

## **CHAPTER FIVE**

### **CONCLUSIONS**

#### **5.1 SUMMARY OF THE STUDY**

In an advertising campaign, the endorser is one of the vital factors to convey the core message to the target market. In general, there are celebrities and non-celebrities hired to create brand awareness, reflect the good image of the product, raise the target audiences' interest, and eventually bring about their purchasing intentions. The customers' purchasing intentions could be the measurable indicator to the successfulness or failure of the marketing plan. It seems not worthwhile, if the target group can recall or are even highly impressed with the advertisement, but do not intend to purchase that advertised product.

Consequently, this research aims to study the influence of celebrity and non-celebrity endorsers on consumers' purchasing intentions. To understand the reasons behind their purchasing intentions, the study also intends to describe the attitudes of female adolescent consumers towards facial whitening cream and the celebrity and non-celebrity endorsers' characteristics.

As the instruments of the study, questionnaires were distributed by accidental sampling method to 220 female undergraduate students of Dhurakij Pundit University, aged 18 – 26 years old.

Facial whitening cream is the main product of the study. Celebrity and non-celebrity endorsers used in this study are the celebrities including Usamanee Vitayanon and Taksaorn Paksukcharern and non-celebrities including an ordinary person providing a product testimonial and an unknown presenter.

#### **5.2 SUMMARY OF THE FINDINGS**

The results of the study can be summarized as follows:

##### **5.2.1 Product attribute**

For respondents, the female undergraduate students of Dhurakij Pundit University with an average age of 21, used facial whitening cream less than other products including day cream, night cream, and eye cream. However, more than half of the respondents agreed or strongly agreed that facial whitening cream was

important, interesting, relevant, meaningful, priceless, and necessary, whereas just about 2 – 10 percent of them rated all of these criteria in an opposite way.

Among the respondents using facial whitening cream, nearly three-fourths of them applied it everyday. For the price of such cream, more than half of them bought it for less than 401 Baht.

Moreover, there were half of the respondents having brand loyalty by continually using the same brand for a long period. On the other hand, nearly 50 percent of them used one brand for a while and then switched to another brand. Only 1.3 percent were not concerned with the brand, so they could use any brands available in the market.

### **5.2.2 Celebrity and non-celebrity endorsers' characteristics**

In general, celebrities' characteristics were more acceptable than those of non-celebrities in the eyes of the respondents. That is, more than double respondents agreed or strongly agreed with celebrities' attractiveness, familiarity, and likeability than those of non-celebrities.

However, the characteristic of both celebrities and non-celebrities regarding their trustworthiness and expertise with the product should be concerned. It seems that the respondents did not show their belief on these endorsers' characteristics. Even for a celebrity for whom nearly all respondents agreed or strongly agreed with her attractiveness, familiarity, likeability, only 80 and 55 percent of them accepted her trustworthiness and expertise with the product, respectively. Similarly, the respondents' attitudes towards another celebrity and both non-celebrities' trustworthiness and expertise was very low at about 25 percent of the total. The crucial point that should be pointed out is non-celebrity 1's trustworthiness and expertise with the product. As she advertised her product testimonial, the respondents still did not believe her trustworthiness and expertise with the product. From the respondents' suggestions in the open-ended part of the questionnaire, more than 15 percent of them required a before-and-after comparison of non-celebrity endorsement by showing the results after using the product, while 8 percent pointed out that an expert on skin-care treatment should be hired to endorse facial whitening cream.

### **5.2.3 The influence of endorsers on consumers' purchasing intentions**

Celebrity endorsement was more effective than non-celebrity endorsement 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.

Celebrities also had better image related to the product and could make that product look higher quality than the non-celebrities could. Particularly, when celebrity 2 and non-celebrity 1, as the endorsers for the same brand of facial whitening cream are compared, celebrity 2 who had a much better image could make the product look much higher quality than non-celebrity 1.

Nevertheless, the endorser's good image could not guarantee consumers' intention to purchase. Although celebrity 2 got nearly all respondents agreeing or strongly agreeing for her good image related to the product, she could make just 40.6 percent of them to have an intention to purchase.

Similar to celebrity 1, for whom 65.3 percent of the respondents agreed for her good image, was accepted by only 16.5 percent that she led them to have an intention to purchase. Meanwhile, only 22.4 and 15.9 percent of the respondents have an intention to purchase from the endorsement of non-celebrity 1 and 2, respectively.

## **5.3 DISCUSSION**

This section concerns not only the attitudes of female adolescent consumers towards facial whitening cream and the celebrity and non-celebrity endorsers' characteristics but also the influence of celebrity endorsers and non-celebrity endorsers on female adolescent consumers' intention to purchase facial whitening cream.

### **5.3.1 The high involvement of facial whitening cream**

While the respondents, undergraduate students of Dhurakij Pundit University with an average age of 21, reflected the concept of a beautiful face as facial flawless skin, proper shape of eyes, nose, and facial fairness and white skin, the skin-care products they used were in accordance with those criteria. That is, there

were 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). However, 50 – 60 percent of the respondents rated facial whitening cream as an important, interesting, relevant, meaningful, priceless, and necessary product. Just only 2 – 10 percent had attitudes on all of these criteria in an opposite way. Facial whitening cream is thus considered as a high-involvement product for female adolescent consumers.

Between highly involved and lowly involved consumers, each group requires different executions of advertising. That is, generally, people process information extensively when the product is of high personal relevance; on the other hand, they engage in limited information process when the product is of low personal relevance. Therefore, for highly involved consumers of facial whitening cream, the advertising endorsement should convey strong, solid, and high-quality attributes of the products to them. The point of high-quality attributes of product will be discussed later on.

### **5.3.2 Credibility of celebrity and non-celebrity endorsers**

While female adolescent consumers had attitudes towards facial whitening cream as the high-involvement product, the characteristics of the endorsers should also be association with that product attribute.

The audiences' perception of both endorser's trustworthiness (how honest the endorser is about what he or she says about the product) and expertise (how much the endorser knows about the product area) could create their credibility and then has an impact on advertising communication.

Both trustworthiness and expertise with the product seems to be strongly required to make an endorsement for facial whitening cream credible for female adolescent consumers. However, in this study, even though both celebrities and non-celebrities were accepted for their attractiveness, they got very low percentage for their trustworthiness and expertise with the product.

Even for a celebrity for whom nearly all respondents agreed or strongly agreed with her attractiveness, familiarity, likeability, there were 80 percent of them

accepting for her trustworthiness and only about 55 percent for her expertise with the product. Meanwhile, a non-celebrity who even provided her own product testimonial was perceived at just about 25 percent for trustworthiness and expertise with the product.

From the respondents' suggestions in the open-ended part of questionnaire, nearly 15 percent of them asserted that they did not believe in celebrity endorsements. That is, an advertisement using a very famous presenter could not convince them that such presenter really used the endorsed product herself, especially in the case that the price of product was inexpensive. Another 6 percent rather required an expert on skin-care treatment to firmly endorse the quality of facial whitening cream.

### **5.3.3 The influence of endorsers on consumers' purchasing intentions**

Celebrities can work so well in the promotion of brands. Celebrities as stars have very high public awareness and people are able to visualize them very easily as they are so familiar with them.

In this study, both celebrities were more highly accepted for their impact on respondents' brand awareness and advertisement recall than non-celebrities were.

Celebrities also had better image related to the product and could make that product look higher quality than non-celebrities could. However, the celebrity who got acceptance from nearly all respondents for her good image related to the product could only make less than half of them have the intention to purchase. Meanwhile another celebrity and non-celebrities had much less impact on respondents' purchasing intentions.

From the above results, it seems that there was a mismatch between the endorsement and consumers' purchasing intentions. In general, the relevant attractive source enhances attitudes, either by making the advertisement informative and hence likable or by affecting consumers' beliefs that the product must be good. That is, the effectiveness of using celebrities or non-celebrities to endorse a product can generally be improved by matching the image of the endorser with the personality of the product and the actual or desired self-concept of the target market.

In this study, as female adolescents became highly involved consumers for facial whitening cream, they mostly required celebrities or non-celebrities who were trustworthy and experts on the product they endorse. To match the endorser with product and consumers, their endorsement should be informative and credible. The low percentage of consumers' purchasing intentions in this study can consequently be explained to be because of both celebrities and non-celebrities' lack of trustworthiness and expertise with the product. Even though they got high acceptance for their attractiveness, only this strong point could not convince the respondents to have purchase intentions on their endorsed products.

To effectively advertise facial whitening cream for female adolescent consumers, the marketing planner should select a celebrity who is not only attractive, familiar, and likeable, but also trustworthy and expert on the product. In addition, a celebrity could work with a non-celebrity for their synergized endorsement. That is, a celebrity should be hired to raise brand awareness and advertisement recall, and the skin-care expert, as non-celebrity, could also be used to strengthen the quality of the product and the credibility of the endorsement. With their synergy, both celebrity and non-celebrity endorsers seem to have more influence on female adolescent consumers' purchasing intentions of facial whitening cream.

#### **5.4 CONCLUSIONS**

The following conclusions can be drawn from the discussions above.

5.4.1 As a high-involvement product for female adolescent consumers, facial whitening cream should be advertised with informative and credible endorsement.

5.4.2 To serve the requirement of female adolescent consumers, the endorser of facial whitening cream should be not only attractive, familiar, and likeable, but also trustworthy and an expert with the product.

5.4.3 As celebrities have a good image related to the product and a strong impact on consumers' brand awareness, they should be used to lure audiences to the advertisement. If they are also perceived for their trustworthiness and expertise on the product, these celebrities could have an influence on consumers' purchasing intentions.

5.4.4 In the case that celebrities are only attractive but lack trustworthiness and expertise with the product, they may not be influential enough for consumers' purchasing intentions. A skin-care expert, as a non-celebrity, would be a reasonable choice to endorse the product with them. That is, to generate consumers' intention to purchase, both celebrity and non-celebrity can play an effective role on their synergized endorsement. The celebrity may be used to create brand awareness, grab audiences' attention, and reflect their good image to visualize a high quality product, while the non-celebrity can be used to strengthen the effectiveness of the product and the credibility of the endorsement.

## **5.5 SUGGESTIONS FOR FURTHER RESEARCH**

Based on the findings and conclusion of this study, the following suggestions are made for further research.

5.5.1 To significantly elaborate the influence of celebrities and non-celebrities on consumers' purchasing intentions, the endorsers in the study should be set to cover all sorts of their endorsement roles including celebrities, a testifier, an actor, and a spokesperson and non-celebrities, as a testifier, an expert, and an executive spokesperson.

5.5.2 To study more about the endorsement regarding product attributes, the researcher may compare between high-involvement and low-involvement products in order to reflect the effectiveness of celebrity and non-celebrity usage in various situations.

5.5.3 To understand perceptions of respondents clearly and accurately, the researcher may provide television commercial clips in order to consider the entire advertisement before firmly answering all questions. However, it could be noted that all clips should be blended in with television program; otherwise, the answers may be distorted from the usual situation.

5.5.4 To deeply find out the reasons beneath significant respondents' perceptions, rather than questionnaire usage, the researcher may conduct a focus group discussion or an in-depth interview as the main research instrument so that they can explain their thoughts or the details more until the researcher can get the entire needed information.