Bangkok. One of her enjoyable work is to share her experience to the next generation as a part time university lecturer in subject of advertising media.