

CHAPTER THREE

METHODOLOGY

This chapter describes details of research methodology: (1) the subjects, (2) the materials, (3) the procedures used in the collection and analysis of the data, and (4) the data analysis

3.1 SUBJECTS

The subjects of this study are female undergraduate students of Dhurakij Pundit University, aged 18 – 25 years old. The total number of the target is about 4,500 students and this study will recruit about 5 percent of 4,500 students. Therefore, the expected subjects in this study are only 220 students.

3.2 MATERIALS

A questionnaire which is divided into four parts with closed-ended and open-ended questions is used in this study. The first part of the questionnaire will ask about demographic data including age, educational level, and income. In part two, all subjects will be asked about their product usage and attitude towards products. Part three will consist of questions about celebrities and non-celebrities' characteristics and the subjects' purchasing intentions. The questions in part two and three will use a 5-point-scale-questionnaire of Likert Scale. The last part will ask for suggestions through an open-ended question.

Celebrity and non-celebrity endorsers used in this questionnaire are as follows:

Celebrity 1: Usamanee Vitayanon, an actress from Channel 7, who endorsed KA facial whitening cream.

Celebrity 2: Taksaorn Paksukcharern, an actress from Channel 3, who endorsed Garnier facial whitening cream.

Non-celebrity 1: An ordinary person, as a product user providing a testimonial, who endorsed Garnier facial whitening cream

Non-celebrity 2: Unknown presenter who endorsed Olay facial whitening cream.

All of these four endorsers came from 50 female undergraduate students naming celebrities and non-celebrities who have endorsed facial whitening cream in advertisements from their memories. After that, the researcher ranked all raised names and then selected the first and second rank of both celebrities and non-celebrities.

The questionnaire will be pilot tested with 10 female undergraduate students. After the pilot test, modification of the questionnaire will be made before collecting the data for this study.

3.3 PROCEDURES

3.3.1 Research design

This research study is a cross-sectional design to compare the influence of celebrity endorsers and non-celebrity endorsers on female adolescent consumers' purchase intention on facial whitening cream. The comparative design is to collect information on female undergraduate students who are consumers of the product via a 5 point scale questionnaire of Likert Scale.

3.3.2 Data Collection

The researcher will collect questionnaires by accidental sampling from the female undergraduate students of Dhurakij Pundit University on weekdays starting from November 2008.

3.4 DATA ANALYSIS

The Statistical Package for Social Science (SPSS) program for Windows version 16.0 will be used to analyze the data. The descriptive statistics such as Frequency, Percentage, Mean, and Standard Deviation will be used.

In summary, this chapter has shown research methodology to compare the influence of celebrity endorsers and non-celebrity endorsers on female adolescent consumers' purchasing intention of facial whitening cream. The reasons behind female adolescent consumers' purchasing intentions will also be described by their attitudes towards celebrities and non-celebrities' characteristics and facial whitening cream. In the next chapter, the findings of the study will be presented.