APPENDIX A

Questionnaire – English Version

The Influence of Celebrity Endorsers and Non-celebrity Endorsers

on Female Adolescent Consumers' Purchasing Intention

of Facial Whitening cream:

A Case Study of Dhurakij Pundit University Students

Objectives

This questionnaire aims to study the influence of celebrity endorsers and non-celebrity endorsers on female adolescent consumers' purchasing intention on facial whitening cream. This study is for partial fulfillment of an Independent Study of an MA student in English for Careers, Language Institute at Thammasat University. All of the collected information is for academic purposes only and will be strictly treated with confidentiality. Please kindly respond truthfully for all items in this questionnaire. Should you have questions about the questionnaire or need further information about the questionnaire, please contact Ms.Saowanee Chatkeaw Tel: 086787-4890 e-mail address: eenawoas@hotmail.com   Thank you for your cooperation.

Part 1 Demographic Information

1. Age_____ years
2. Education (level of education) _____
3. Income per month received from guardians or parents

    _____ Less than 5,000 Baht

    _____ 5,000 Baht

    _____ More than 5,000 Baht

Part 2 **Using Information and Product Attribute**

Beautiful concept and product usage

4. **Which criteria do you indicate to be characteristic for a beautiful face?**

    (You can tick √ more than 1 answer)

    ☐ Proper shape of eyes, nose, and mouth
    ☐ Facial fair skin
    ☐ Facial flawless skin
    ☐ Proper make-up applied
    ☐ Others_____

5. Do you use make-up?

    ☐ Use   ☐ Not use

6. Which occasions do you use make-up? (Please tick √ only one answer)

    ☐ Use every time
    ☐ Use only when you go to university
    ☐ Use only when you go out on a date or hangout
    ☐ Use only when you have a special party
    ☐ Others_____

7. What kind of facial skin-care products do you use?

    (You can tick √ more than 1 answer)

    ☐ Day cream
    ☐ Night cream
    ☐ Eye cream
    ☐ UV protection cream
    ☐ Whitening cream
    ☐ Others_____
    ☐ Not use any kinds of facial skin-care products

8. **If you use facial whitening cream, which brand do you now use?**

    (If no, please skip to answer question no.9 to the end)

    8.1 How often do you use it?

    ☐ Use it everyday
    ☐ Use it continually for just a short period
    ☐ Sometimes use it
    ☐ Others _____

8.2 The brand name of facial whitening cream you use is _____

8.3 How has this brand been used?

☐   I have used only this brand continually.
☐   I can use whatever brand is available in the market.
☐   After using this brand, I am likely to try another brand.

8.4 How much do you pay for facial whitening cream?

☐ Less than 201 Baht
☐ 201 – 400 Baht
☐ 401 – 600 Baht
☐ 601 – 800 Baht
☐ 801 – 1000 Baht
☐ 1001 Baht or more

9. How do you perceive facial whitening cream?

Facial whitening cream is	strongly agree	agree	neutral	disagree	strongly disagree
9.1 Important					
9.2 Interesting					
9.3 Relevant					
9.4 Meaningful					
9.5 Priceless					
9.6 Necessary					

Part 3 **Perception and Purchase Intention**

   The first presenter

10. Have you ever seen this presenter in an advertisement of facial whitening cream?

☐ Yes, and the brand name of that product is _____

☐ Yes, but I cannot remember the brand name of that product.

☐ No, I haven't. (If you tick √ this answer, please skip to answer question no.13)

11. How do you perceive this presenter?

This presenter is	strongly agree	agree	neutral	disagree	strongly disagree
11.1 attractive					
11.2 familiar					
11.3 likeable					
11.4 trustworthy					
11.5 an expert on the product					

12. How do you perceive this presenter's endorsement?

When this presenter appears on advertisement,	strongly agree	agree	neutral	disagree	strongly disagree
12.1 you think she has a good image related to the product.					
12.2 you think she is a product user.					
12.3 you think whatever she uses is similar to you.					
12.4 she makes you to be interested in the product.					
12.5 she makes you consider the product as high quality.					
12.6 she makes you prefer using or trying the product.					
12.7 she makes you to prioritize the product to be the first choice that you purchase.					

The second presenter

13. Have you ever seen this presenter in an advertisement of facial whitening cream?

☐ Yes, and the brand name of that product is _____

☐ Yes, but I cannot remember the brand name of that product.

☐ No, I haven't. (If you tick √ this answer, please skip to answer question no.16)

14. How do you perceive this presenter?

This presenter is	strongly agree	agree	neutral	disagree	strongly disagree
14.1 attractive					
14.2 familiar					
14.3 likeable					
14.4 trustworthy					
14.5 an expert on the product					

15. How do you perceive this presenter's endorsement?

When this presenter appears on advertisement,	strongly agree	agree	neutral	disagree	strongly disagree
15.1 you think she has a good image related to the product.					
15.2 you think she is a product user.					
15.3 you think whatever she uses is similar to you.					
15.4 she makes you to be interested in the product.					
15.5 she makes you consider the product as high quality.					
15.6 she makes you prefer using or trying the product.					
15.7 she makes you prioritize the product to be the first choice that you purchase.					

The third presenter

16. Have you ever seen this presenter in an advertisement of facial whitening cream?

☐ Yes, and the brand name of that product is _____

☐ Yes, but I cannot remember the brand name of that product.

☐ No, I haven't. (If you tick √ this answer, please skip to answer question no.19)

17. How do you perceive this presenter?

This presenter is	strongly agree	agree	neutral	disagree	strongly disagree
17.1 attractive					
17.2 familiar					
17.3 likeable					
17.4 trustworthy					
17.5 an expert on the product					

18. How do you perceive this presenter's endorsement?

When this presenter appears on advertisement,	strongly agree	agree	neutral	disagree	strongly disagree
18.1 you think she has a good image related to the product.					
18.2 you think she is a product user.					
18.3 you think whatever she uses is similar to you.					
18.4 she makes you to be interested in the product.					
18.5 she makes you consider the product as high quality.					
18.6 she makes you prefer using or trying the product.					
18.7 she makes you prioritize the product to be the first choice that you purchase.					

The fourth presenter

19. Have you ever seen this presenter in an advertisement of facial whitening cream?

☐ Yes, and the brand name of that product is _____

☐ Yes, but I cannot remember the brand name of that product.

☐ No, I haven't. (If you tick √ this answer, please skip to answer question no.22)

20. How do you perceive this presenter?

This presenter is	strongly agree	agree	neutral	disagree	strongly disagree
20.1 attractive					
20.2 familiar					
20.3 likeable					
20.4 trustworthy					
20.5 expert on the product					

21. How do you perceive this presenter's endorsement?

When this presenter appears on advertisement,	strongly agree	agree	neutral	disagree	strongly disagree
21.1 you think she has a good image related to the product.					
21.2 you think she is a product user.					
21.3 you think whatever she uses is similar to you.					
21.4 she makes you to be interested in the product.					
21.5 she makes you consider the product as a high quality.					
21.6 she makes you prefer using or trying the product.					
21.7 she makes you prioritize the product to be the first choice that you purchase.					

Part 4 Suggestion

22. Do you have any opinions regarding the endorsement of celebrity and presenter on facial whitening cream that you did not address in this survey? Please use this space to add any additional comments.

_____

_____

_____

_____

_____

_____

_____

Thank you for your kind cooperation in answering the questionnaire