

CHAPTER FOUR

RESULTS

This chapter reports the results of data collected from 220 respondents who were female undergraduate students at Dhurakij Pundit University, aged between 18 and 26 years old. The findings of this study are divided into five parts based on the questionnaire as follows:

4.1 Respondents' demographic information

4.2 Respondents' product usage and their attitudes towards the attributes of facial whitening cream

4.3 Respondents' attitudes towards celebrity and non-celebrity endorsers' characteristics

4.4 Respondents' attitudes towards the endorsement of celebrities and non-celebrities and their purchasing intentions

4.5 Respondents' suggestions regarding celebrity and non-celebrity endorsers

4.1 RESPONDENTS' DEMOGRAPHIC INFORMATION

As all respondents were female undergraduate students, this part was collected from section 1 of the questionnaire in which the respondents were asked about their demographic data including age, educational level, and income.

The results showed that the respondents were aged between 18 and 26 years old and their average age was 21 (SD = 1.5). Approximately one-third of all respondents were studying in their third year and half of them had an income of more than 5,000 Baht a month. The details are shown in Table 4.1.

Table 4.1
Summary of Demographic Information

Demographic information	Categories	Frequency	Percentage
<u>Age</u>	18 – 20	95	43.2
	21 – 23	108	49.1
	24 – 26	17	7.7
<u>Educational level</u>	First year	23	10.5
	Second year	59	26.8
	Third year	83	37.7
	Fourth year or higher	55	25
<u>Income</u>	< 5,000	43	19.5
	5,000	56	25.5
	> 5,000	121	55

4.2 RESPONDENTS' PRODUCT USAGE AND THEIR ATTITUDES TOWARDS THE ATTRIBUTES OF FACIAL WHITENING CREAM

Facial whitening cream, as a product pertaining to personal appearance, was mainly mentioned in this study, so the questionnaire asked about the criteria for having a beautiful face and the usage of facial skin care products.

For the results, about one-third of the respondents pointed out that a beautiful face should be indicated with facial flawless skin and proper shape of eyes, nose, and mouth while 25 percent of them chose facial fairness and white skin as the criterion for having a beautiful face. The details are shown in Table 4.2.

Table 4.2
Criteria of Beautiful Face

Criteria	Frequency	Percentage
Facial flawless skin	144	31.9
Proper shape of eyes, nose, and mouth	136	30
Facial fairness and white skin	113	25
Proper make-up applied	54	12
Others	5	1.1
Total	452	100

In accordance with the criteria for having a beautiful face as shown above, there were combined respondents using day cream, night cream, and eye cream (as products for enhancing facial flawless skin), more than those using facial whitening cream and UV protection cream (as products for enhancing facial fairness and white skin). The details are shown in Table 4.3.

Table 4.3
Skin-care Product Usage

Product usage	Skin-care product	Frequency	Percentage
<u>Use</u>	Day cream	173	26.3
	UV protection cream	164	24.9
	Night cream	141	21.4
	Facial whitening cream	101	15.3
	Eye cream	61	9.3
	others	12	1.8
<u>Not use</u>		7	1
	Total	652	100

Among respondents using facial whitening cream, nearly three-fourths of them applied it everyday. The details are shown in Table 4.4.

Table 4.4
Regularity of Facial Whitening Cream Usage

Regularity	Frequency	Percentage
Use it everyday	112	73.7
Use it continually for just a short period	15	9.8
Sometimes use it	19	12.5
Others	6	3.9
Total	152	100

For the prices of facial whitening cream, about 40 percent of the respondents bought it for between 201 and 400 Baht. 15.8 percent of them bought facial whitening cream for less than 200 Baht, and another 13.8 percent paid between 401 and 600 Baht. The details are shown in Table 4.5.

Table 4.5
Prices of Facial Whitening Cream

Prices	Frequency	Percentage
< 201	24	15.8
201 - 400	63	41.4
401 - 600	21	13.8
601 - 800	8	5.3
801 - 1,000	17	11.2
> 1,000	19	12.5
Total	152	100

For the consideration to the brand names, there were at least 18 brand names used by respondents. Olay was ranked first followed by Garnier, Skin-care clinics, and Ponds, respectively. The details are shown in Table 4.6.

Table 4.6
Brand Names of Facial Whitening Cream

Brand names	Frequency	Percentage
Olay	22	16.4
Garnier	18	13.4
Skin-care clinics	17	12.7
Ponds	9	6.7
L'Oréal	7	5.2
Smooth E	7	5.2
Kangzen	6	4.5
Nevia	6	4.5
Oriental Princess	5	3.7
Eucerin	2	1.5
Johnson & Johnson	2	1.5
KA	2	1.5
Medicare	2	1.5
Neutrogena	2	1.5
No.7	2	1.5
Amway	1	0.7
Biotherm	1	0.7
Etude	1	0.7
SK II	1	0.7
More than one brand names	21	15.7
Total	134	100

Among various brand names of facial whitening cream for female adolescent consumers, half of the respondents had brand loyalty by continually using the same brand for a long period. On the other hand, there were nearly 50 percent of them who used one brand for a while and then switched to another brand. Only 1.3 percent were concerned about the brand, so they could use any brands available in the market. The details are shown in Table 4.7.

Table 4.7
Brand Loyalty on Facial Whitening Cream

Brand Loyalty	Frequency	Percentage
Continually using only one brand for a long period	77	51
Using one brand for a while and then switching to another brand	72	47.7
Using any brands available in the market	2	1.3
Total	151	100

Regarding the attitude towards facial whitening cream, more than half of all respondents agreed or strongly agreed that it was important, interesting, relevant, meaningful, priceless, and necessary. In contrast, just about 2 percent of them rated such cream as being not important nor interesting and 6-10 percent for being not relevant, meaningful, priceless, nor necessary. The details are shown in Table 4.8.

Table 4.8
Attitude towards Facial Whitening Cream

Attitude	Frequency (Percentage)		
	Strongly agree/ Agree	Neutral	Strongly Disagree/ Disagree
Important	144 (66.7)	68 (31.5)	4 (1.8)
Interesting	147 (68.1)	65 (30.1)	4 (1.8)
Relevant	145 (67.1)	56 (25.9)	15 (6.9)
Meaningful	116 (53.9)	80 (37.2)	19 (8.8)
Priceless	113 (52.3)	80 (37)	23 (10.6)
Necessary	123 (56.9)	70 (32.4)	23 (10.6)

4.3 RESPONDENTS' ATTITUDES TOWARDS CELEBRITY AND NON-CELEBRITY ENDORSERS' CHARACTERISTICS

Presenters mentioned in this study consist of 2 celebrities and 2 non-celebrities as follows:

Celebrity 1: Usamaneer 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.

For the respondents' perception on endorsers' characteristics, celebrities together were more highly accepted for their attractiveness, familiarity, likeability, trustworthiness, and expertise of the product than both non-celebrities were. However, between these two celebrities, respondents perceived them differently. The larger number of respondents pointed out that celebrity 2 was attractive, familiar, likeable, trustworthy, and an expert on the product, compared point by point with celebrity 1.

Meanwhile, about half of the respondents neutrally considered both non-celebrities for their attractiveness, familiarity, likeability, trustworthiness, and expertise on the product. It is exceptional for non-celebrity 2 for whom almost 60 percent of respondents agreed or strongly agreed with her attractiveness. The details are shown in Table 4.9.

Table 4.9
Perceptions on Celebrity and Non-celebrity Endorsers' Characteristics

Characteristics	Frequency (Percentage)					
	Strongly agree/ Agree	Neutral	Strongly Disagree/ Disagree	Strongly agree/ Agree	Neutral	Strongly Disagree/ Disagree
	Celebrity 1			Celebrity 2		
Attractiveness	145 (68.1)	55 (25.8)	13 (6.1)	200 (93)	14 (6.5)	1 (0.5)
Familiarity	185 (86.8)	23 (10.8)	5 (2.4)	196 (91.2)	19 (8.8)	0
Likeability	145 (68.4)	59 (27.8)	8 (3.8)	194 (90.2)	21 (9.8)	0
Trustworthiness	78 (36.1)	106 (49.1)	32 (14.8)	178 (82.8)	31 (14.9)	5 (2.3)
Expertise on the product	49 (23)	106 (49.8)	58 (27.2)	117 (54.4)	78 (36.3)	20 (9.3)
	Non-celebrity 1			Non-celebrity 2		
Attractiveness	49 (38.9)	72 (57.1)	5 (4)	104 (58.8)	70 (39.5)	3 (1.7)
Familiarity	30 (23.8)	62 (49.2)	34 (27)	48 (27.1)	87 (49.2)	42 (23.7)
Likeability	31 (24.6)	58 (47)	37 (29.4)	47 (26.5)	84 (47.5)	46 (26)
Trustworthiness	31 (24.8)	64 (51.2)	30 (24)	51 (28.8)	92 (52)	34 (19.2)
Expertise with the product	30 (23.4)	69 (53.9)	29 (22.7)	51 (28.8)	82 (46.3)	44 (24.9)

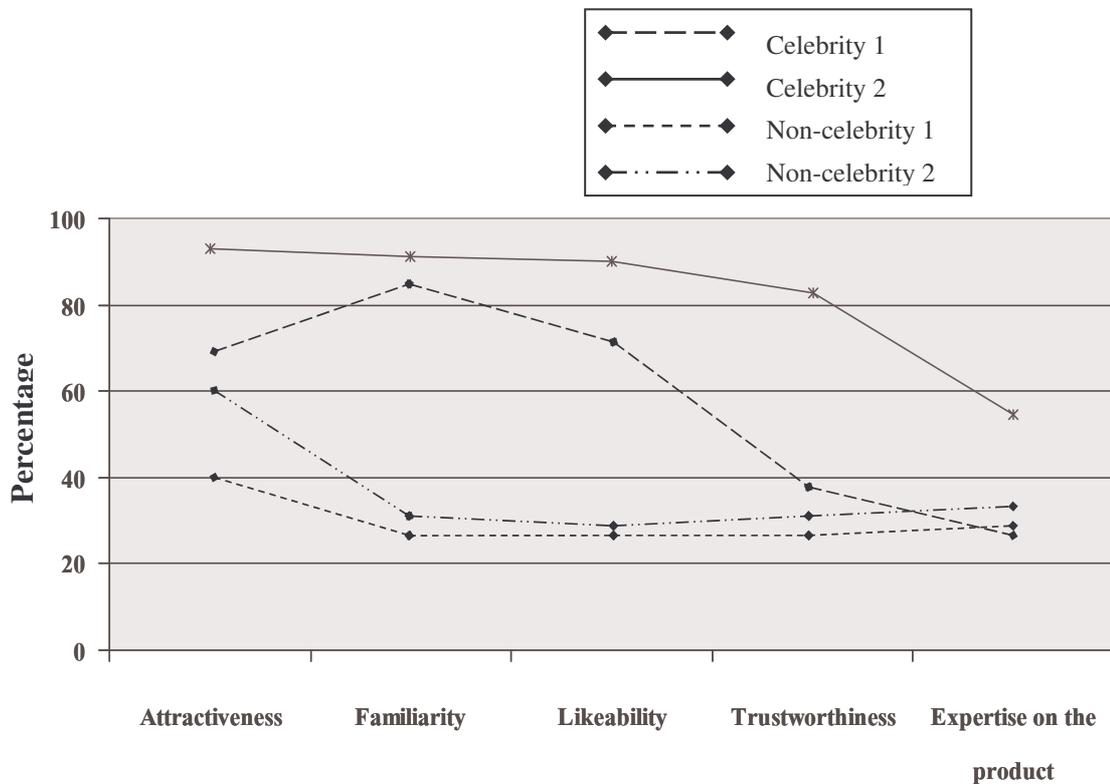
From the Table 4.9, the information is also presented with line charts in order to explicitly compare celebrity 1, celebrity 2, non-celebrity 1, and non-celebrity 2's characteristics point by point. This line chart is created by using only the information of respondents' agreeing or strongly agreeing with endorsers' characteristics.

The line charts in Figure 1 shows that celebrities' characteristics were more acceptable than those of non-celebrities in the eyes of respondents except for the aspect of expertise with the product for which celebrity 1 received the lowest acceptance. Meanwhile non-celebrities also had very low percentage on their expertise on the product. Even for celebrity 2, for whom more than 90 percent of respondents agreed or strongly agreed with her attractiveness, familiarity, and likeability, the number of respondents remains about 80 percent for their agreeing or strongly agreeing with celebrity 2's trustworthiness and only about 55 percent on her expertise on the product. In general, it seems that the respondents did not show their belief on both celebrity and non-celebrity endorsers' trustworthiness and expertise with facial whitening cream. The details are shown in Figure 4.1.

Figure 4.1

Perceptions on Celebrity and Non-celebrity Endorsers' Characteristics

(Chart shows only the information from agree and strongly agree in Likert scale)



4.4 RESPONDENTS' ATTITUDES TOWARDS THE ENDORSEMENT OF CELEBRITIES AND NON-CELEBRITIES AND THEIR PURCHASING INTENTIONS

The results show a difference between the effectiveness of celebrity and non-celebrity endorsements.

Celebrity endorsements were more effective than non-celebrity endorsements for brand and advertisement recall. Approximately half of the respondents could recall the brands and the advertisements of facial whitening cream which the celebrities endorsed, whereas less than one-fifth of them could remember those which non-celebrities endorsed. However, less number of respondents could recall the brand and advertisement endorsed by celebrity 1 than those endorsed by celebrity 2.

There were 42.3 and 19.1 percent of respondents who could not remember both the brands and the advertisements endorsed by non-celebrity 1 and 2, respectively. The details are shown in Table 4.10.

Table 4.10
Brand and Advertisement Recall

Brand recall	Frequency (Percentage)			
	Celebrity	Celebrity	Non-celebrity	Non-celebrity
	1	2	1	2
Being able to recall the brand name and the advertisement	105 (47.7)	146 (66.4)	34 (15.5)	42 (19.1)
Being unable to recall the brand name but still remember the advertisement	106 (48.2)	69 (31.4)	93 (42.3)	136 (61.8)
Being unable to recall the brand name and the advertisement	9 (4.1)	5 (2.3)	93 (42.3)	42 (19.1)
Total	220 (100)	220 (100)	220 (100)	220 (100)

For the perceptions of respondents on the endorsers, celebrities had better image than non-celebrities. However between the 2 celebrities, celebrity 2 was more highly accepted for her good image related to the product than that of the other celebrity and also than both non-celebrities. There were 88.9 percent of respondents agreeing or strongly agreeing in this point for celebrity 2, followed by 65.3, 54.8, and 45.2 percent for celebrity 1, non-celebrity 2, and non-celebrity 1, respectively.

In accordance with celebrity 2's good image related to the product, more than 60 percent of respondents agreed or strongly agreed that she made the product look high quality and also made the respondents to be interested in her endorsed product. 55.6 percent of them accepted that they preferred to use or try that product, whereas 40.6 percent agreed or strongly agreed that they had intentions to purchase the product. Nonetheless, the percentage of respondents' purchasing intentions on celebrity 2's endorsed product seems high when compared with other endorsers. With nearly all respondents impressed with her good image, the purchasing intentions of less than half of them seem not parallel with this.

Meanwhile celebrity 1, who had less acceptance on her good image related to the product (65.3 percent), was accepted by only 29.3 percent of the respondents that she made the product look high quality. Just 21.1 percent of them agreed or strongly agreed that she made them to be interested in the product and 22.2 percent for her endorsement that could lead them to prefer using or trying the product. Only 16.5 percent of the respondents agreed or strongly agreed that they had purchasing intentions for her endorsed product.

Although each celebrity had a different percentage of respondents' accepting her image related to the product, their endorsements could make the products look higher quality than those of the non-celebrities. When celebrity 2 and non-celebrity 1, as the endorsers for the same brand of facial whitening cream are compared, it is clear that the celebrity had a better image making the product look higher quality than the non-celebrity did.

Only 28.6 and 27.1 of the respondents agreed or strongly agreed that non-celebrity 1 and 2, respectively made the products look high quality. About 25 percent were interested in their endorsed products. 28 percent of the respondents preferred to use or try the product endorsed by non-celebrity 1 and just 18.6 for non-celebrity 2.

For their purchasing intentions of the product, only 22.4 and 15.9 percent of respondents agreed or strongly agreed on this point of non-celebrity 1 and 2's endorsements, respectively.

Another point which is important to note is the endorser as a product user herself. Just 45.8, 27, 23.6, and 18.9 percent of respondents agreed or strongly agreed for celebrity 2, non-celebrity 1, non-celebrity 2, and celebrity 1, respectively, that they were product users. The respondents did not show their belief on endorsers' product usage. Though, in fact, non-celebrity 1 endorsed the product in a testimonial in the advertisement, 50 percent of respondents neutrally answered this point for her. The details are shown in Table 4.11.

Table 4.11
Attitudes towards Celebrities and Non-celebrities' Endorsement

Issues	Frequency/Percentage					
	Celebrity 1			Celebrity 2		
	Strongly agree/ Agree	Neutral	Strongly Disagree/ Disagree	Strongly agree/ Agree	Neutral	Strongly Disagree/ Disagree
Having a good image related to the product	139 (65.3)	62 (29.1)	12 (5.6)	191 (88.9)	24 (11.1)	0
Being a product user	40 (18.8)	63 (29.6)	110 (51.6)	102 (47.4)	69 (32.1)	44 (20.5)
Using similar product to you	40 (18.9)	92 (43.4)	80 (37.7)	98 (45.8)	80 (37.4)	36 (16.8)
Making product look high quality	62 (29.2)	128 (60.4)	22 (10.4)	132 (61.4)	70 (32.6)	13 (6)
Making you to be interested in the product	45 (21.1)	112 (52.6)	56 (26.3)	133 (61.8)	64 (29.8)	18 (8.4)
Making you prefer using or trying the product	47 (22.2)	99 (46.7)	66 (31.1)	119 (55.6)	70 (32.7)	25 (11.7)
making you to have the intention to purchase	35 (16.5)	86 (40.6)	91 (42.9)	86 (40.6)	86 (40.6)	40 (18.8)

Table 4.11 (Continued)

Issues	Frequency/Percentage					
	Non-celebrity 1			Non-celebrity 2		
	Strongly agree/ Agree	Neutral	Strongly Disagree/ Disagree	Strongly agree/ Agree	Neutral	Strongly Disagree/ Disagree
Having a good image related to the product	57 (45.2)	64 (50.8)	5 (4)	97 (54.8)	79 (44.6)	1 (0.6)
Being a product user	34 (27)	63 (50)	29 (23)	41 (23.6)	95 (54.6)	38 (21.8)
Using similar product to you	26 (20.6)	63 (50)	37 (29.4)	35 (19.8)	83 (46.9)	59 (33.3)
making product look high quality	36 (28.6)	73 (57.9)	17 (13.5)	48 (27.1)	107 (60.5)	22 (12.4)
making you to be interested in the product	32 (25.4)	64 (50.8)	30 (23.8)	42 (23.7)	97 (54.8)	38 (21.5)
making you prefer using or trying the product	35 (28)	57 (45.6)	33 (26.4)	33 (18.6)	98 (55.4)	46 (26)
making you to have the intention to purchase	28 (22.4)	53 (42.4)	44 (35.2)	28 (15.9)	89 (50.6)	59 (33.5)

From the Tables 4.10 and 4.11, the information is also presented in an line chart in order to explicitly compare celebrities 1, celebrity 2, non-celebrity 1, and non-celebrity 2's endorsements point by point. This line chart was created by gathering information from only the point "Being able to recall the brand name and the advertisement" from Table 4.10 and only respondents' agreeing or strongly agreeing on endorsers' endorsement from Table 4.11.

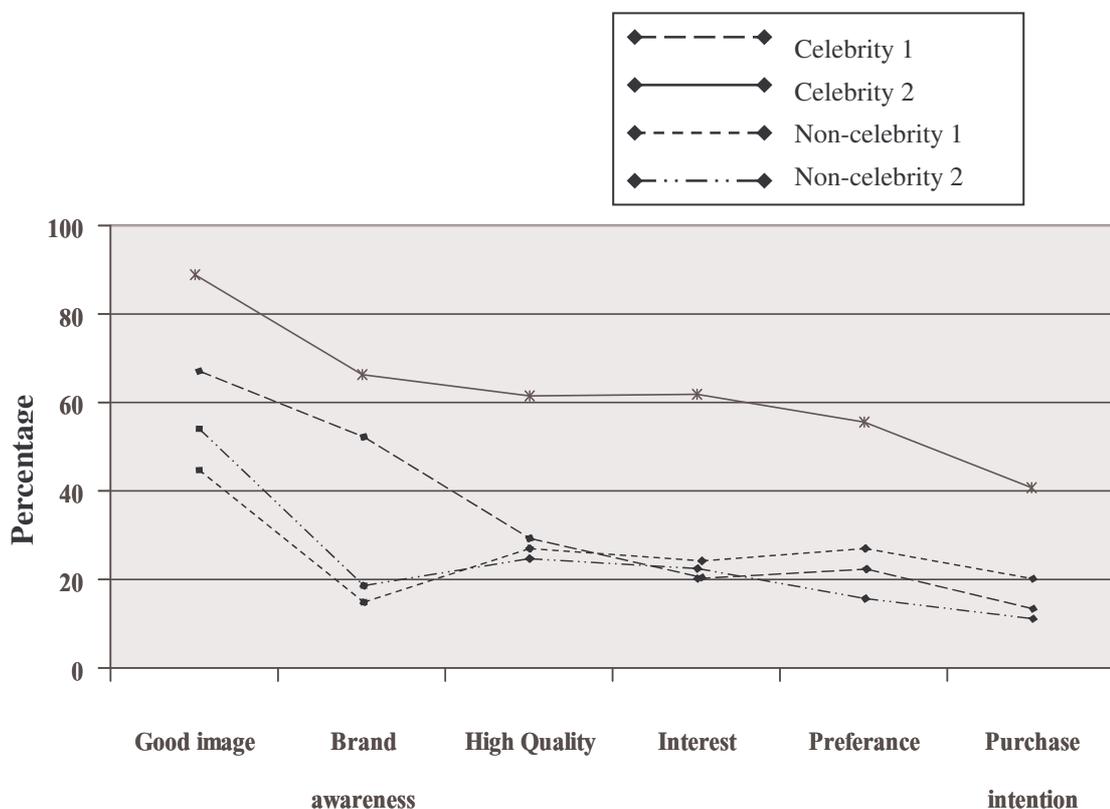
The line chart in Figure 2 shows that celebrities had better images and could create more brand awareness than non-celebrities could. However, these alone did not guarantee respondents' purchasing intentions. Even for celebrity 2, whom the majority of respondents agreed or strongly agreed that she had a good image related to the product, could make just 40.6 percent of the respondents to have an intention to purchase.

Meanwhile celebrity 1, for whom 65.3 percent of the respondents agreed with her image, was accepted by only 29.2 percent in that she made the product look high quality and for only 16.5 percent to have an intention to purchase.

Similarly, 45.2 and 54.8 percent of the respondents perceived a good image of non-celebrity 1 and 2, but less than 30 percent agreed or strongly agreed that these non-celebrities made endorsed products look high quality. Only 22.4 and 15.9 percent of the respondents have an intention to purchase the products of non-celebrity 1 and 2, respectively.

All these results could emphasize the power of endorsers on the image of products. That is, the lower the endorsers could make the products look high quality, the lower the respondents' intentions to purchase those endorsed products. In the marketing plan, low purchasing intention can indicate the failure of an advertising campaign. The details are shown in Figure 4.2.

Figure 4.2
Attitudes towards Celebrities and Non-celebrities' Endorsement



4.5 RESPONDENTS' SUGGESTIONS REGARDING THE CELEBRITY AND NON-CELEBRITY ENDORSERS

The open-ended part of questionnaire contained an area for additional suggestions from the respondents. There were 74 respondents who provided their suggestions regarding the celebrity and non-celebrity endorsers.

About 40 percent of them commented that well-known and appropriate celebrities who had a good reputation could be considered as more credible endorsers than non-celebrities.

Meanwhile nearly 15 percent asserted that they did not believe in celebrity endorsements. That is, the advertisement using a very famous presenter could not convince them that such presenter really used the endorsed product herself, particularly in the case that the price of product was inexpensive.

More than 15 percent of the respondents preferred non-celebrities as the real product users to show the results after using the product. Respondents accepted that if someone, an ordinary person like them, had tried the product and was satisfied with it, they could have opportunities to achieve similar effects as well.

Another 6 percent rather pointed out that an expert on skin-care treatment should be hired to endorse facial whitening cream.

2.7 percent of them reflected the execution of advertising they wanted to see were before-after comparisons that showed the quality of cream while another two respondents mentioned that the advertising should not be exaggerated. The details are shown in Table 4.12.

Table 4.12
Suggestions Regarding Celebrity and Non-celebrity Endorsers

Suggestions	Frequency	Percentage
Celebrities who had a good reputation were more credible than non-celebrities.	30	40.5
The real product users should show their significant results after using the products.	13	17.6
Celebrities did not use the endorsed products in their real lives.	10	13.5
An expert on skin-care treatment should endorse facial whitening cream.	6	8.1
Celebrity endorsers for facial whitening cream should be Sririta Jensen, Pacharapa Chaichua, Marsha Vadhanapanich, or Teeradech Wongpuapun.	3	4.1
Both celebrities and non-celebrities had their strong points to endorse the products	2	2.7
The execution of facial-whitening-cream advertisements should be before-after comparison.	2	2.7
The advertisement should not be too exaggerated	2	2.7
The endorsers should be aware of their clothes	2	2.7
The endorsers should really have fair skin.	1	1.4
The celebrities who look younger than their age should endorse facial whitening cream.	1	1.4
The endorser should demonstrate how to apply facial whitening cream to help audience use it appropriately.	1	1.4
The advertiser should be aware of racial discrimination in advertising execution.	1	1.4
Total	74	100