

CONTENTS

	PAGE
ABSTRACT.....	ii
CONTENTS.....	iii
CHAPTER	
1. INTRODUCTION.....	1
1.1 Background.....	1
1.2 Objectives of the Study.....	4
1.3 Definition of Terms.....	4
1.4 Scope of the Study.....	5
1.5 Significance of the Study.....	5
2. REVIEW OF LITERATURE.....	6
2.1 Related Theories.....	6
2.1.1 The concept of celebrity and non-celebrity.....	6
2.1.2 The concept of the subscription of decision process.....	8
2.1.3 Involvement theory.....	10
2.1.4 The concept of match-up hypothesis.....	11
2.2 Relevant Research.....	12
3. METHODOLOGY.....	14
3.1 Subjects.....	14
3.2 Materials.....	14
3.3 Procedures.....	15
3.4 Data Analysis.....	15
4. RESULTS.....	17
4.1 Demographic Information.....	17
4.2 Product Usage and Product Attributes.....	18

4.3 Celebrity and Non-celebrity Endorsers' Characteristics.....	23
4.4 Consumers' Purchasing Intentions.....	26
4.5 Suggestions	31
5. CONCLUSIONS.....	33
5.1 Summary of the Study.....	33
5.2 Summary of the Findings.....	33
5.3 Discussion.....	35
5.4 Conclusions.....	38
5.5 Suggestions for Further Research.....	39
REFERENCES.....	40
APPENDIXES.....	42
A. Questionnaire (English).....	42
B. Questionnaire (Thai).....	50