

ABSTRACT

This study aims to compare the influence of celebrity and non-celebrity endorsers on female adolescent consumers' purchasing intentions of facial whitening cream. As gaining a consumers' purchase is one of the essential indicators to the successfulness or failure of a firm's advertising campaign, celebrities and non-celebrities' characteristics and product attributes are also required in order to elaborate the reasons behind their purchases and non-purchases.

The samples of the study were collected by accidental sampling. Questionnaires were distributed to 220 female undergraduate students of Dhurakij Pundit University aged between 18 and 26 years old. The data was analyzed by SPSS (version 16).

The results of this study are as follows:

1. Respondents perceived facial whitening cream as a high-involvement product. That is, more than half of them agreed that it was important, interesting, relevant, meaningful, priceless, and necessary, whereas just about 2 – 10 percent rated all of these criteria in an opposite way.

2. As the endorsers of high-involvement product, celebrities and non-celebrities' characteristics should be credible. The figures show that more respondents agreed with celebrities' attractiveness, familiarity, and likeability than those of non-celebrities. More importantly, they, however, did not reflect their acceptance on both celebrities and non-celebrities' trustworthiness and expertise of the product.

3. Celebrities' better image related to the product being more able to build consumers' brand awareness and advertisement recall than non-celebrities did. Nevertheless, all of these stronger impacts could not guarantee consumers' purchasing intentions. Even a celebrity who was accepted by nearly all respondents for her good image could lead just about 40 percent of them to have purchasing intentions. Meanwhile, another celebrity and non-celebrities got less than 25 percent for their impacts on consumers' purchasing intentions.