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Abstract
Building strong brand is ultimate marketing goal which every marketer wish to do. Various marketing strategies have been leveraged in order to bring brand up to the highest point. Communication is one among various market strategies which marketers emphasize on. Advertising is considered by practitioners as one effective communication strategy which contributes favorable attitudes the brand. Endorsement has been selected as main advertising execution around the world even in Thailand and there are a lot of researches related to endorsement.
In this research, the impact of endorser's credibility on brand equity is chosen to study based on Thai consumers' perspectives. Four main variables were incorporated into this study: types of endorsers, endorser's credibility, brand equity, and product involvement. Three types of endorsers are incorporated into this study for the comparative purpose. Four dimensions of endorser's credibility were selected to measure their impacts on brand equity. Four dimensions of brand equity were selected to be dependent variables in this study.
Survey data were collected from 300 respondents through convenient sampling method. The outcomes revealed that there is positive relationship between endorser's credibility and brand equity's dimensions. Source attractiveness and source relevance are two most important dimension influencing brand equity. Celebrity endorser is perceived to have highest level in source trustworthiness under low product involvement while expert endorser is perceived to have highest level in source trustworthiness under high product involvement.
The overall results in this research can be interpreted briefly that under the attractiveness-related products, celebrity is still effective endorser because of their attractive characteristics which appropriate or relevant with endorsed products.
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