

**THAI CELEBRITY ENDORSERS' PERCEIVED CREDIBILITY
AND SOCIAL MEDIA TREND ON COSMETIC
PRODUCT PURCHASE INTENTION**



**A THESIS SUBMITTED IN PARTIAL FULFILLMENT OF THE
REQUIREMENTS FOR THE GRADUATE SCHOOL
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MASTER OF BUSINESS ADMINISTRATION
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Stamford International University
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On Cosmetic Product Purchase Intention

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Abstract

Nowadays, companies strive to formulate marketing strategies that will capture a bigger share of the market. Through a mixture of different techniques and tools in marketing, advertising has been widely used to communicate messages to the public in order to attract current and prospective consumers. Over the years, the use of celebrities to endorse products has become a prevalent form of advertising and a necessary tool in communication management. Celebrity ad endorsements are believed to enhance persuasion and improve advertising effectiveness.

Similarly, social media sites make it possible or easier for companies to reach a wider target market. According to Nielsen, a media measurement company, internet users spend 20% of their time to social channels and 30% of their mobile time to social networks. Discussion in social media sites, as well as, updates, opinions, comments, news, and product reviews, to say the least, are constantly posted and made public, inviting participation and involvement from its users. Consumers are increasingly demanding advice on social media sites for advice on products.

This study explores the relationship between the use of celebrity endorsements in social media sites and consumers' purchase intention. Through the review of significant academic literature and several concepts and theories, this research study aims to give a clear picture on the use of celebrity endorsers in online ads and its influence on Thai adult, women consumers' purchase intention. Findings from a survey of 400 respondents revealed that online ads with celebrity endorsers still yields a more positive effect on consumers' purchase intention when compared to online ads with no celebrity endorsers.

Keywords: celebrity endorsement, source credibility and attractiveness model, purchase intention and social media trend

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Tinnamin Techinakarawin

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CHAPTER 1

INTRODUCTION

“A celebrity endorsement is a signal or a trigger. People are looking for signals. If they see a celebrity they like endorsing a product that sends the signal that the product is a good one. It’s part of consumers’ conversation around a brand or product.” – Mark Bonchek, Orbit + Co

Nowadays, companies strive to formulate marketing strategies that will capture a bigger share of the market. Through a mixture of different techniques and tools in marketing, advertising has been widely used to communicate messages to the public in order to attract current and prospective consumers. Over the years, the use of celebrities to endorse products has become a prevalent form of advertising and a necessary tool in communication management. Celebrity ad endorsements are believed to enhance persuasion and improve advertising effectiveness. According to Ace Metrix, an ad testing firm, the rationale behind the belief of celebrity ad endorsements’ effectiveness is that celebrities are able to connect with viewers easily by increasing attention levels, by employing perceived credibility in promoting the product and by infusing positive celebrity associations with the product. Celebrity endorsements is widely used by companies and this has been demonstrated through “an estimated \$50 billion invested globally on corporate sponsorships and endorsements” (Crutchfield, 2010).

1.1. Background

McCracken (1989) stated that celebrity endorsement in advertising is a “ubiquitous feature of modern marketing.” In addition, McCracken also stated that there is much greater effect on consumers’ buying behavior if the person endorsing the product is well-known; more so if the consumers can easily identify themselves with the endorser (Erdogan, Baker, & Tagg, 2001). According to Charbonneau and Garland (2005), “celebrity endorsers break through media clutter and hold viewers’ attention.” Generally, celebrities in advertisements attract more attention, especially

to consumers who identifies themselves with the celebrity endorsing the product. This in turn creates trust between the consumer and the celebrity, and consequently, the brand. According to Erdogan et al. (2001), consumers with similar goals, interests and lifestyle as the celebrity endorser would easily consider the information delivered by these celebrity endorsers rather than from someone they do not feel any connection with.

Wheeler (2003) also stated that celebrities can easily transfer their image to a specific product they endorse. Companies makes use of celebrity endorsement as an advertising tool in increasing brand exposure, attention, interest, desire and action (Belch & Belch, 2001). Moreover, celebrity endorsement can attract a new set of customer or type of audience; it can also increase the chances of the brand being remembered by more people or what we call as 'brand recall'. Brand recall is crucial as consumers are bombarded with a lot of different products along with a lot of different brands per product. The difficulty of differentiating yourself from another brand and standing out from a huge number of products being marketed today could be solved by using celebrities to endorse your product.

Similarly, social media sites make it possible or easier for companies to reach a wider target market. According to Nielsen, a media measurement company, internet users spend 20% of their time to social channels and 30% of their mobile time to social networks. Discussion in social media sites, as well as, updates, opinions, comments, news, and product reviews, to say the least, are constantly posted and made public, inviting participation and involvement from its users. Consumers are increasingly demanding advice on social media sites for advice on products.

In conclusion, celebrities are effective endorsers as they are perceived to be highly believable, likeable, and trustworthy (Silvera & Austad, 2004). In spite of this, celebrity endorsement still varies on its influence on the purchasing behavior of consumers (Till & Shimp, 1998). Hence, the purpose of this study is to determine the relationship between the use of celebrity endorsements in social media sites and consumers' purchase intention.

1.2. Statement of the Problem

A lot of literature stated that celebrity endorsements are effective medium of advertising. It is widely recognized that celebrity endorsements improve both sales and brand imagery, as well as distinguish products from its competition. Furthermore, celebrity endorsements for some industries such as apparel and footwear are considered as a barrier-to-entry (Ace Metrix, 2011). However, several studies also revealed that opinions and recommendations from celebrities are the least trusted by consumers. A poll about celebrity endorsements in advertising has been conducted by Adweek/Harris Interactive in 2011 revealed that 77% of the respondents claimed that they would least likely buy a product endorsed by celebrities, and only a mere 4% will likely buy it (Babej, 2011). Also, a 2010 article in New York Times reported that celebrity endorsements has failed to garner a lot of viewers as compared to ads without celebrities, according to an online advertisement analysis conducted by Visible Measures. Another survey conducted in 2012 in the US by Battery Ventures, a venture capital firm, and Kelton Global, a marketing research company, stated that family members opinions matters most in their decision on what and who to buy a product from. Only 5% of 1,013 respondents said that they would trust a recommendation of a celebrity and 30% of online consumers stated that the least trusted recommendation for products comes from celebrities (Kolodny, 2012).

These studies continually discredit the effectiveness of the use of celebrity endorsers. But while respondents of these polls say otherwise, companies keep on utilizing celebrity endorsers to represent their products in the market up to the present day. With these contradicting phenomena, this research paper intends to give a clear picture of the effect of celebrity endorsements in social media sites on consumers' purchase intention in the Thai market.

1.3. Research Questions

This research aims to study the effect of celebrity endorsers in social media sites on purchase intention of Thai adult consumers of cosmetic products. Thus, this study will address the research question:

How does the use of celebrity endorsement through social media sites affect Thai consumers' purchase intention of cosmetic products?

1.4. Scopes of the Study

a. Content

This research study which incorporates a mixed methodology, takes the form of a quantitative and a qualitative study in aiming to gather data regarding the perceived credibility of celebrity endorsers through social media sites, in the point of view of Thai consumers. The researcher conducted a survey using a questionnaire to collect the necessary data in order to examine any relationships between high/low perceived credibility of celebrity endorsers and consumer's purchase intention. The first instrument used in data collection integrates a 15-item section of the questionnaire under the three celebrity credibility dimensions identified by Ohanian (1990). The questionnaire also includes a section on respondents' demographics; and a section on consumer's purchase intention adopted from Zafar and Rafique (2012). To make it easy for the respondents to complete the questionnaire, it was made available in two languages, English and Thai, so the use of forward-translation and back-translation was employed in assessing the data gathered. In addition, a structured interview was conducted by the researcher with two Thai companies who has a long history of using celebrity ad endorsements. This interview is to collect data regarding their perception on the effectiveness of using celebrity endorsement for their product.

b. Population vs. Sampling

A total of 400 Thai respondents are requested to participate in this study. The total population consists of consumers in Bangkok wherein it is over 100,000. According to Yamane (1967), if the population exceeds 100,000, the sample size should be around 400 to carry a 95% confidence level and 5% error level.

c. Period of Time

The survey was completed in two weeks while the interview lasted for 15-30 minutes.

1.5. Objectives of the Study

This study is considered as a primary research wherein it gathered first-hand information from the respondents. The study complied with the following objectives:

a. Identify the theories and related researches done in the field of celebrity endorsement, the source credibility model, the meaning transfer model, social media trends, and product purchase intention of consumers.

b. Assess Thai consumer behavior with regards to purchase intention on celebrity-endorsed products found on social media sites.

c. Discuss managerial implications derived from the results of the investigation to help better explain the relationship of celebrity endorsers' perceived credibility in online advertisements and Thai consumer's purchase intention.

1.6. Significance of the Study

Celebrity ad endorsements have been widely used over the years and as such, it needs to be carefully studied upon in order to measure and maximize its effect on consumer's product purchase intention. The significance of the study is as follows:

a. The results of the study attempted to explain Thai consumer behavior in relation to celebrity endorsed products advertised on social media sites.

b. The study involves managerial implications aiding in the decision-making of companies whether to employ celebrities as product endorsers when using social media sites as mediums of communicating to target consumers. All data gathered are first-hand relevant information on the influence of celebrity endorsements in the Thai market.

1.7. Organization of the Report

This study is organized into five chapters. The first chapter is an introduction of the study which consists of an explanation on the background of the concepts being

undertaken, a statement of the problem and the research questions being addressed by the study. It also includes the objectives of the study, its scope, and its significance to outside readers. The second chapter includes a detailed summary of different studies on celebrity endorsement, and an explanation of the concepts, theories and models used in the study. The third chapter consists of the methodology which discusses the research strategy used such as data collection method, the instrument used in collecting the data, the population and sample size, the sampling technique employed, the theoretical framework used by the study, and any limitations of the study. The fourth chapter discusses an analysis of the data gathered and reports the empirical findings of the study, as well as its implications. Finally, the last chapter expounded the conclusion of the research study along with any further studies recommended by the researcher.

1.8. Definition of Terms

The terms in this study is defined as follows:

Celebrity – a person who enjoys public recognition by a large share of a certain group of people.

Celebrity endorser – any individual who enjoys public recognition and who uses this recognition on behalf of a consumer good by appearing with it in an advertisement; an individual who is known to the public (actor, sports figure, entertainer, etc.) for his or her achievements in areas other than that of the product class endorsed

Social media – is a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0 that allows the creation and exchange of User Generated Content (UGC) which describes the various forms of media content that are publicly available and created by end-users a group of new kinds of online media which shares most or all of the following characteristics: participation, openness, conversation, community, and connectedness.

Social media sites or social networks - These sites allow people to build personal web pages and then connect with friends to share content and

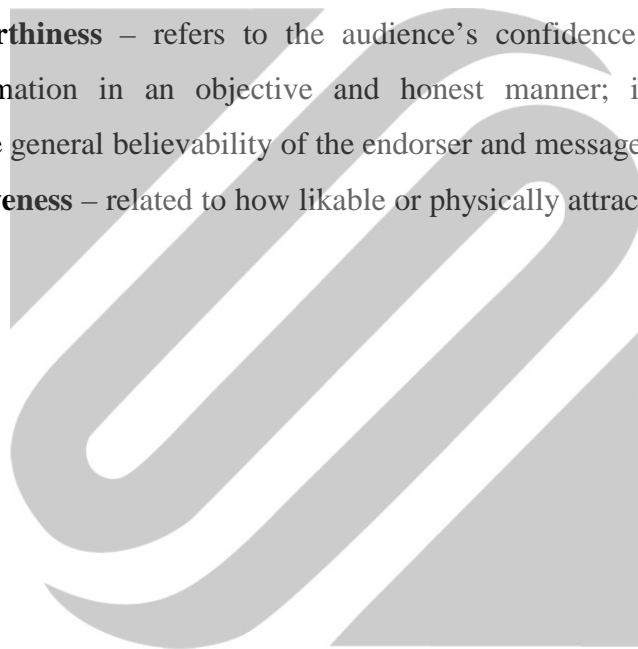
communication. The biggest social networks are MySpace, Facebook, Bebo and LinkedIn.

Purchase intention – an individual's action, predisposition and affinity towards a brand; an individual's conscious plan to make an effort to purchase a brand

Expertise – the extent to which a communicator is perceived to be a source of valid assertions; Expertise comes from knowledge, experience, or training the spokesperson possesses in the related field; refers to product knowledge and the validity of claims.

Trustworthiness – refers to the audience's confidence in the source for providing information in an objective and honest manner; is reflected in the confidence in the general believability of the endorser and message.

Attractiveness – related to how likable or physically attractive the source is to the audience.



CHAPTER 2

LITERATURE REVIEW

“It’s truly vital to our customer base. Not only does that celebrity bring new value, excitement, or humor but they bring an energy and memorability that you don’t get sometimes with non-celebrity advertising.” – Mark Rooks, Senior Marketing Manager of Multicultural Marketing, Pepsi Co.

2.1 Introduction

As a marketing strategy, the use of celebrity endorsement by companies has increased exponentially throughout the years. Celebrity endorsement is a very powerful tool in communications wherein campaigns verbalizing the meaning of celebrities in relation to the brand (Carroll, 2009). This has been the case in order to increase sales and extend their share of the market. The huge amounts of money spent by these companies in hiring celebrities to represent their products or brands are believed to be an effective way of attracting consumers (Katyal, 2007). As celebrity endorsement is considered as a billion dollar industry (Kambitsis et al, 2002), companies expects that utilizing celebrity endorsers would create a signaling strategy in the market (Mustafa, 2005) and that it is believed to give a touch of glamour to the brand or product (Reynolds, 2000). Although celebrity endorsements have its rewards, it also retains certain risks that companies of today must weigh before deciding when to employ a celebrity endorser and who to employ as a celebrity endorser. Studies on celebrity endorsements delved into different issues and areas of interest. These studies intended to have a clear understanding on how to utilize this marketing tool more efficiently and to recognize celebrity endorsements’ need and contribution, or lack thereof, to the business industry. Consequently, this paper aims to describe the similarities and differences with studies made on celebrity endorsements from the findings of this paper which deals with celebrity endorsements through social media sites.

2.2 The Concept of Celebrity Endorsement

2.2.1 Celebrity and Celebrity Endorsement

A celebrity is an individual who enjoys public recognition by a certain group of people (Schlecht, 2003) and known by the public for their achievements in addition to the brand or product that they are endorsing (Friedman & Friedman, 1979). Different types of celebrities consists of actors/entertainers/pop-stars (e.g. Patcharapa Chaichua, Chermarn Boonyasak, Ann Thongprasom), models (e.g. Treechada Petcharat, Sririta Jensen, Urassaya Sperbund), sports stars (e.g. Chanatip Sonkham, Saralee Thungthongkham, Wilavan Apinyapong), and famous businessmen or politicians (e.g. PM Yingluck Shinawatra, Yuwadee Chirathivat, Chananyarak Phetcharat). Celebrities are considered as spokespeople in advertising, one who delivers the message to a target audience by promoting products or services to the public (Kambitsis, et al., 2002; Tom, et al., 1992). Celebrity endorsers are seen as a way to communicate the idea or information directly to the target audience or just to attract attention to the brand or product to make it noticeable or to enhance the image and appearance of the brand or product (Belch & Belch, 2001). Companies hire celebrities who are popular people (Belch & Belch, 2001) such as movie stars or actors and actresses, entertainers, sports stars, singing sensations and even politicians and well-known experts in their field of study or career. A better exposure in the market (Kotler et al., 2001) is the target of companies while approval from endorsers is a sign of recommendation as perceived by consumers. According to Riezebos (2001), celebrity endorsers should be employed whenever the brand-added value is high to boost long-term marketing effectiveness (Belch & Belch, 2001). According to Till & Shimp (1998), whenever endorsers are suitably elected to different channels and media, it proves to be an effective marketing strategy. Accordingly, receivers of the message (consumers) recognize the product as the message that the endorsers are trying to convey. Celebrity endorsement has become a popular approach in the branding process both in gaining and keeping attention and in creating favorable associations leading to positive brand knowledge and distinct brand images (Carroll, 2009). There are a number of reasons why companies decide to employ celebrity endorsement (Erdogan & Baker, 2004), and to name a few: (a) celebrity endorsers extend a sense of trust for the brand they are endorsing thereby establishing credibility

of the brand in a short period of time, (b) celebrity endorsers make the brand more noticeable and attracts attention of the target audience, (c) celebrity endorsers are also seen as current and visible, and that creates high PR coverage, (d) consumers tend to associate the brand and the celebrity endorser thereby increasing brand recall, (e) celebrity endorsers could also give a fresh image to a brand, (f) celebrity endorsers has a certain appeal or influence over the public in general or to a particular demographic or a certain group who idolizes them thereby these consumers can be easily swayed into the brand, and (g) celebrity endorsers could also provide testimonials about the benefits that they are getting from the product thus consumers who associate themselves with the celebrity could also be swayed into the brand.

2.2.2 Types of Celebrity Endorsement

Celebrities are employed by companies to act as one or more of the following (Jain, 2011): as one who gives a testimonial, an endorsement, an actor, and/or a spokesperson. A testimonial involves an endorser attesting to the quality of the product that she is using. She then recommends it to the public by mentioning its benefits and how consumers can get those benefits by purchasing the product. Where celebrities, expert in the field related to the product or service or not, lend their names to these products or services. An individual asked to enact a part or a character in presenting a product is an actor endorsing the product. A individual becomes a spokesperson when they appear in TV ads, print ads, online ads and PR sets.

2.2.3 Celebrity vs. Non-Celebrity Endorsement

A celebrity is perceived by consumers to be credible sources of information (Goldsmith et al, 2000). Academic literatures and studies revealed that celebrity endorsers have a positive influence on brand credibility and recall, likeability of the advertisement and consumers' purchase intention (Menon, 2001; Pornpitakpan, 2003; Pringle and Binet, 2005; Roy, 2006). Some of the benefits of utilizing celebrity endorsements in support of a brand strategy are increased attention, image polishing, brand introduction and repositioning and the potential to underpin global campaigns (Carroll, 2009; Erdogan, 1999). In addition, research shows that source credibility,

which includes trustworthiness and expertise, source attractiveness, and the match between the celebrity and the brand or the product, contributes to the effectiveness of the advertisement (Kahle & Homer, 1985). However, in a research done by Mehta (1994), celebrity endorsed products and non-celebrity endorsed products don't have significant differences when it comes to three constructs, "attitude towards the advertisements, attitude towards the brand, and purchase intentions of endorsed brands". Mehta explained that advertisements of non-celebrity endorsed products cause consumers to concentrate on the brand and its features while celebrity endorsed products cause consumers to focus on the celebrity in the advertisement. Moreover, recent studies showed that consumers do not trust the recommendations from celebrities and would rather believe in the opinions of their family members (Kolodny, 2012; Babej, 2011).

2.3 Social Media Trend

Social media is perceived as a trend, technology and a powerful business tool that is very useful in communicating to the target audience. It was examined why companies adopt social media networks and most of the respondents' reason was because of connectivity, ease of use, viral growth, global reach, anonymity and relevance.

According to CFP Professionals, the findings of the survey stated that the use of social media reached 73% and only 45% stated that they use it for professional purposes. They reiterated that the use of social media enables the network with other financial planning professionals to widen exponentially. The second reason why individuals use social media sites is that to keep up with professional news and trends, and the last one is for marketing and business promotion.

2.4 The Source Credibility & Attractiveness Model

According to Ohanian (1990), "source credibility is a communicator's positive characteristics that will affect the receiver's acceptance of a message". Consumers generally view celebrity endorsers as credible sources of information on the product

they are endorsing (Goldsmith, et al., 2000) and that a more credible source is more persuasive (Bannister, 1986; Friedman & Freidman, 1979).

A credible source of information possesses the relevant knowledge, skills and expertise, and experience needed in offering independent and equitable information. According to Belch and Belch (2001), a source should also be a trustworthy person wherein traits such as honesty, ethics and believability are inherent. Once information delivered by a source affects the beliefs, opinions and attitudes of a receiver, the receiver tends to accept and adopt the opinion of the source. The source credibility model tends to explain the factors leading to the source's perceived credibility (Hovland, et al., 1953). Early studies by Hovland and Weiss (1951) revealed that sources with high credibility are viewed by consumers as trustworthy and can influence more attitude change than sources with low credibility. The perceived level of expertise and trustworthiness in relation to the endorser, contributes to the effectiveness of the message (Erdogan, 1999). Expertise and trustworthiness are the attributes in the source credibility construct (Ohanian, 1990). In addition, similarity, familiarity and likeability of the source are the attributes included in the source attractiveness construct. The three dimensions of source credibility by Ohanian are described in Figure 2.1 below.

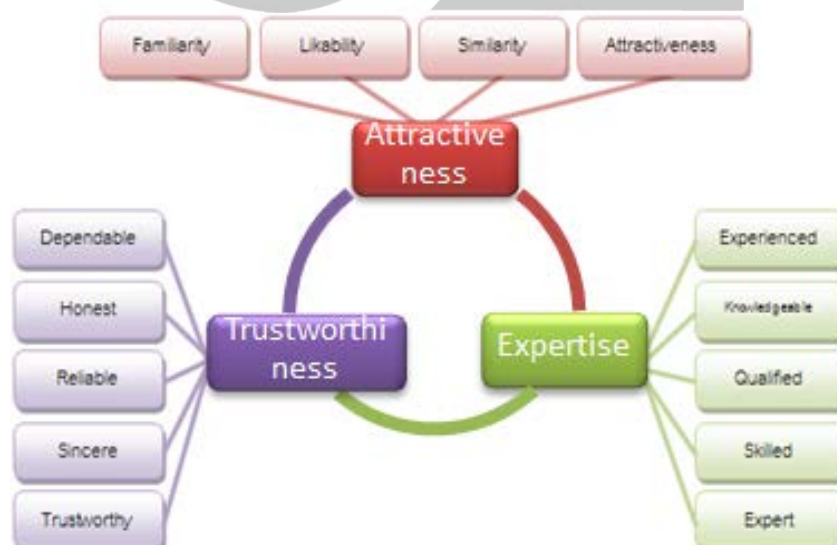


Figure 2.1 The Source Credibility Model

Source : Ohanian, 1990

2.4.1 Physical Attractiveness

The attractiveness of any source is identified through the receivers' perceptions of similarity, familiarity and likeability of the source. In effect, consumers who feel similar to a celebrity that they are familiar with, as well as they like, in their view, celebrity is becoming more attractive. The physical attributes of the celebrity is crucial to the consumer's initial judgment of the celebrity (Ohanian, 1990). Consumers, who identify themselves with the celebrity, generally would look for some type of relationship they have with the celebrity, and hence beliefs, attitudes, behavior and preferences of the celebrity are agreed by these consumers as their own. According to Till and Busler (2000), physical attractiveness of celebrity endorsers contributes greatly to advertising effectiveness, as believed by many scholars. Celebrities who are physically attractive are viewed more favorably by consumers on their personality traits (Kahle and Homer, 1985), and have a more positive impact on the products they are endorsing (Joseph, 1982) when compared to less attractive counterparts when it comes to advertisement evaluations. Celebrity endorsers have a goal of making the consumer feel that they are a part of the celebrity's life, and consequently, to the brand and the company. The three attributes of source attractiveness is described below:

1. Similarity

Goals, interests and lifestyle of consumers when compared to the celebrity endorsing their product, influences the perception of consumers on their purchase of goods and services that they think they need. When consumers identify and feels a similarity of themselves with the celebrity, the message being delivered by the celebrity is easily accepted (Belch & Belch, 2001).

2. Familiarity

Familiarity is regarded as the level of knowledge a celebrity has of a brand (Belch & Belch, 2001) and how the celebrity uses this knowledge for the publicity of the brand.

3. Likeability

“The affection for the source as a result of the source’s physical appearance and behavior” is what likeability in celebrity endorsement is (Erdogan, 1999). Celebrities endorsing the product should be popular, well-liked and admired by the public (Belch & Belch, 2001).

2.4.2 Trustworthiness

Trustworthiness is defined as “the degree of confidence consumers place in a communicator’s intent to convey the assertions he or she considers most valid” (Ohanian, 1990). When a celebrity endorser is talking about a brand, the perceived trustworthiness depends on how honest and believable the endorser is. Advertising effectiveness also depends on the perceived trustworthiness of the celebrity (Chao et al, 2005). According to Giffin (1967), “favorable disposition, acceptance, psychological safety, and perceived supportive climate” are favorable consequences of trust. According to McGinnies & Ward, 1980, celebrities’ perceived trustworthiness produces greater attitude change in consumers than celebrities’ perceived expertise.

2.4.3 Expertise

Celebrity endorsers’ expertise is defined as “the extent to which a communicator is perceived to be a source of valid assertions” (Erdogan, 1999). These celebrities are chosen because of their knowledge in the field, experience and expertise (Belch and Belch, 2001).

According to several literatures, the source perceived expertise positively influences the advertising effectiveness. This in turn predicts the celebrity endorser’s effectiveness and to a positive impact on attitude change. Moreover, according to Ohanian (1990), the perceived expertise of a celebrity endorser is linked more to consumers purchase intention when compared to attractiveness and trustworthiness.

2.5 Product Purchase Intention of Consumers

Companies are now focusing on how to predict consumers' needs that satisfies them and that which can predict their buying behaviors. A marketer's goal is to satisfy the needs of consumers and to understand the importance of these needs in relation to their buying behavior. By identifying consumers buying behavior, marketers can now target products and services which will satisfy these needs.

According to Bagozzi et al. (1979), purchase intentions are an individual's action predisposition and affinity towards a brand while intentions is defined by Eagly and Chaiken (1993) as "an individual's motivation in the sense of his or her conscious plan to exert effort to carry out a behavior." In other word, purchase intention is "an individual's conscious plan to make an effort to purchase a brand" (Spears and Singh, 2004).

In today's world, celebrity endorsement is widely used by companies to influence consumers' attitudes and purchase intentions (Goldsmith, Lafferty & Newell, 2000). According to Dean (2004), publicity has more power than general marketing and is more credible. Credibility in celebrity endorsement is perceived to be having an expertise relevant to the product/brand and the endorser along with his or her opinions and recommendations can be trusted by the target audience. Expertise is derived from the source's knowledge of the product or brand whereas trustworthiness involves honesty and believability of the source. These two attributes of celebrity endorsement has been shown many times in previous literatures, to influence and persuade consumer attitudes and their buying behavior. Generally, consumers focus on the celebrity and any circumstances surrounding the celebrity. And when companies have a relationship with the celebrity, any publicity and controversies attached with the celebrity affects the brand and the company's image, which ultimately affects their buying behavior.

2.6 Research Framework

This research study aims to explain the relationship between celebrity endorsers' physical attractiveness, trustworthiness and expertise, and the use of social

media in advertising in relation to consumers' purchase intention. The variables of the study include the celebrity endorsement as the independent variable and the determinants of the independent variable include physical attractiveness, trustworthiness, and expertise of the celebrity endorser and the use of social media in advertising. The dependent variable includes consumers' purchase intention.

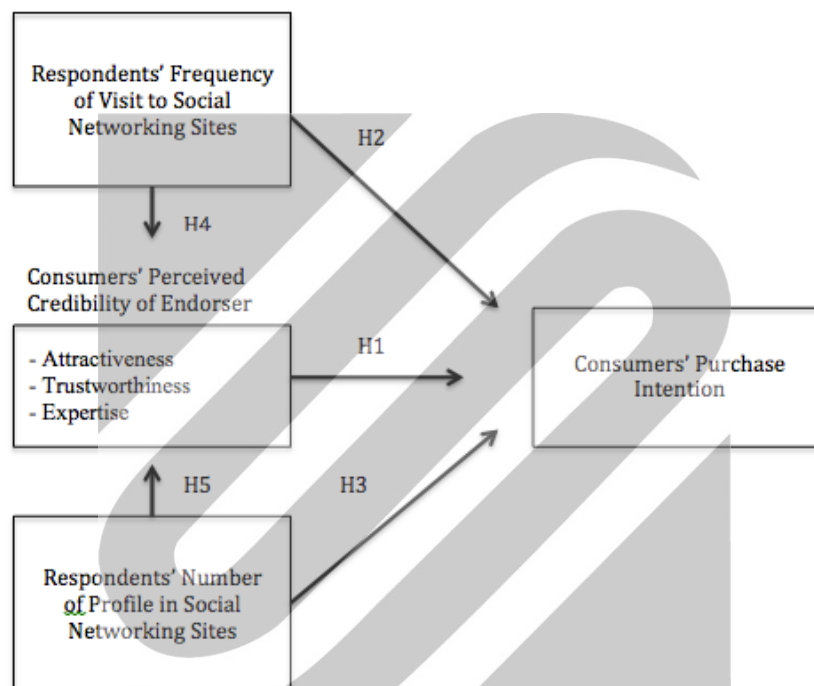


Figure 2.2 Theoretical Framework of the Study

2.7 Research Hypothesis

H1: There is a significant difference between perceived credibility of endorser (attractiveness', 'trustworthiness' and 'expertise') and consumers' purchase intention.

H2: There is a significant difference between respondents' frequency of visit to social networking sites and consumers' purchase intention.

H3: There is a significant difference between respondents' number of profile in social networking sites and consumers' purchase intention.

H4: There is a significant difference between respondents' frequency of visits to social networking sites and respondents' perceived credibility of endorser ('attractiveness', 'trustworthiness' and 'expertise').

H5: There is a significant difference between respondents' number of profile in social networking sites and respondents' perceived credibility of endorser ('attractiveness', 'trustworthiness' and 'expertise').

2.8 Related Studies on Celebrity Endorsement

As celebrity endorsement have become more popular in the advertising industry, a reliable and valid scale in measuring celebrity endorsers' credibility was developed by Ohanian (1990) which includes three dimensions namely source attractiveness, source trustworthiness and source expertise. However, in a follow-up study Ohanian made in 1991, findings revealed that only perceived expertise of celebrities are significantly related to purchase intention. This is in contrast with other studies made by scholars, that perceived attractiveness positively influences persuasion (Chaiken, 1979; Horai, Naccari, & Fatoullah, 1974; Reingen & Kernan, 1993; Shavitt, et al., 1994) and that trustworthiness also positively influences persuasion (Deshpande & Stayman, 1994; McGinnies & Ward, 1980).

Studies from Pornpitakpan (1998 and 2002) revealed that the greater the trustworthiness of the celebrity, the more it lead to better outcomes such as higher possibility of sales contracts signed, future joint ventures and other product lines. Another study from Braunsberger (1996) revealed that celebrity endorsers with high expertise perception leads to positive attitudes towards the endorser as well as the advertisement, as well as consumer based advertisement has positive on brand acceptance (Hayat et. al, 2013). Wenqian Gan (2006) investigated celebrity and non-celebrity commercials and its effect in the consumer behaviors of the Chinese people. This study revealed that celebrity endorsements are preferred by Chinese consumers but they would prefer a celebrity endorser with professional career skills rather than celebrity qualities such as good appearances and disposition. Patra and Datta (2012) examined celebrity endorsement in the context of Indian consumers. Celebrity endorsers in India practice Multiple Brand Endorsement which is endorsing more than one brand in different product categories and different mass media platforms. The findings in this research study revealed contradictory effects of celebrity endorsement and brand awareness and recall.

Amos, Holmes and Strutton (2008) constructed a quantitative study which revealed that negative celebrity information is extremely harmful to an advertising campaign. Ang and Dubelaar (2006) presented a qualitative study on celebrity match-up theory and identified sources of celebrity fit. A study on celebrity endorsement's impact on brand, presenting and explaining 20 attributes for an effective celebrity endorsement, by Natekar (2012) showed that a high self-brand connection can be seen when the image of the celebrity and brand match with each other. A study made by Asur et al (2011), described the buying behavior of generation Y consumers in Thailand with regards to the use of celebrity endorsement through the electronic communication channel (Instagram). Entertainment experiences, playful motives and aspirational motives contribute to the effects on endorsed brand attitude wherein celebrities are regarded as opinion experts, credible spokespersons, and idols that consumers emulate (Hung, 2014). Another study on celebrity endorsement differentiated the effects of celebrity endorsement and celebrity licensing (Kapoor, 2013). Celebrity licensing, which deems the association of the celebrity with an organization as a co-creator who is closely involved in the development of the product, is found to have the same effect as with celebrity endorsement in terms of attractiveness and credibility but different when it comes to expertise (Kapoor, 2013). Another relevant study made by Choi & Rifon (2012) explored the celebrity-consumer connection in terms of the congruence between the consumer self-image and the celebrity image which plays a very important role in the celebrity endorsement process. The findings in this study showed that if a consumer perceives his or her ideal self-image to be close to the celebrity endorser, then the rating of the ad is more favorable, as well as purchase intention. This also revealed a positive effect on the attitude towards the ad. Keel and Natarajaan (2012) mentioned in their study the trends in celebrity culture. They mentioned that the increased use of social media tools such as Facebook, MySpace, Youtube and blogs tends to shift the perception of consumers in seeking out new authorities in endorsing products. They reiterated that the precise definition of a celebrity is changing and takes more than being famous to be called a celebrity.

In light of these studies, the author of this research paper investigates the effect of the three credibility dimensions, endorser's attractiveness, trustworthiness and expertise, and the use of social media in advertising on Thai consumers' purchase intention.

2.9 Summary

The use of celebrities to promote products is widespread among many countries. Companies believe that using celebrity endorsement, although costly, would create a positive response from its target audience thereby influencing consumers' purchase intentions. The main purpose of this chapter is to present relevant studies and explain and clarify concepts used. This chapter revealed important attributes that companies should consider in utilizing celebrity endorsement. While there have been numerous studies in relation to this topic, the author deem it relevant to study the impact of celebrity endorsers' purchase intention, through the use of social media sites.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 Introduction

The previous chapter discussed concepts used and literatures reviewed in connection to the study's research question. This chapter discusses and validates the research methodology, which directed us in the gathering of information required for the study. This chapter is divided into 5 parts and it starts off with the research approach, followed by a discussion on the purpose of research, research strategy and research design. Limitation and a summary of the chapter will also be presented.

3.2 Research Approach

The purpose of research is to investigate a research question in relation to a particular problem. In order to generate the knowledge needed to answer the research question, the researcher needs to identify the appropriate method to use in collecting the necessary data and decide on which technique to use in analyzing it – this is called the process of the research. There are two classification of research according to its process: qualitative and quantitative researches. According to Denscombe (1998), the difference between qualitative and quantitative is how the data is treated and he further stated that “the most elementary distinction between the two approaches lies in the use of words of numbers as the basic unit for analysis”.

The author has opted to use both the quantitative approach as the study involves a large number of respondents as well as it aims to examine any cause and effect relationship between the variables in order to answer the research questions of the study and the qualitative approach as it wants to gather information from existing companies who currently use celebrity endorsers in social media sites as a form of advertising for their products.

3.2.1 Quantitative Research

According to Creswell (1994), quantitative research aims to explain phenomena by gathering numerical data and analyzing them by using mathematical methods specifically statistical techniques. According to Denscombe (1998), numerical data is objective and free of any bias which can result from contact with the researcher. He further stated that numerical data is gathered through observations, reports and recordings which are translated into quantifiable numbers. Quantitative research is ideal in a large-scale research which deals with a substantial amount of quantities and a great deal number of respondents. Moreover, this type of research illustrates, examines and checks cause and effect relationships (Burns & Grove, 1987).

3.2.2 Qualitative Research

To understand social or human problems from multiple perspectives, a qualitative process of inquiry should be conducted. According to Shank (2002), a qualitative research is a “form of systematic empirical inquiry into meaning”. In addition, Duffy (1987) stated that a qualitative approach to research is used as a medium for studying a phenomenon from the perspective of the subject rather than the researcher. Unlike quantitative studies where data is translated into numbers, qualitative studies use words as the main mode of analysis (Denscombe, 1998). Furthermore, qualitative research is commonly used for smaller and in-depth studies, and is often related to case study analysis (Yin, 2003).

3.3 Research Strategy

There are different research strategies available for use by researchers and according to Yin (2003), there are five different situations where these research strategies could be used and these are: experiment, survey, archival analysis, history and case study. Yin (2003) also identified three conditions differentiating the strategies namely: the form of research question, the extent of control over actual behavioral events and degree of focus on contemporary events. Figure 3.1 describes the five situations in relation to the three conditions provided by Yin (2003).

Table 3.1 Research Strategy

Strategy	Form of Research Question	Requires control over behavioral	Focuses on contemporary
Experiment	How, why	Yes	Yes
Survey	Who, what, where, how many, how much	No	Yes
Archival Analysis	Who, what, where, how many, how much	No	Yes/No
History	How, why	No	No
Case Study	How, why	No	Yes

Source: Yin, 2003

A widely used research strategy, survey research is a methodical gathering of information from the respondents of the study in order to understand some aspect or behavior of the population of interest. Surveys can be conducted in different methods such as the use of questionnaires, interviews and observations. This study will make use of surveys and interviews, as the research strategy in collecting and gathering data in order to answer the research question stated in the study.

3.4 Research Design

3.4.1 Respondents of the Study

A total of 400 Thai adult consumers were employed as the respondents of the study. The sample size is calculated using Taro Yamane's formula (Yamane, 1967). As the number of consumers in Bangkok is more 100,000, the sample size should be around 400 to obtain reliable data at 95% confidence level and a 5% error level. Hence, 400 responses were sought to study the perceived credibility of Thai celebrity endorsers in social media sites on product purchase intention of consumers. Moreover, female consumers were chosen as the target respondents of the study as women are still considered the most salient consumers of cosmetic products (Apaolaza-Ibanez, et. al, 2010). This study was conducted in Bangkok, Thailand in a span of two weeks.

3.4.2 Research Variables

This study's independent variable includes the perceived credibility of the endorser through social media sites while the dependent variable of the study is purchase intention of consumers. The study utilized a questionnaire, which consists of a 7-point semantic scale, with 7 as the highest score and 1 as the lowest score, used in measuring each variable. The questionnaire scale items are presented in Figure 3.2.

Table 3.2 Questionnaire Scale Items

Variable	Scale Items
Endorser Credibility	Attractive, Classy, Beautiful, Elegant, Sexy, Dependable, Honest, Reliable, Sincere, Trustworthy, Expert, Experienced, Knowledgeable, Qualified, Skilled
Attitude Towards the Brand	Appealing/Unappealing, Pleasant/Unpleasant, Good/Bad, Favorable/Unfavorable, Likable/Unlikable
Purchase Intention	Likely/Unlikely

This study also employed interviews from marketing managers of several Thai companies to gather information regarding the use of celebrity endorsers in social media sites.

3.4.3 The Stimulus

The study made use of two kinds of advertisements developed by the author. A fictitious brand was utilized in the online ads for cosmetic products. The purpose of this is to eliminate any effect on purchase intention of consumers that an existing or established brand may create.

The first advertisement featured the fictitious brand of the cosmetic product without any endorser. This was used for the control group, to make sure that other external factors which are not related to the type of the endorser would not affect the results of the study. This will aid in isolating the impact of the endorser types on the dependent variables. The second advertisement featured a Thai famous model to endorse the product.

3.4.4 Data Collection Procedure

The study made use of interviews in gathering data from marketing managers of several Thai companies who advertise their product in social media sites using celebrities to endorse their product. The researcher aimed at collecting information on the perspective of companies on the effectiveness of using social media sites when compared to other communication channels.

The study includes 400 completed questionnaires from Thai, female adult consumers of cosmetics. Figure 3.3 shows the respondent set for each print ad.

Each respondent was exposed to only one advertisement and they were asked to answer the questionnaire regarding endorser credibility and purchase intention, except for the respondents of Ad 1 which only answered questions for purchase intention since the ad doesn't have any endorser to evaluate for endorser credibility.

Results from the collected questionnaires were then analyzed.

Table 3.3 Respondent Set

Respondent Set	Stimulus of the Study	Questionnaire
Set 1 (200 Adult Thai Female Consumers)	Online Ad 1 Ad featuring No Celebrity	Purchase Intention
Set 2 (200 Adult Thai Female Consumers)	Online Ad 2 Ad featuring a Thai Celebrity	Endorser Credibility Purchase Intention

Moreover, in order for the study to easily collect the necessary data from the respondents, the study utilized forward- and back-translation. According to Harkness & Schoua-Glusberg (1998), "translation of questionnaires is the most frequently chosen route to implementing 'equivalent' instruments in cross-national and cross-lingual survey research". Therefore, the questionnaire used in this study which was earlier developed in English was translated into the local Thai language and the results were translated back again to English after the completed questionnaires were collected.

3.5 Limitations

The author acknowledges that this study is purely based on the perspective of Thai consumers. Although a fictitious brand was adopted by the author to eliminate any influence that existing brands may deliver, building brands takes time and consumers who are faced with new brands generally are more hesitant to try out or be persuaded to purchase a product. It is also possible that consumers of cosmetic products base their intent to purchase on the products' attributes thereby they would be cautious in purchasing a brand without any product information provided.

3.6 Summary

This study is a primary descriptive research, using both quantitative and qualitative research approaches. The research strategy is to conduct a survey through questionnaires from 200 respondents and interview several marketing managers of Thai companies. The figure below summarizes the research methodology adopted by the author.

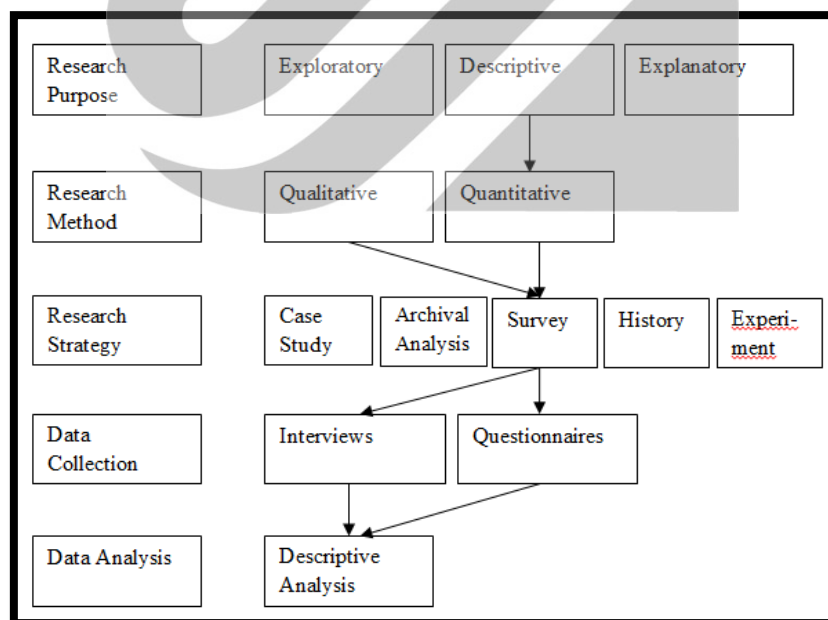


Figure 3.1 Research Methodology

CHAPTER 4

RESEARCH FINDINGS

4.1 Introduction

This section which is divided into nine parts presents an analysis of the data gathered in this research study. Interviews were done to obtain information from Thai companies regarding the use of celebrity endorsers in online advertisements featured on social networking sites. Moreover, questionnaires were disseminated to a total of 400 Thai women consumers in Bangkok to get their opinion regarding the frequency of use of social networking sites and their perceptions regarding the credibility of endorsers in advertisements found in these social networking sites. There were two sets of respondents for each ad which includes a fictitious brand of a cosmetic product. One ad only includes the product while the second includes a celebrity endorsing the product. The demographics of respondents were illustrated using graphs and tables, along with the rate of recurrence of their answers concerning their frequency of use of social networking sites, the credibility of the endorser and their purchase intention after seeing the two advertisements.

A discussion of the findings is also included in this section and a comparison with the findings of other studies cited in the second chapter will also be mentioned. Relationships between variables of the study will be established after conducting One-Way ANOVA test and a comparison of means carried out in response to the objectives of the study. The questionnaires used in this study along with the coding plan used by the author are all demonstrated in the appendix portion of this paper.

4.2 Qualitative Data from Marketing Managers

Marketing managers of several Thai companies were invited to discuss the use of celebrity endorsers in online advertisements featured in social networking sites. The author aimed to get the perception of marketing managers regarding the use of celebrity endorsers in online advertisements featured in social networking sites. Only one question was asked of the respondents and they were asked to elaborate their answer. Respondents were asked if they were utilizing celebrity endorsers in online

advertisements featured in social networking sites and its affectivity in terms of purchase intention of consumers. The author received a positive response from the interviews. Respondents affirmed that they have utilized celebrity endorsers not only in TV commercials and print ads in newspapers, magazines, billboards and other marketing tool but they also started to use celebrity endorsers in online advertisements. They confirmed that social networking sites are an easy platform for companies to endorse new and existing products to its target customers. They also confirmed that online advertisements have a large and wide scope in terms of reaching the target market. All of them agreed that the use of celebrity endorsers still have an effect in persuading consumers to purchase their product. They reiterated that consumers perceive their product in connection to the attractiveness, popularity and expertise of the endorser; that having a celebrity endorser promote their product helps consumers to relate to the product itself. The author then concludes that celebrity endorsers according to the perspective of companies are still a very useful tool in marketing.

4.3 Demographics of Respondents

4.3.1 Age

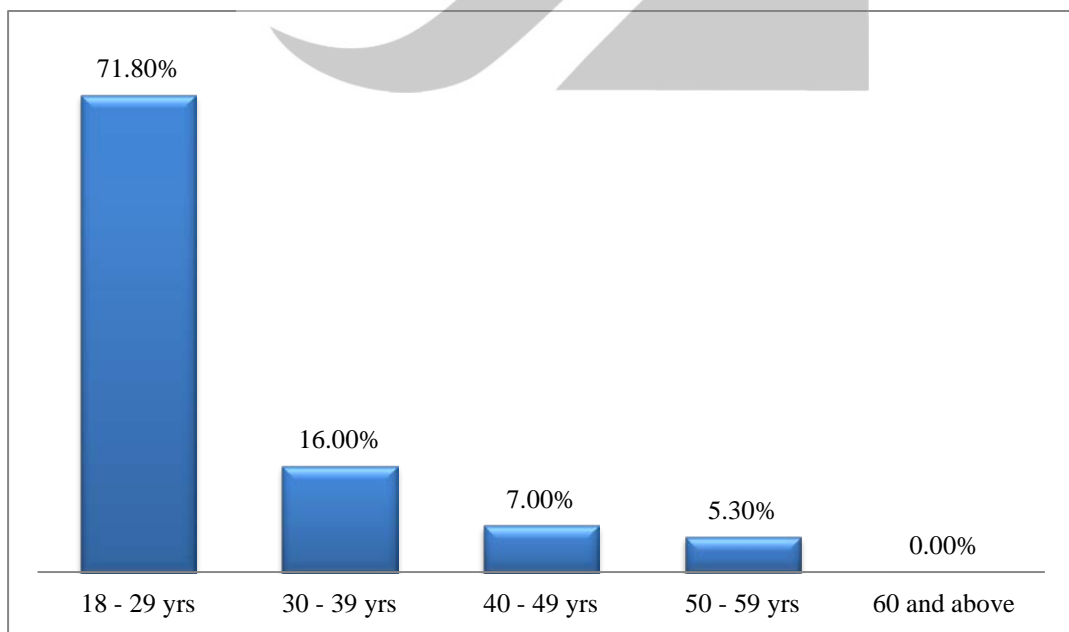


Figure 4.1 Age of Respondents

Figure 4.1 sorted the respondents according to their age. Most of the respondents, with a total of 287, are from the age group of 18-29 years old. 64 respondents stated that their age was from 30 to 39 years old while 18 respondents affirmed that they are from 40-49 age brackets. 21 respondents declared an age from 50 to 59 years old while none confirmed that they were over 60. The mean of this segment is 1.46 and the mode is 1 which indicates the first bracket, 18-29 years old, where most data came from.

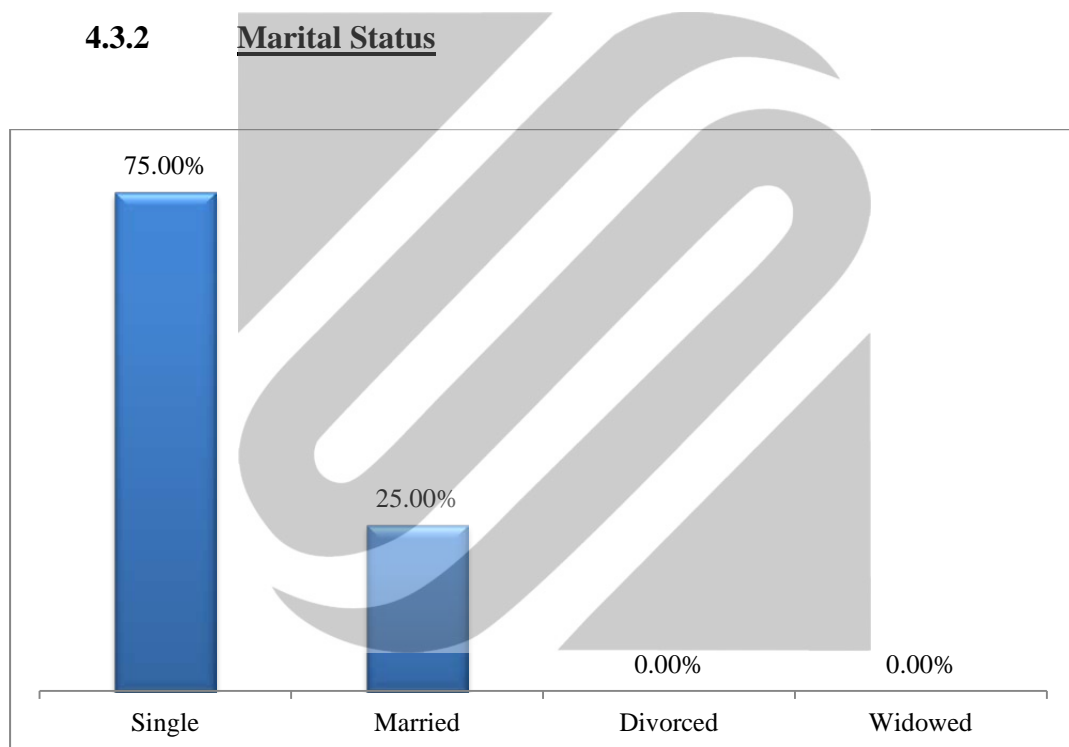


Figure 4.2 Marital Statuses of Respondents

Figure 4.2 shows the marital status of the respondents of the study which is divided into four groups. 300 respondents out of a total of 400 stated that they were single (75.00%) while 25.00% of the respondents or a total of 100 respondents stated that they were married. No respondents fell under the divorced and widowed category of this segment. The mean is 1.25 while 1 is the most frequently seen in the data set (mode).

4.3.3 Educational Attainment

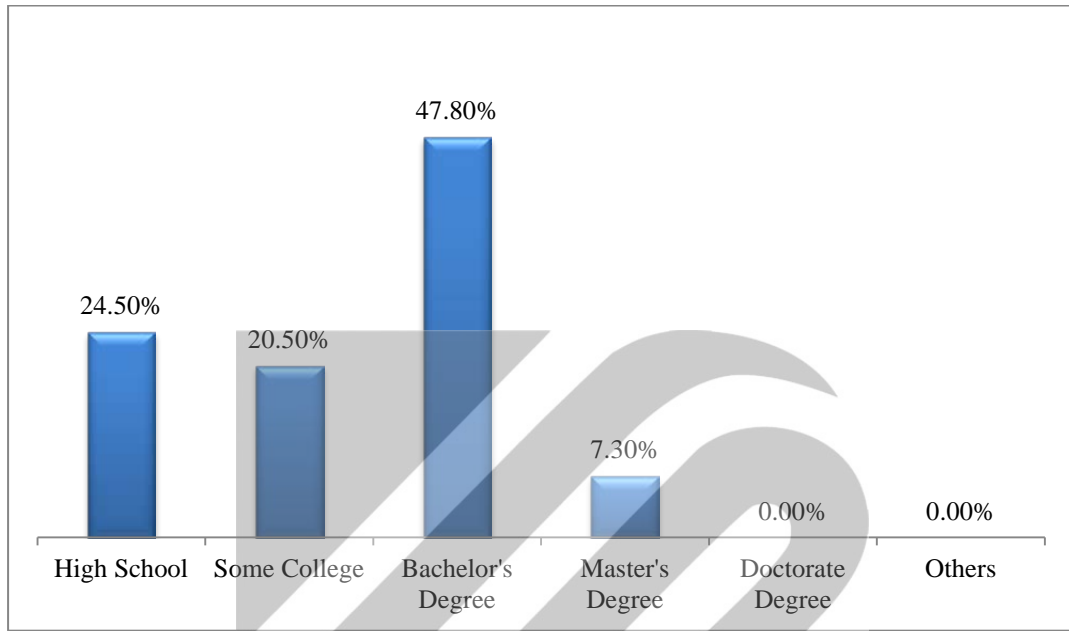


Figure 4.3 Educational Attainments of Respondents

Figure 4.3 divided the sample size into their educational attainment. 47.80% of the respondents (191 out of a total of 400) acquired a bachelor's degree while 24.50% of the respondents (98 out of a total of 400) reached high school. 82 respondents claimed that they have some college while only 29 respondents reached the master's degree level. Both doctorate degree and others category did not receive any responses. The mean of this segment is 2.38 and the mode is equal to 3 or the category of respondents with a bachelor's degree.

4.3.4 Occupation

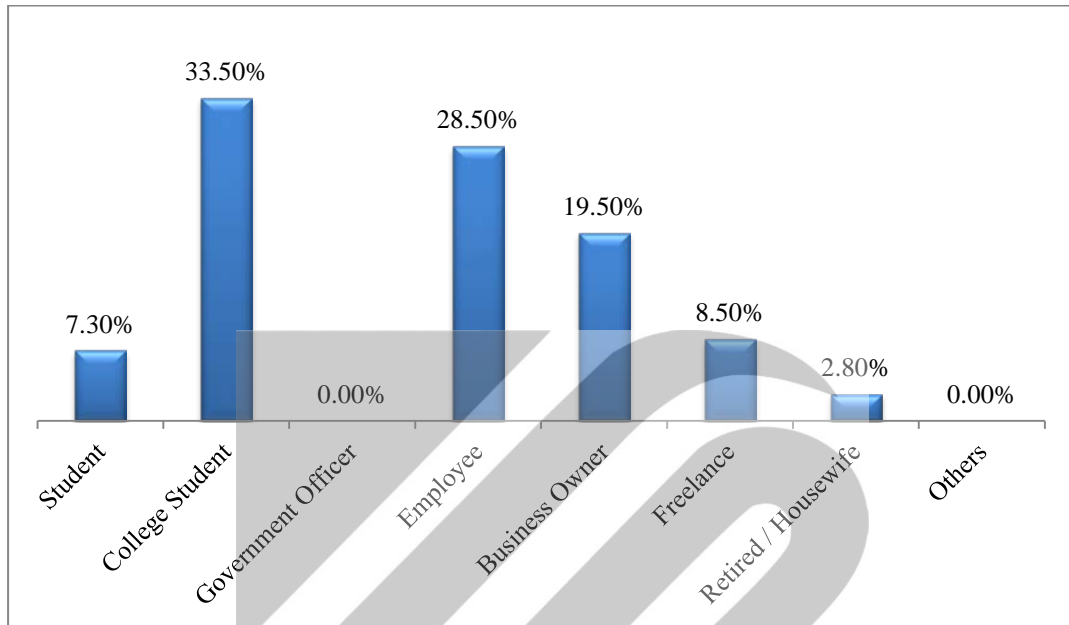


Figure 4.4 Occupations of Respondents

Figure 4.4 categorized the sample size according to their occupation. 163 respondents out of 400 or a total of 40.80% are students, out of which 134 respondents are college students. 28.5% of the respondents or a total of 114 respondents stated that they are employees while the rest were divided into other categories such as business owners, with 78 respondents or 19.50% of respondents, respondents working as freelancers, with 34 respondents or 8.50% of respondents, and respondents who declared that they are either retired or housewives, with 11 respondents or 2.8% of respondents. No respondents stated that they are working in a government agency or suggested other occupations. The mean for this demographic is 3.56 while the mode is 2 which indicates that respondents came from the college students category.

4.3.5 Income

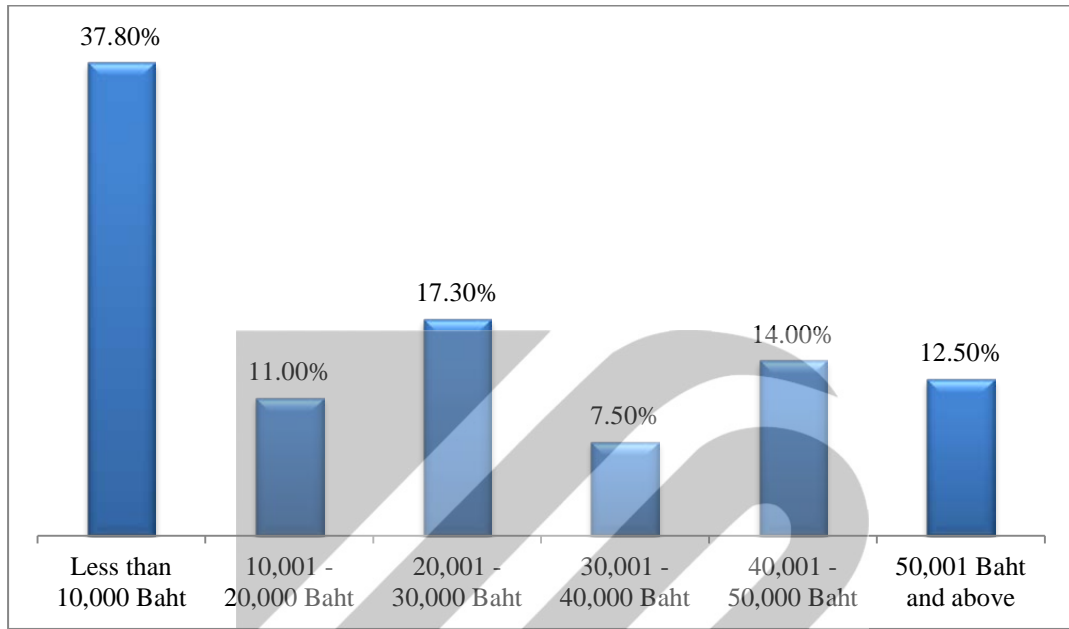


Figure 4.5 Incomes of Respondents

Figure 4.5 classified the respondents according to their income. This segment is divided into six categories and most of the respondents (151 respondents in total constituting to 37.80% of the total number of respondents) declared that their monthly income is less than 10,000 baht while the least number of respondents (30 respondents or 7.50% of the total number of respondents) came from the monthly income range of 30,001 to 40,000 baht. The rest of the respondents stated that they were in these monthly income ranges: 69 respondents (17.30%) from 20,001 to 30,000 baht range, 56 respondents (14.00%) from 40,001 to 50,000 baht range, 50 respondents (12.50%) from 50,001 baht and above range, and 44 respondents (11.00%) from the 10,001 to 20,000 baht range. The mean of this segment is equal to 2.87 and the mode is 1 which indicates that respondents are from the first range, less than 10,000 baht salary range.

4.4 Descriptive Statistics of Social Media Trend

Descriptive statistics were generated and an examination of the social media trend is summarized below in Figures 4.3.1 to 4.3.4.

4.4.1 Visits to Social Networking Sites

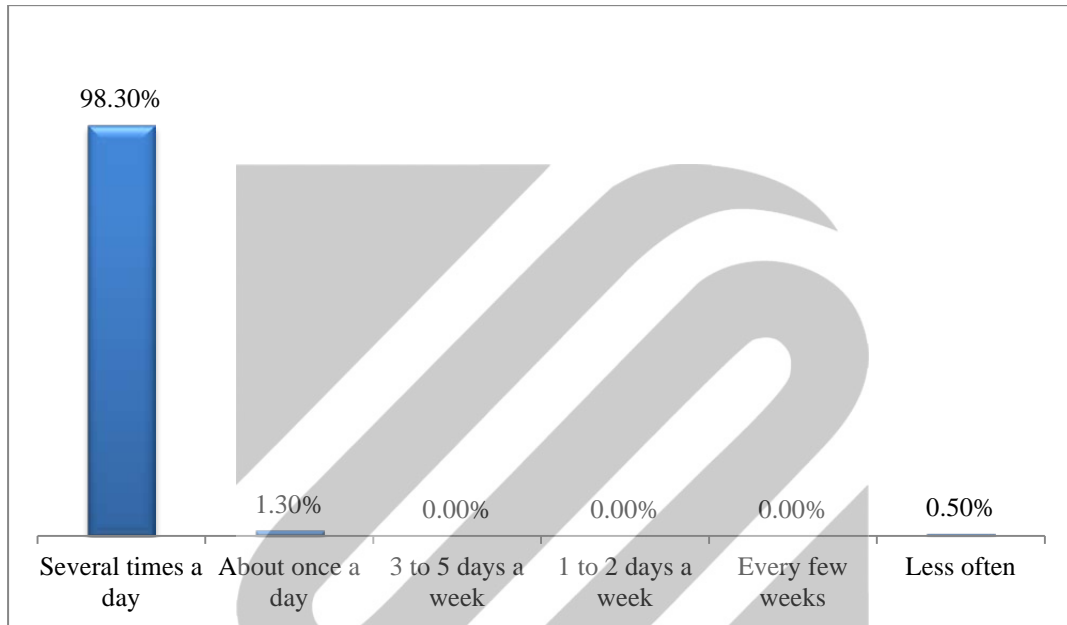


Figure 4.6 Frequencies of Visits to Social Networking Sites

Figure 4.6 sorted the respondents according to their frequency of visits to social networking sites. 98.30% of the respondents or a total 393 respondents stated that they visit social networking sites several times a day. 5 respondents (1.30% of the total respondents) claimed that they only visit social networking sites once a day and 0.50% or 2 respondents stated that the visits were less often than every few weeks.

4.4.2 Number of Profiles in Social Networking Sites

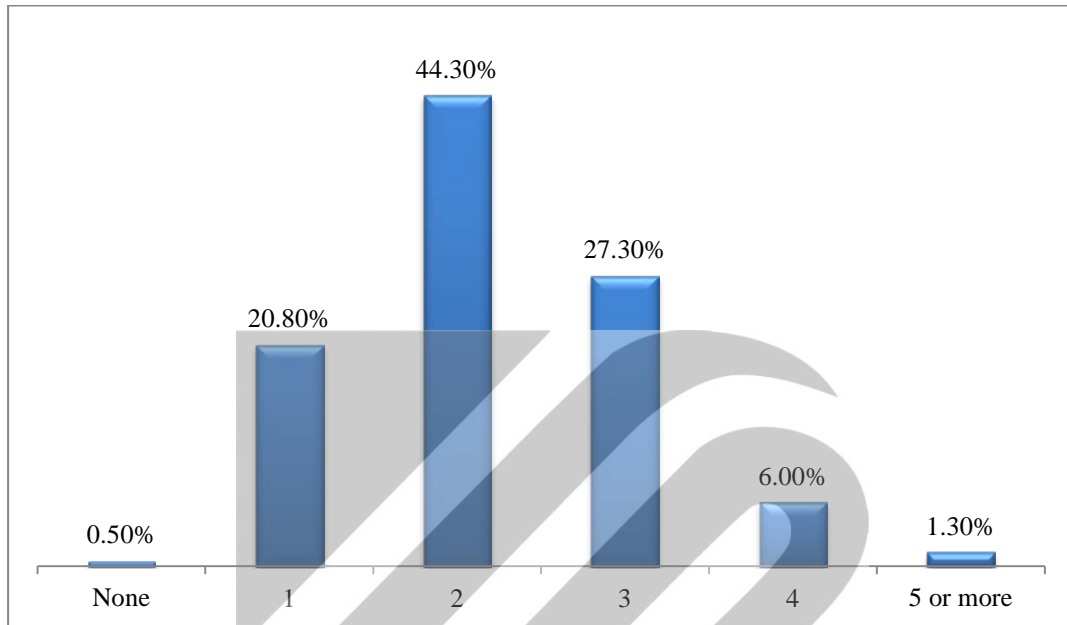


Figure 4.7 Numbers of Profiles in Social Networking Sites

Figure 4.7 categorized data according to the number of profiles respondents' have in social networking sites. Almost half of the respondents, 44.30% or a total of 177 respondents declared that they maintain 2 profiles in two different social networking sites, while 109 respondents or 27.30% of the total respondents stated that they maintain 3 profiles in three different social networking sites. There were also 83 respondents (20.8% of the total respondents) affirming that they maintain 1 profile in a social networking site. While 24 respondents or 6.00% of the total respondents confirmed that they have 4 profiles in four different social networking sites, only 5 respondents (1.30% of the total respondents) claimed to maintain 5 profiles in five social networking sites. Out of the total of 400 respondents of the study, 2 respondents (0.05%) stated that they do not have any profiles in any social networking sites.

4.4.3 Profiles in Social Networking Sites

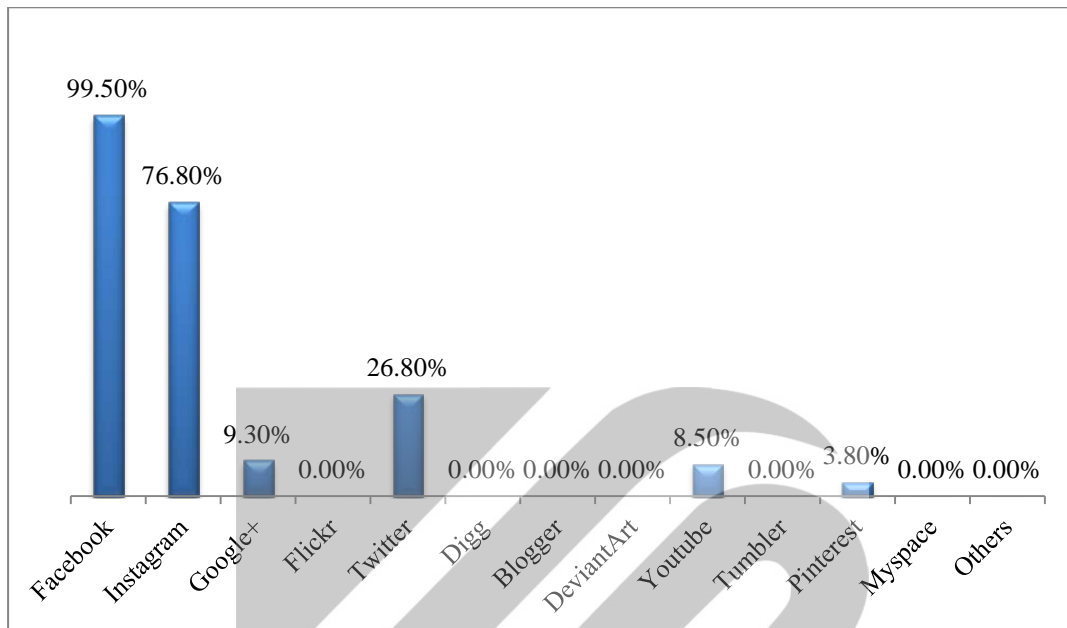


Figure 4.8 Profiles in Social Networking Sites

Figure 4.8 classified data according to the social networking site that respondents' currently maintains a profile. The social networking site, Facebook, garnered the highest number of profiles from respondents (99.50% or a total of 398 respondents). The social networking site, Instagram, received the second highest number of profiles from respondents (76.80% or a total of 307 respondents). The third in the list of social networking site where most of respondents stated that they maintain a profile in is Twitter (26.80% or a total of 107 respondents), the fourth is Google+ (9.30% or a total of 37 respondents, the fifth is Youtube (8.50% or a total of 34 respondents and the sixth is Pinterest (3.80% or a total of 15 respondents). All the rest of the social networking sites, Flickr, Digg, Blogger, Deviantart, Tumbler, Myspace and Others, received no responses from the respondents.

4.4.4 Most Used Profile in Social Networking Sites

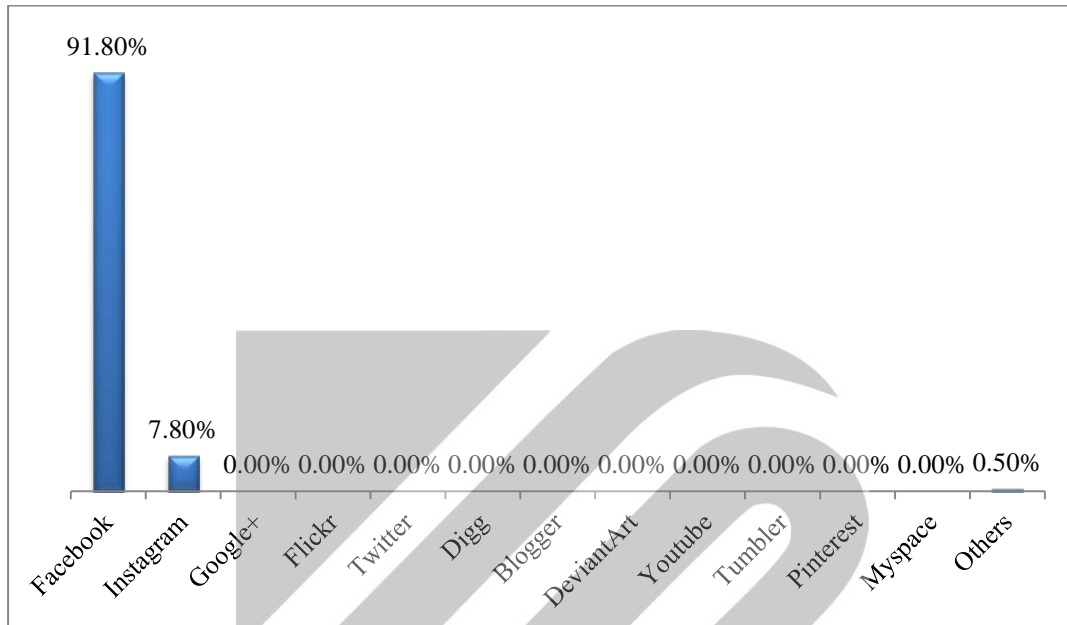


Figure 4.9 Most Used Profile in Social Networking Sites

Figure 4.9 shows data according to the most used profile in social networking site maintained by respondents. Out of the twelve social networking sites given in the questionnaire, Facebook received the most number of replies from respondents (91.80% or a total of 367 respondents out of 400). There were 31 respondents (7.80% of the total respondents) who stated that they used the social networking site, Instagram, more often than they used other social networking sites. The “Others” category received a 0.50% response which is in congruence with the 2 respondents who stated that they do not have any profile in any social networking sites.

4.5 Descriptive Statistics of Perceived Source Credibility

An analysis of the source credibility ratings of respondents on the second advertisement was carried out and the descriptive statistics are shown below. Credibility ratings were divided into three groups, low credibility (ratings of 1-3), neutral (rating of 4), and high credibility (ratings of 5-7).

Table 4.1 Source Credibility of the Endorser

		Source Credibility Rate					
		Low Credibility		Neutral		High Credibility	
		R.	%	R.	%	R.	%
A1	Unattractive / Attractive	0	0.0	33	16.5	167	83.5
A2	Not Classy / Classy	0	0.0	41	20.5	159	79.5
A3	Ugly / Beautiful	0	0.0	12	6.0	188	94.0
A4	Plain / Elegant	0	0.0	49	24.5	151	75.5
A5	Not Sexy / Sexy	0	0.0	2	1.0	198	99.0
Average		0.0	0.0	27.4	13.7	172.6	86.3
B1	Undependable / Dependable	1	0.5	66	33.0	133	66.5
B2	Dishonest / Honest	0	0.0	64	32.0	136	68.0
B3	Unreliable / Reliable	0	0.0	57	28.5	143	71.5
B4	Insincere / Sincere	0	0.0	53	26.5	147	73.5
B5	Untrustworthy / Trustworthy	0	0.0	59	29.5	141	70.5
Average		0.2	0.1	59.8	29.9	140	70.0
C1	Not an Expert / Expert	0	0.0	107	53.5	93	46.5
C2	Inexperienced / Experienced	0	0.0	22	11.0	178	89.0
C3	Unknowledgeable / Knowledgeable	0	0.0	33	16.5	167	83.5
C4	Unqualified / Qualified	0	0.0	28	14.0	172	86.0
C5	Unskilled / Skilled	0	0.0	22	11.0	178	89.0
Average		0.0	0.0	42.4	21.2	157.6	78.8

R. = Repetitions. Answers of 1-3 in the scale means Low Credibility, 4 means Neutral and answers of 5-7 in the scale means High Credibility.

Results presented in Table 4.1 revealed that the endorser in the advertisement is perceived to possess high credibility when it comes to all three categories, 'attractiveness' (an average of 86.3% or an average total of 173 high credibility responses out of 200), 'trustworthiness' (an average of 70.0% or an average of 140

high credibility responses out of 200) and ‘expertise’ (an average of 78.8% or an average total of 158 high credibility responses out of 200). The characteristics which received the highest number of high credibility responses under each category (attractiveness, trustworthiness and expertise) are: respondents being ‘sexy’ (99.0% or 198 responses), ‘sincere’ (73.5% or 147 responses) and an equal response to two characteristics in the third category namely ‘experienced’ (89.0% or 178 responses) and ‘skilled’ (89.0% or 178 responses).

4.6 Descriptive Statistics of Consumers’ Purchase Intention

Descriptive statistics were generated for the last section in the questionnaire which asks about consumers’ purchase intention. Responses were classified into three groups, low probability of purchase intention (ratings of 1-3), neutral responses (rating of 4), and high probability of purchase intention (ratings of 5-7).

Table 4.2 Advertisement without a Celebrity Endorser

		Purchase Intention Probability					
		Low Probability		Neutral		High Probability	
		R.	%	R.	%	R.	%
P1	How likely are you to purchase this product?	75	37.5	112	56.0	13	6.5
P2	How likely are you to try this product if seen in a store?	102	51.0	65	32.5	33	16.5
P3	How likely are you to actively seek out this product in a store?	161	80.5	35	17.5	4	2.0
Average		112.7	56.3	70.7	35.3	16.7	8.3

R. = Repetitions. Answers of 1-3 in the scale means Low Probability, 4 means Neutral and answers of 5-7 in the scale means High Probability.

Results found in Table 4.2 regarding consumers’ purchase intention of the advertisement featuring no endorser shows an average total of 113 low probability responses out of 200 (56.3%) which is more than the 71 neutral responses (35.3%) and the 17 low probability responses (8.3%). When respondents were asked whether

they would purchase the product, 112 out of 200 (56.0%) respondents declared a neutral response. When asked whether they would try the product if seen in a store, 51.0% or a total of 102 respondents gave a low probability rating. The last question which asked respondents whether they would actively seek out the product in a store garnered the highest low probability rating response of 80.5% or a total of 161 respondents out of a total of 200.

Table 4.3 Advertisement with a Celebrity Endorser

		Purchase Intention Probability					
		Low		Neutral	High		
		Probability	Probability		Probability		
R.	%	R.	%	R.	%		
P1	How likely are you to purchase this product?	7	3.5	101	50.5	92	46.0
P2	How likely are you to try this product if seen in a store?	17	8.5	125	62.5	58	29.0
P3	How likely are you to actively seek out this product in a store?	75	37.5	103	51.5	22	11.0
Average		33.0	16.5	109.7	54.8	57.3	28.7

R. = Repetitions. Answers of 1-3 in the scale means Low Probability, 4 means Neutral and answers of 5-7 in the scale means High Probability.

The findings revealed in Table 4.3 regarding consumers' purchase intention of the product in the advertisement featuring a celebrity endorser showed an average total of 57 high probability responses out of 200 (28.7%) which is lesser than the 110 neutral responses (54.8%) but more than the 33 low probability responses (16.5%). All three questions under this construct received neutral responses as the highest ratings (50.5%, 62.5% and 51.5%, respectively). Although half of the respondents indicated that they have a neutral response when it comes to purchasing the product, almost half of the respondents (46% or 92 respondents out of 200) gave a high probability of purchase intention.

4.7 An Analysis on the Significant Differences between Factors of the Study

4.7.1 Endorser's Perceived Credibility vs Consumers' Purchase Intention

H_0 : There is not a significant difference between perceived credibility of endorser ('attractiveness', 'trustworthiness' and 'expertise') and consumers' purchase intention.

H_a : There is a significant difference between perceived credibility of endorser ('attractiveness', 'trustworthiness' and 'expertise') and consumers' purchase intention. Test : One-Way ANOVA Confidence Level : 95% Significant Factor: 'Attractiveness' 0.00, 'Trustworthiness' 0.00, and 'Expertise' 0.00; Conclusion, reject the null hypothesis, there is a significant difference between perceived credibility of endorser 'and consumers' purchase intention. Table 4.4 illustrates the ANOVA output.

In order to identify whether consumers' purchase intention were equal among consumers' perceived credibility namely 'attractiveness', 'trustworthiness' and 'expertise' of endorsers, the author conducted this test based on a 95% confidence level. The author concludes that consumers' purchase intention significantly differs among consumers' perceived credibility of endorsers. The means were analyzed and it revealed that for consumers who perceived the endorser to possess high credibility in terms of attractiveness, trustworthiness and expertise, the probability of purchase intention is also high (means=2.01-3.00) whereas for the advertisement with celebrity endorser, respondents' opinion falls on a neutral position, and they tend to have a low probability of purchase intention (means=1.00-1.99). Thus we reject the null hypothesis.

Table 4.4 Relationship between consumers' perceived credibility and purchase intention

	Credibility	Mean	Std. Deviation	Minimum	Maximum	ANOVA	p
Attractiveness	Low	-	-	-	-		
	Credibility						
	Neutral	1.00	.000	1	1	161.630	.000
	High						
	Credibility	2.29	.528	1	3		
	Low	-	-	-	-		
Trustworthiness	Credibility						
	Neutral	1.45	.502	1	2	156.621	.000
	High						
	Credibility	2.41	.493	2	3		
	Low	-	-	-	-		
	Credibility						
Expertise	Neutral	1.21	.415	1	2	198.472	.000
	High						
	Credibility	2.36	.482	2	3		

4.7.2 Respondents' Frequency of Visits to Social Networking Sites vs Consumers' Purchase Intention

H_0 : There is not a significant difference between respondents' frequency of visits to social networking sites and consumers' purchase intention.

H_a : There is a significant difference between respondents' frequency of visits to social networking sites and consumers' purchase intention.

Test : One-Way ANOVA Confidence Level : 95% Significant Factor: 0.911, the null hypothesis is accepted. Table 4.5 illustrates the ANOVA output.

Table 4.5 Relationship between respondents' frequency of visits to social networking sites and consumers' purchase intention

Frequency of Visits	Mean	Std. Deviation	Minimum	Maximum	ANOVA	p
Several times a day	2.12	.667	1	3	.094	.911
About once a day	2.25	.500	2	3		
3 to 5 days a week	-	-	-	-		
1 to 2 days a week	-	-	-	-		
Every few weeks	-	-	-	-		
Less often	2.0	-	2	2		

To ascertain whether there is a significant difference on consumers' purchase intention and the frequency of visits to social networking sites, the author conducted this test based on a 95% confidence level. The author concludes that consumers' purchase intention doesn't differ among the respondents' frequency of visits to social networking sites. An analysis of the means (means=2.01-3.00) of the advertisement containing an endorser revealed that there is a high probability that consumers will purchase the product regardless of the number of times they visit social networking sites.

4.7.3 Respondents' Number of Profile in Social Networking Sites vs Consumers' Purchase Intention

H_0 : There is not a significant difference between respondents' number of profile in social networking sites and consumers' purchase intention.

H_a : There is a significant difference between respondents' number of profile in social networking sites and consumers' purchase intention.

Test : One-Way ANOVA Confidence Level : 95% Significant Factor: 0.971, the null hypothesis is accepted. Table 4.6 illustrates the ANOVA output.

Table 4.6 Relationship between respondents' number of profile in social networking sites and consumers' purchase intention

Number of Profile in Social Networking Sites	Mean	Std. Deviation	Minimum	Maximum	ANOVA	p
None	2.00	-	2	2		
1	2.06	.609	1	3		
2	2.15	.660	1	3	.176	.971
3	2.08	.651	1	3		
4	2.19	.834	1	3		
5 or more	2.20	.837	1	3		

To establish whether consumers' purchase intention were equal among respondents' number of profile in social networking sites, based upon a 95% confidence level, the author concludes that consumers' purchase intention does not significantly differ among the number of profile the respondents maintain in social networking sites. The means were analyzed and it proves that consumers' tend to have a high probability of purchase intention (means=2.01-3.00) regardless of the number of profile the respondents' maintain in social networking sites.

4.7.4 Respondents' Frequency of Visits to Social Networking Sites vs Perceived Credibility of Endorser

H_0 : There is not a significant difference between respondents' frequency of visits to social networking sites and respondents' perceived credibility of endorser ('attractiveness', 'trustworthiness' and 'expertise').

H_a : There is a significant difference between respondents' frequency of visits to social networking sites and respondents' perceived credibility of endorser ('attractiveness', 'trustworthiness' and 'expertise'). Test : One-Way ANOVA Confidence Level: 95% Significant Factor: 'Attractiveness' 0.674, 'Trustworthiness' 0.788, and 'Expertise' 0.861; Conclusion, accept the null hypothesis, there is not a significant difference between perceived credibility of endorser 'and frequency of visits to social networking sites of respondents. Table 4.7 illustrates the ANOVA output.

Table 4.7 Relationship between respondents' frequency of visits to social networking sites and perceived credibility of endorser

	Frequency of Visits	Mean	Std. Deviation	Min	Max	ANOVA	p
Attractiveness	Several times a day	2.86	.346	2	3	.396	.674
	About once a day	3.00	.000	3	3		
	3-5 days a week	-	-	-	-		
	1-2 days a week	-	-	-	-		
	Every few weeks	-	-	-	-		
	Less often	3.00	-	3	3		
Trustworthiness	Several times a day	2.70	.461	2	3	.238	.788
	About once a day	2.75	.500	2	3		
	3-5 days a week	-	-	-	-		
	1-2 days a week	-	-	-	-		
	Every few weeks	-	-	-	-		
	Less often	3.00	-	3	3		
Expertise	Several times a day	2.79	.409	2	3	.150	.861
	About once a day	2.75	.500	2	3		
	3-5 days a week	-	-	-	-		
	1-2 days a week	-	-	-	-		
	Every few weeks	-	-	-	-		
	Less often	3.00	-	3	3		

This test was conducted to determine whether respondents' perceived 'attractiveness', 'trustworthiness', and 'expertise' of endorser were equal among respondents' frequency of visits to social networking sites. Based upon a 95% confidence level, the author concludes that respondents' perceived credibility of endorsers (attractiveness, trustworthiness and expertise) do not have a significant difference among respondents' frequency of visit to social networking sites. An examination of the means revealed that respondents perceived the endorser to possess a high credibility (2.01-3.00) in terms of attractiveness, trustworthiness and expertise regardless of the respondents' frequency of visits to social networking sites.

4.7.5 Respondents' Number of Profile in Social Networking Sites vs Perceived Credibility of Endorser

H_0 : There is not a significant difference between respondents' number of profile in social networking sites and respondents' perceived credibility of endorser ('attractiveness', 'trustworthiness' and 'expertise').

H_a : There is a significant difference between respondents' number of profile in social networking sites and respondents' perceived credibility of endorser ('attractiveness', 'trustworthiness' and 'expertise'). Test : One-Way ANOVA

Confidence Level : 95% Significant Factor: 'Attractiveness' 0.978, 'Trustworthiness' 0.950, and 'Expertise' 0.994; Conclusion, accept the null hypothesis, there is not a significant difference between perceived credibility of endorser 'and respondents; number of profile in social networking sites. Table 4.8 illustrates the ANOVA output.

A study whether respondents' perceived credibility in terms of attractiveness, trustworthiness and expertise of the endorser were equal among respondents' number of profile in social networking sites, based upon a 95% confidence level. The author concludes that respondents' perceived credibility does not have a significant difference among respondents' number of profile in social networking sites. An examination of the means revealed that respondents' perception on the credibility of the endorser is high (2.01-3.00) regardless of the number of profiles maintained by the respondents in social networking sites.

Table 4.8 Relationship between respondents' number of profile in social networking sites and perceived credibility of endorser

	Number of Profile in Social Networking Sites	Mean	Std. Deviation	Min	Max	ANOVA	p
Attractiveness	None	3.00	-	3	3	.157	.978
	1	2.88	.331	2	3		
	2	2.87	.336	2	3		
	3	2.86	.345	2	3		
	4	2.81	.403	2	3		
	5 or more	2.80	.447	2	3		

Table 4.8 Relationship between respondents' number of profile in social networking sites and perceived credibility of endorser (Cont.)

	Number of Profile in Social Networking Sites	Mean	Std. Deviation	Min	Max	ANOVA	p
Trustworthiness	None	3.00	-	3	3	.228	.950
	1	2.67	.479	2	3		
	2	2.69	.467	2	3		
	3	2.73	.448	2	3		
	4	2.69	.479	2	3		
	5 or more	2.80	.447	2	3		
Expertise	None	3.00	-	3	3	.086	.994
	1	2.79	.415	2	3		
	2	2.79	.409	2	3		
	3	2.80	.406	2	3		
	4	2.75	.447	2	3		
	5 or more	2.80	.447	2	3		

4.8 A Comparison of Means of Consumers' Purchase Intention between Advertisements

Means of each advertisement, one without a celebrity endorser and another one with a celebrity endorser, was collated and compared in order to answer the objective of the study regarding the effect on the use of celebrity endorser in online advertisements featured in social networking sites. In Table 4.8, the means of online ad 1 (advertisement without a celebrity endorser) and online ad 2 (advertisement with a celebrity endorser), were compared in terms of purchase intention of consumers. According to the table below, the average means of online ad 2 (with endorser) with regards to the three questions is higher than the means of online ad 1 (without endorser) for all three questions. In using the average means for each online ad, the author then concludes that online advertisements with celebrity endorsers yield a more positive effect on consumers' purchase intention when compared to online advertisements without a celebrity endorser. But as the means for online ad 2 is

higher than online ad 1, the author cannot conclude that using a celebrity endorser in online ads yield a high probability of purchase intention as the means indicate that respondents has a neutral stand in terms of two questions (means = 4.00-4.99) and a low probability (means 0.01-3.99) for the third question.

Table 4.9 Table of Means – Purchase Intention

PI	Online Ad 1	Online Ad 2
How likely are you to purchase this product?	3.69	4.48
How likely are you to try this product if seen in a store?	3.62	4.24
How likely are you to actively seek out this product in a store?	2.90	3.69
Average	3.40	4.17

CHAPTER 5

CONCLUSION, DISCUSSIONS & RECOMMENDATION

Nowadays, consumers are bombarded with thousands of advertisements in various advertising mediums such as print ads, tv/radio ads, online ads, and so on, in that it becomes more difficult for a brand or a product to stand out and get noticed. The role of advertising in establishing a presence in the market has been widely used and explored by businesses. In order to get ahead of its competitors, businesses employ celebrity endorsers, mainly to catch the attention of potential consumers in order to deliver their message and to ultimately increase sales. However, not all celebrity endorsed products have reached their purpose of being well-known and have resulted in increases in income for companies. A successful fit between celebrity and product needs to be established to make the impact of associations in consumers' memory effective. This study aims to show the influence of celebrity endorsers on purchase intention of Thai adult women consumers of cosmetic products. Furthermore, it intends to explore the effect of utilizing online advertisements featured in social networking sites to the perceived credibility of endorsers and consumers' purchase intention. To achieve these purposes, the author reviewed several literatures to gain a comprehensive knowledge of the topic as well as to understand its influence in this study. The study used questionnaires in gathering the data needed, SPSS as a tool for transforming the data into statistical figures, and statistical tests in analyzing the results presented in the previous section and implications of the study shown in this section of the study.

5.1 The Respondent's Background

To analyze the effect of celebrity endorsements on consumers' purchase intention in Thailand, the author selected 400 Thai women consumers identified into two groups, in completing a survey questionnaire organized into four sections which includes respondents' demographics, social media trend, perceived source credibility of endorser, and consumers' purchase intention of the product. A total of 400 questionnaires were distributed and completed. A summary of the profiles of the

respondents are as follows: 71.8% of the respondents or 287 out of 400 came from the age of 18-29 years old; 75.0% or 300 of the total 400 respondents declared that they are single; 47.80% or a total of 191 respondents stated that they have a bachelor's degree; 40.80% or 163 respondents out of the total number of respondents stated that they are students; and lastly, 37.80% or 151 of the total respondents declared that their income per month is in the range of less than 10,000 baht.

5.2 Discussion of Findings

This study aims to investigate and analyze the effect of celebrity endorser on consumers' purchase intention of cosmetic products featured on online advertisements in social networking sites. It also aimed to differentiate the effect of a celebrity endorsed product on purchase intention against a non-celebrity endorsed product. This study focused on the related literature gathered and reviewed in the second chapter and the data obtained through the use of 400 completed questionnaires.

As for the demographics of the respondents of this study, almost all of the respondents 71.8% (287 out of 400 respondents) are from the 18-29 year-old bracket; 75.0% or 300 out of 400 respondents are single; 47.8% or a total of 191 out of 400 respondents attained a bachelor's degree; 40.8% or 163 respondents stated that they are students; and 151 or 37.8% claimed to have salaries in the range of less than 10,000 baht per month.

According to the descriptive statistics generated by the author regarding the social media trend, the author identified the frequency of visits to social networking sites of respondents and 98.3% (393 out of 400 respondents) of the respondents stated that they visit social networking sites several times a day; 44.3% or 177 out of 400 respondents claimed that they maintain at least 2 profiles in social networking sites; the three highest social networking site respondents' maintain a profile on are Facebook (99.5% or 398 out of 400 respondents), Instagram (76.80% or 307 out of 400 respondents) and Twitter (26.80% or 107 out of 400 respondents); and the most used social networking site where respondents maintain a profile on is Facebook (91.8% or 367 out of 400 respondents).

The descriptive statistics on the perceived source credibility were verified by the author as to which source credibility category (attractiveness, trustworthiness, expertise) received a high credibility rating from consumers, as well as which characteristic under each category received the highest number of high credibility ratings from respondents. The endorser from the online advertisement was perceived to possess high credibility rating for all three categories and for all characteristics under each category. The category 'attractiveness' received the highest average credibility rating of 86.3% (173 out of 200 respondents), and the characteristic of the endorser as being 'sexy' obtained a high credibility rating of 99% (198 out of 200 respondents). The category which received the next highest average credibility rating was the endorsers 'expertise' which garnered 78.8% (158 out of 200 respondents) and two characteristics under this category, the endorser perceived as experienced and skilled, received the same number of high credibility rating of 89% (178 out of 200 respondents). Lastly, the category 'trustworthiness' of the endorser attained 70.0% (140 out of 200 respondents) and the characteristic of the endorser as being 'sincere' received 73.5% high credibility rating (147 out of 200 respondents).

Furthermore, descriptive statistics on consumers' purchase intention were also produced and examined for the two online advertisements. In conclusion, online advertisement 1 (no celebrity endorser) received a neutral response (56% or 112 out of 200 respondents) with regards to consumers' purchase intention but also received low credibility ratings of 51% (102 out of 200 respondents) and 80.5% (161 out of 200 respondents) for questions if they were likely to try the product if seen in a store and actively seek out the product in a store, respectively. On the other hand, online advertisement 2 (with celebrity endorser) received neutral responses for all 3 questions under the 'consumer purchase intention' category. 101 out of 200 respondents (50.5%) stated a neutral response when it comes to consumers' purchase intention, 125 out of 200 respondents (62.5%) stated a neutral response when it comes to the likelihood of trying the product if seen in a store, and 103 out of 200 respondents (51.5%) stated a neutral response when it comes to seeking out the product in a store. When the purchase intention of respondents for online advertisement 1 and 2 were compared, the author identified that respondents tend to

give a higher probability on purchasing the product for online advertisement 2; online advertisement 2 received a high credibility rating of 46% (92 out of 200 respondents) compared to online advertisement 1 which received only 6.5% or 13 out of 200 respondents.

In addition, an analysis on the significant differences of factors of the study was carried out using ANOVA. The perceived credibility of endorsers, frequency of visit to social networking sites and number of profile in social networking sites were tested in order to know the effect on consumers' purchase intention. The frequency of visits to social networking sites and the number of profiles of respondents in social networking sites were also used as independent factors to know if it affects the perceived credibility of the endorser. The null hypothesis for the first test, perceived credibility of endorser and consumers' purchase intention, was rejected as the significant factor at a 95% confidence level turned up to be below .05. In general, a high credibility rating from respondents regarding the endorsers' credibility (attractiveness, trustworthiness and expertise) generated a positive response when it comes to consumers' purchase intention. The rest of the tests which examines significant differences among the following factors, frequency of visits to social networking sites and consumers' purchase intention, number of profile on social networking sites and consumers' purchase intention, frequency of visits to social networking sites and perceived credibility of endorser, and number of profile on social networking sites and perceived credibility of endorser, proves that there not a significant difference between the factors in each test. Consumers' purchase intention doesn't differ among the number of times a respondent visits social networking sites, as well as the number of profile a respondent maintain on these sites. Additionally, respondents' perceived credibility (attractiveness, trustworthiness, expertise) of the endorser doesn't differ among the number of times a respondent visits social networking sites, as well as the number of profile they maintain on these sites.

A comparison of means between the 2 online ads was conducted to know if utilizing an endorser has a positive effect on the purchase intention of consumers. Although the means of the second online advertisement which used a celebrity endorser to promote the product generated higher means than the first online

advertisement which did not use a celebrity endorser, the means of the second ad depicted more of a neutral response rather than a positive response from the respondents when it comes to consumers' purchase intention.

Results of this research study verify that celebrity endorsement is still a powerful tool of advertising in Thailand. One of the objectives of the study which aimed to examine the effect of celebrity endorsers in social networking sites on consumers' purchase intention, as well as proving the hypothesis which states that online ads with celebrity endorser will yield a more positive effect on consumers' purchase intention, was concluded by the findings of the study. A study from Wenqian Gan in 2006 mentioned in Chapter 2 regarding the perception of the Chinese people on celebrity and non-celebrity commercials and its effect on Chinese consumer behaviors revealed that celebrity endorsers with professional career skills rather than good appearances and disposition are preferred by the Chinese consumers. In contrast to that, Thai consumers prefer celebrity endorsers of cosmetic products to possess qualities such as being 'sexy' which acquired the highest score among other characteristics of perceived credibility of endorser, second to that is having experience and skills in what he or she is endorsing, and lastly, to look 'sincere' in promoting a product that they believed in. Another study published in 2013 by Kutthakaphan and Chokesamritpol which discussed celebrity endorsement through Instagram revealed a low effect on consumers' purchase intention of a food product in Thailand. The results of the study on Instagram is more similar to the results of this study wherein both studies revealed that these online advertisements could easily reach the products' target market, as well as endorsers who are perceived to have high credibility in terms of attractiveness have more impact on consumers' purchase intention. Generally, Thai consumers still believe that celebrity endorsers deserve a high rating for their credibility in terms of attractiveness, trustworthiness and expertise. Furthermore, the results also showed that online ads with celebrity endorsers are more convincing against online ads with no endorser, when it comes to consumers' purchase intention.

5.3 Conclusion and Implications

An insight and a deeper understanding on the perspective of Thai, adult female consumers of cosmetics regarding the influence of celebrity endorsements on

consumers' purchase intention was obtained after the analysis of data gathered. The three research objectives guided the study on how to examine the data, thus answers to these objectives are necessary in making the conclusions of the study.

The first research objective deals with identifying theories and related researches in the field of celebrity endorsement. These concepts such as celebrity endorsement, social media trends, source credibility and attractiveness model, and purchase intention concepts are discussed in the second chapter of this study. According to Goldsmith et al. (2000), celebrities are generally perceived to be credible sources of information when it comes to the product that they are endorsing. Several studies revealed that celebrity endorsers enjoy favorable responses from consumers with regards to their purchase intention (Menon, 2001; Pornpitakpan, 2003; Pringle and Binet, 2005; Roy, 2006). In addition, according to Kahle & Homer (1985), effectiveness of advertisements depends on the perceived credibility of the endorsers. However, there are also studies proving different and opposite results and an example would be a study done by Mehta (1994). The study by Mehta (1994) revealed that celebrity endorsed products and non-celebrity endorsed products doesn't retain any significant differences when it comes to consumers' purchase intention. In congruence with the studies revealing significant differences between perceived source credibility and consumers' purchase intention, but contrary to the study by Mehta (1994), this study resulted in revealing the relationship of perceived credibility of Thai consumers on celebrity endorsers and their purchase intention. The outcome of the study states that celebrity endorsed products, though not having a positive effect against purchase intention of consumers, it revealed a neutral response rather than a negative effect which is confirmed in online advertisement 1 for non-celebrity endorsed products.

The second research objective aims to assess Thai consumer behavior with regards to consumers' purchase intention of celebrity-endorsed products and non-celebrity endorsed products. In the course of the study, the author gathered the data needed in verifying the influence of celebrity endorsements on consumers' purchase intention. After recoding the data on the perceived credibility of the endorser, descriptive statistics were generated to determine the number of frequency that

consumers perceive the endorser of the second online advertisement featured in social networking sites, to be attractive, trustworthy and an expert. In general, online ad 2 received high credibility status for all three characteristics, attractiveness, trustworthiness and expertise. Based on the study data, the category 'attractiveness' received the highest number of average high credibility responses while the category 'trustworthiness' received the lowest average high credibility response. Most of the respondents perceive the endorser to possess the following characteristics namely, 'sexy, experienced, skilled and sincere'. In light of these results, it can be concluded that celebrity endorsers are still perceived by Thai consumers to have high credibility when it comes to their attractiveness, trustworthiness and expertise. Furthermore, means of perceived credibility of endorser were generated and stated in the Appendix to support the descriptive statistics, which then found a similar outcome indicating high credibility responses for categories 'attractiveness' and 'expertise', while the category 'trustworthiness' received a neutral average means. These results support the trend in today's advertising media as more and more celebrities are endorsing products in Thailand. Thus, marketers and businesses should exercise good judgment in selecting celebrities in endorsing their product in order to find the right fit which will eventually lead to positive attitudes towards purchase intention.

Additionally, ANOVA tests were also used to identify significant differences between factors namely perceived source credibility, social media trend and consumers' purchase intention. There were five tests conducted to identify significant differences between the variables in the study and only one of them, consumers' purchase intention significantly against perceived credibility of endorsers, resulted in p-values of less than 5% which means it is significant thereby the null hypothesis is rejected. The author concludes that consumers' purchase intention significantly differ among consumers' perceived 'attractiveness', 'trustworthiness' and 'expertise' of the endorser. This indicates that there is a high probability of purchase intention whenever respondents perceive the endorser to possess high credibility. Other 4 tests resulted in p-values of more than 5% which indicates a non-significant difference among factors thus the null hypothesis for each test was accepted. Consumers' purchase intention has no significant difference both against the frequency of visits to

social networking sites and the number of profile respondents' maintain in these sites. Moreover, perceived source credibility of endorser bears no significant difference among the frequency of visits to social networking sites and the number of profiles respondents' maintain in these sites. This indicates that no matter how many times a consumer logs into a social networking site and see the online advertisement, it does not guarantee a positive purchase intention. Also, regardless of how many profiles a consumer maintains in social networking sites, it also does not relate to the increase in the probability of consumer purchase intention. Knowing the frequency of consumers in visiting social networking sites, how many profiles they maintain and which social networking site they frequently visit will help companies in targeting a good dissemination tool to market their product. The burden of how the online advertisement, be as effective as it can be in terms of high purchase intention of consumers lies with the consumers' perceived credibility of the endorser. Companies now have to find a good fit between the endorser and the product so that consumers will perceive them as not only possessing characteristics of attractiveness but also trustworthiness and expertise.

The third research objective requires the study to discuss managerial implications derived from the results of the study to better explain the relationship of celebrity endorsers' perceived credibility and consumers' purchase intention. According to Erdogan (1999), "celebrity endorsement strategy can be an effective competitive weapon in mature and saturated markets in order to differentiate products from competitors". Due to the growing number of celebrity endorsed products and the high costs associated in employing one, it has become an essential task of companies to determine which celebrity endorser would be a better fit to maximize the effectiveness of utilizing a celebrity endorser. The result of this study implies that celebrity endorsers of cosmetic products are still viewed to possess high credibility when it comes to attractiveness and expertise, although they have a neutral stance when it comes to trustworthiness. Results also showed that celebrity endorsements in Thailand are more effective in influencing consumers' purchase intention rather than non-celebrity endorsed products. Finally, the author would like to suggest that celebrity endorsements are still an effective tool of advertising here in Thailand.

Celebrity endorsements will be effective if there is a high fit between celebrity endorser and the product, and this will certainly influence the consumers' attitude in purchasing to increase sales.

5.4 Recommendation for Further Research

As there have been numerous researches in this field, the author would like to suggest a few issues that can be explored which could provide more insights for marketers and businesses as well.

1. This research made use of online advertisements as the stimulus of the study. A similar study of this type could investigate the influence of the same characteristics of endorsers (attractiveness, trustworthiness and expertise) but for different types of products to know a good fit between the endorser and the product being endorsed.

2. Different types of endorsers should also be considered such as tv/movie/sports celebrities, experts in the field of study where the endorser is attesting to the positive effects of the product, or an industry specialist promoting the product.

3. Different media platforms such as tv/radio commercials, print ads such as newspaper ad, magazine ad and billboards, should also be used to compare which medium reaches a wider target market. The medium in which the celebrity endorsed product is seen might have a different impact on the effectiveness of the celebrity endorsement.

4. Different types of consumers such as their demographic profile (i.e. young consumers maybe more captivated by celebrity endorsers than older consumers; women are more captivated by celebrity endorsers than men) and cultural variables that could also affect in their perception of endorsers credibility.

5. A study on how companies view celebrity endorsement as part of their promotional strategy and how they go through the process of selecting celebrity endorsers. This will give us the organization's perspective.

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APPENDIX A
QUESTIONNAIRE (ENGLISH VERSION)

Survey Questionnaire

"Thai Celebrity Endorsers' Perceived Credibility and Social Media Trend on Product Purchase Intention"

Dear Respondents,
 Thank you for taking the time to complete this questionnaire. This research intends to study the effect of celebrity endorser's perceived credibility and social media trend on product purchase intention of Thai consumers. Any information you provide will be kept confidential and will be used for academic and analytical purposes only. Please read the questions and answer as best as possible.

Part I: Demographics

1. Age
 - 18 – 29
 - 30 – 39
 - 40 – 49
 - 50 – 59
 - 60 or above
2. Marital Status
 - Single
 - Married
 - Divorced
 - Widowed
3. Education Attainment
 - High School
 - Some College
 - Bachelor's Degree
 - Master's Degree
 - Doctorate Degree
 - Others
4. Occupation
 - Student
 - College student
 - Government officer
 - Employee
 - Business owner
 - Freelance
 - Retired / housewife
 - Others.....
5. Income
 - Less than 10,000 Baht
 - 10,001 – 20,000 Baht
 - 20,001 – 30,000 Baht
 - 30,001 – 40,000 Baht
 - 40,001 – 50,000 Baht
 - 50,000 or above

Part II: Social Media Trend

1. How often do you visit social networking sites?

- Several times a day
 About once a day
 3 to 5 days a week
 1 to 2 days a week
 Every few weeks
 Less often

2. How many social networking sites do you currently have a profile on?

- None
 1
 2
 3
 4
 5 or more

3. On which social networking site do you currently have a profile?

- | | | | |
|--|--|---|--|
| <input type="checkbox"/>  | <input type="checkbox"/>  | <input type="checkbox"/>  | <input type="checkbox"/>  |
| <input type="checkbox"/>  | <input type="checkbox"/>  | <input type="checkbox"/>  | <input type="checkbox"/>  |
| <input type="checkbox"/>  | <input type="checkbox"/>  | <input type="checkbox"/>  | <input type="checkbox"/>  |
| <input type="checkbox"/> Others (please specify): _____ | | | |

4. Your most used profile (profile that you visit most) is located at:

- | | | | |
|--|--|---|--|
| <input type="checkbox"/>  | <input type="checkbox"/>  | <input type="checkbox"/>  | <input type="checkbox"/>  |
| <input type="checkbox"/>  | <input type="checkbox"/>  | <input type="checkbox"/>  | <input type="checkbox"/>  |
| <input type="checkbox"/>  | <input type="checkbox"/>  | <input type="checkbox"/>  | <input type="checkbox"/>  |
| <input type="checkbox"/> Others (please specify): _____ | | | |

Part III: Source Credibility

Instructions: Please circle the number that best reflects your feelings toward the CELEBRITY in the advertisement in a social media site.

The celebrity in this advertisement is . . .

1.	Unattractive	1	2	3	4	5	6	7	Attractive
2.	Not Classy	1	2	3	4	5	6	7	Classy
3.	Ugly	1	2	3	4	5	6	7	Beautiful
4.	Plain	1	2	3	4	5	6	7	Elegant
5.	Not Sexy	1	2	3	4	5	6	7	Sexy

The celebrity in this advertisement seems to be . . .

1.	Undependable	1	2	3	4	5	6	7	Dependable
2.	Dishonest	1	2	3	4	5	6	7	Honest
3.	Unreliable	1	2	3	4	5	6	7	Reliable
4.	Insincere	1	2	3	4	5	6	7	Sincere
5.	Untrustworthy	1	2	3	4	5	6	7	Trustworthy

The celebrity in this advertisement seems to be . . .

1.	Not an Expert	1	2	3	4	5	6	7	Expert
2.	Inexperienced	1	2	3	4	5	6	7	Experienced
3.	Unknowledgeable	1	2	3	4	5	6	7	Knowledgeable
4.	Unqualified	1	2	3	4	5	6	7	Qualified
5.	Unskilled	1	2	3	4	5	6	7	Skilled

Part IV: Purchase Intention

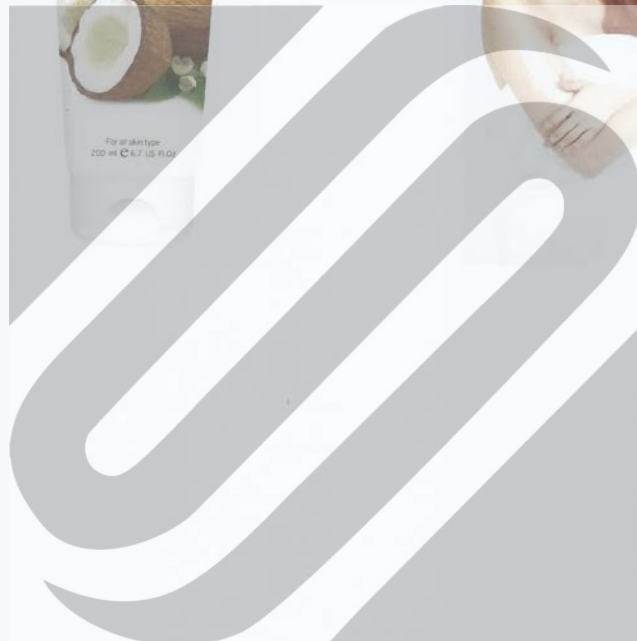
Instructions: On a scale of 1 being "Unlikely" and 7 being "Likely", Please circle the number that best reflects your feelings towards your intention in purchasing this product after seeing an advertisement in a social media site.

		Unlikely					Likely	
1.	How likely are you to purchase this product?	1	2	3	4	5	6	7
2.	How likely are you to try this product if seen in a store?	1	2	3	4	5	6	7
3.	How likely are you to actively seek out this product in a store?	1	2	3	4	5	6	7

Product Skin care For Respondent A*



Product Skin care For Respondent B* (with Celebrity)





APPENDIX B
QUESTIONNAIRE (THAI VERSION)

แบบสอบถาม

ความน่าเชื่อถือของตัวแทนสื่อสินค้าซึ่งเป็นบุคคลมีชื่อเสียงในประเทศไทย และแนวโน้มทางสื่อสังคมออนไลน์ที่มีผลต่อ
วัตถุประสงค์ในการซื้อสินค้า

เรียน ผู้ตอบแบบสอบถาม

ขอขอบคุณที่ท่านใช้เวลาตอบแบบสอบถามฉบับนี้ งานวิจัยครั้งนี้มีวัตถุประสงค์เพื่อศึกษาผลกระทบของความน่าเชื่อถือของตัวแทนสื่อสินค้า ซึ่งเป็นบุคคลมีชื่อเสียงและแนวโน้มทางสื่อสังคมออนไลน์ที่มีผลต่อวัตถุประสงค์ในการซื้อสินค้าของผู้บริโภคชาวไทยเพื่อประกอบการทำ วิทยานิพนธ์ของ นางสาวฉัตรณณินภัทร เตชินท์ชัยศรีวิทย์ นักศึกษาปริญญาโท สาขาบริหารธุรกิจและการจัดการระหว่างประเทศ มหาวิทยาลัยนานาชาติแสตมป์ฟอร์ด ภาควิชาภาษาอังกฤษ ข้อมูลของท่านจะถูกเก็บรักษาเป็นความลับและจะถูกนำมาใช้เพื่อวัตถุประสงค์ทางการศึกษาและการ วิชาการเท่านั้น

ดังนั้น จึงใคร่ขอความร่วมมือจากท่าน กรุณาตอบแบบสอบถามให้สมบูรณ์ ข้อมูลทั้งหมดที่ท่านตอบมาจะเป็นประโยชน์อย่างยิ่งสำหรับ งานวิจัยครั้งนี้ และจะไม่มีการเปิดเผยชื่อท่าน ขอขอบพระคุณที่กรุณาให้ความร่วมมือในการตอบแบบสอบถามมา ณ โอกาสนี้ค่ะ :)

ตอนที่ 1: ข้อมูลพื้นฐาน (Demographics)

คำแนะนำ กรุณาตอบแบบสอบถามโดยเลือกตัวเลือกที่ตรงกับคำตอบและความคิดเห็นของท่านมากที่สุด

1. อายุ

<input type="checkbox"/> 18 - 29 ปี	<input type="checkbox"/> 30 - 39 ปี	<input type="checkbox"/> 40 - 49 ปี	<input type="checkbox"/> 50 - 59 ปี	<input type="checkbox"/> มากกว่า 60 ปี
-------------------------------------	-------------------------------------	-------------------------------------	-------------------------------------	--
2. สถานภาพ

<input checked="" type="checkbox"/> โสด	<input type="checkbox"/> สมรส	<input type="checkbox"/> หย่าร้าง	<input type="checkbox"/> หม้าย
---	-------------------------------	-----------------------------------	--------------------------------
3. ระดับการศึกษาขั้นสูงสุด

<input type="checkbox"/> มัธยมศึกษา	<input type="checkbox"/> ปวช./ปวส./อนุปริญญา	<input type="checkbox"/> ปริญญาตรี
<input type="checkbox"/> ปริญญาโท	<input type="checkbox"/> ปริญญาเอก	<input type="checkbox"/> อื่นๆ
4. อาชีพ

<input type="checkbox"/> นักเรียน	<input type="checkbox"/> นิสิต/นักศึกษา	<input type="checkbox"/> ข้าราชการ/รัฐวิสาหกิจ	<input type="checkbox"/> พนักงานบริษัท
<input checked="" type="checkbox"/> ธุรกิจส่วนตัว	<input type="checkbox"/> รับจ้าง	<input type="checkbox"/> แม่บ้าน	<input type="checkbox"/> อื่นๆ โปรดระบุ
5. รายได้เฉลี่ยต่อเดือน

<input type="checkbox"/> น้อยกว่า 10,000 บาท	<input type="checkbox"/> 10,001 - 20,000 บาท	<input type="checkbox"/> 20,001 - 30,000 บาท
<input type="checkbox"/> 30,001 - 40,000 บาท	<input type="checkbox"/> 40,001 - 50,000 บาท	<input type="checkbox"/> มากกว่า 50,000 บาท



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ตอนที่ 2 กระแสสื่อสังคมออนไลน์ (เว็บไซต์เครือข่ายสังคม)

1. ท่านเข้าชมเว็บไซต์เครือข่ายสังคมบ่อยเพียงใด?

- หลายครั้งต่อวัน ประมาณ 1 ครั้งต่อวัน 3-5 ครั้งต่อสัปดาห์
 1-2 ครั้งต่อสัปดาห์ น้อยกว่าสัปดาห์ละครั้ง ไม่ค่อยได้ใช้งาน

2. ท่านมีบัญชีการใช้งานบนเว็บไซต์เครือข่ายสังคมที่บัญชี?

- ไม่มี 1 2 3 4 มากกว่า 5

3. ท่านมีบัญชีการใช้งานในเว็บไซต์ใดบ้าง? (เลือกได้มากกว่า 1 ข้อ)

-    
    
    
 อื่นๆ (โปรดระบุ)

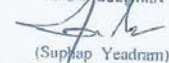
4. เว็บไซต์เครือข่ายสังคมที่ท่านใช้งานบ่อยที่สุด (เลือกได้ 1 ข้อ)

-    
    
    
 อื่นๆ (โปรดระบุ)



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ตอนที่ 3: ข้อมูลเกี่ยวกับความน่าเชื่อถือของตัวแทนสื่อสินค้า

คำแนะนำ: กรุณาวงกลมตัวเลขหน้าข้อที่ตรงกับความรู้สึกของท่านมากที่สุดเกี่ยวกับบุคคลที่มีชื่อเสียงในโฆษณาบนเว็บไซต์
สื่อสังคมออนไลน์

บุคคลที่มีชื่อเสียงในโฆษณาชิ้นนี้ ...

1.	ไม่มีเสน่ห์	1	2	3	4	5	6	7	มีเสน่ห์
2.	ไร้รสเนียม	1	2	3	4	5	6	7	มีรสเนียม
3.	ไม่สวย	1	2	3	4	5	6	7	สวย
4.	จืดชืด	1	2	3	4	5	6	7	สง่างาม
5.	ไม่เชิ่กชี่	1	2	3	4	5	6	7	เชิ่กชี่

ดูเหมือนว่าบุคคลที่มีชื่อเสียงในโฆษณาชิ้นนี้...

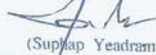
1.	เชื่อถือไม่ได้	1	2	3	4	5	6	7	เชื่อถือได้
2.	ไม่ซื่อสัตย์	1	2	3	4	5	6	7	ซื่อสัตย์
3.	ไม่น่าเชื่อถือ	1	2	3	4	5	6	7	น่าเชื่อถือ
4.	ไม่จริงใจ	1	2	3	4	5	6	7	จริงใจ
5.	ไม่น่าไว้วางใจ	1	2	3	4	5	6	7	น่าไว้วางใจ

ดูเหมือนว่าบุคคลที่มีชื่อเสียงในโฆษณาชิ้นนี้...

1.	ไม่ใช่ผู้เชี่ยวชาญ	1	2	3	4	5	6	7	เป็นผู้เชี่ยวชาญ
2.	ไม่ประสบความสำเร็จ	1	2	3	4	5	6	7	ประสบความสำเร็จ
3.	ไม่มีความรู้	1	2	3	4	5	6	7	มีความรู้
4.	ขาดคุณสมบัติ	1	2	3	4	5	6	7	มีคุณสมบัติ
5.	ไม่มีฝีมือ	1	2	3	4	5	6	7	มีฝีมือ



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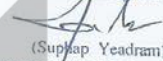
ตอนที่ 4: ความตั้งใจที่จะซื้อสินค้า

คำแนะนำ: กรุณาให้คะแนนสำหรับการประมาณค่าตามแบบ Likert Scale แก่คำตอบจาก 1 คือ "ไม่มีแนวโน้มมากที่สุด" และ 7 "มีแนวโน้มมากที่สุด" ตามลำดับ โดยวงกลมตัวเลขในช่องที่สะท้อนความรู้สึกของท่านที่มีต่อความตั้งใจที่จะซื้อสินค้าหลังจากที่ได้เห็นโฆษณาชิ้นนี้ในเว็บไซต์ออนไลน์

	ไม่มีแนวโน้มจะซื้อผลิตภัณฑ์				มีแนวโน้มจะซื้อผลิตภัณฑ์			
1.	คุณมีแนวโน้มจะซื้อผลิตภัณฑ์ชิ้นนี้มากน้อยเพียงใด?	1	2	3	4	5	6	7
2.	คุณมีแนวโน้มจะลองผลิตภัณฑ์ชิ้นนี้เท่าใดถ้าคุณเห็นสินค้าวางขายอยู่ในร้านค้า?	1	2	3	4	5	6	7
3.	คุณมีแนวโน้มจะตามหาผลิตภัณฑ์นี้อย่างตั้งใจในร้านค้ามากเพียงใด?	1	2	3	4	5	6	7



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ตอนที่ 3 : ความตั้งใจที่จะซื้อสินค้า

คำแนะนำ: กรุณาให้คะแนนสำหรับการประมาณค่าตามแบบ Likert Scale แก่คำตอบจาก 1 คือ "ไม่มีแนวโน้มมากที่สุด" และ 7 "มีแนวโน้มมากที่สุด" ตามลำดับ โดยวงกลมตัวเลขในช่องที่สะท้อนความรู้สึกของท่านที่มีต่อความตั้งใจที่จะซื้อสินค้าหลังจากที่ได้เห็นโฆษณาชิ้นนี้ในเว็บไซต์ออนไลน์

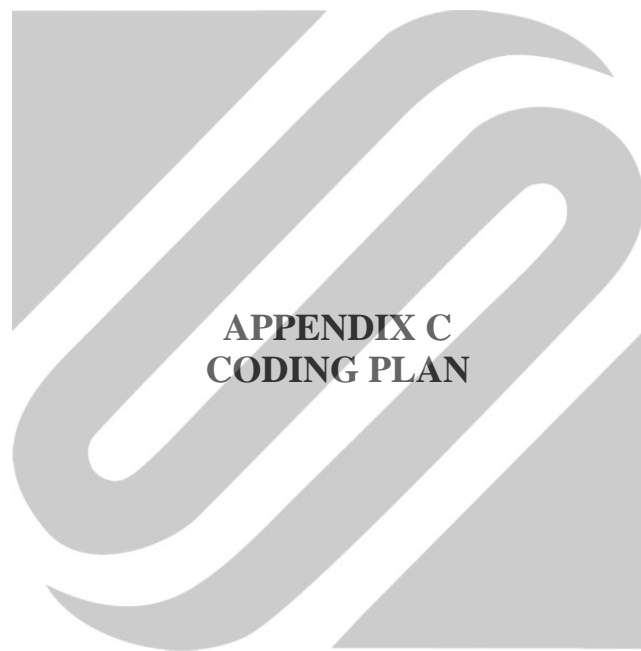
	ไม่มีแนวโน้มจะซื้อผลิตภัณฑ์				มีแนวโน้มจะซื้อผลิตภัณฑ์			
1.	คุณมีแนวโน้มจะซื้อผลิตภัณฑ์ชิ้นนี้มากน้อยเพียงใด?	1	2	3	4	5	6	7
2.	คุณมีแนวโน้มจะลองผลิตภัณฑ์ชิ้นนี้เท่าใดถ้าคุณเห็นสินค้าวางขายอยู่ในร้านค้า?	1	2	3	4	5	6	7
3.	คุณมีแนวโน้มจะตามหาผลิตภัณฑ์นี้อย่างตั้งใจในร้านค้ามากเพียงใด?	1	2	3	4	5	6	7

สินค้าโฆษณา ผลิตภัณฑ์ skin care แนวคิด CoQo*



สินค้าโฆษณา ผลิตภัณฑ์ skin care แบนด์ CoQo®





**APPENDIX C
CODING PLAN**

CODING PLAN

The following codes were used to facilitate the analysis of the data gathered.

Question One

Column 1:

Code:

<input type="checkbox"/>	18 – 29 yrs old	1
<input type="checkbox"/>	30 – 39 yrs old	2
<input type="checkbox"/>	40 – 49 yrs old	3
<input type="checkbox"/>	50 – 59 yrs old	4
<input type="checkbox"/>	60 or above	5

Question Two

Column 2:

Code:

<input type="checkbox"/>	Single	1
<input type="checkbox"/>	Married	2
<input type="checkbox"/>	Divorced	3
<input type="checkbox"/>	Widowed	4

Question Three

Column 3:

Code:

<input type="checkbox"/>	High School Diploma	1
<input type="checkbox"/>	Some College	2
<input type="checkbox"/>	Bachelor's Degree	3
<input type="checkbox"/>	Master's Degree	4
<input type="checkbox"/>	Doctorate Degree	5
<input type="checkbox"/>	Others	6

Question Four

Column 4:

Code:

<input type="checkbox"/>	Student	1
<input type="checkbox"/>	College Student	2
<input type="checkbox"/>	Government Officer	3
<input type="checkbox"/>	Employee	4
<input type="checkbox"/>	Business Owner	5
<input type="checkbox"/>	Freelance	6
<input type="checkbox"/>	Retired/Housewife	7
<input type="checkbox"/>	Others	8

Question Five

Column 5:

Code:

<input type="checkbox"/>	Less than 10,000 Baht	1
<input type="checkbox"/>	10,000 – 20,000 Baht	2
<input type="checkbox"/>	20,001 – 30,000 Baht	3
<input type="checkbox"/>	30,001 – 40,000 Baht	4
<input type="checkbox"/>	40,001 – 50,000 Baht	5
<input type="checkbox"/>	50,000 or above	6

Questions on Social Media Trend

Columns 6 to 22:

Code:

Frequency of Visits	1 – 6
Number of Profile	1 – 6
Social Networking Site 1	1 – 2
Social Networking Site 2	1 – 2
Social Networking Site 3	1 – 2
Social Networking Site 4	1 – 2
Social Networking Site 5	1 – 2

Social Networking Site 6	1 – 2
Social Networking Site 7	1 – 2
Social Networking Site 8	1 – 2
Social Networking Site 9	1 – 2
Social Networking Site 10	1 – 2
Social Networking Site 11	1 – 2
Social Networking Site 12	1 – 2
Social Networking Site 13	1 – 2
Most Used Profile	1 – 13

Questions on Source Credibility

Columns 23 to 37:

Code:

Unattractive/Attractive	1 – 7
Not Classy/Classy	1 – 7
Ugly/ Beautiful	1 – 7
Plain/Elegant	1 – 7
Not Sexy/Sexy	1 – 7
Undependable/Dependable	1 – 7
Dishonest/Honest	1 – 7
Unreliable/Reliable	1 – 7
Insincere/Sincere	1 – 7
Untrustworthy/Trustworthy	1 – 7
Not an Expert/Expert	1 – 7
Inexperienced/Experienced	1 – 7
Unknowledgeable/Knowledgeable	1 – 7
Unqualified/Qualified	1 – 7
Unskilled/Skilled	1 – 7

Questions on Purchase Intention

Columns 38 to 40:

Code:

Unlikely/Likely	1 – 7
-----------------	-------



DEMOGRAPHICS

Frequencies

		STATISTICS				
		AGE	MS	EDUC	OCC	INC
N	Valid	400	400	400	400	400
	Missing	0	0	0	0	0
Mean		1.46	1.25	2.38	3.56	2.87
Median		1.00	1.00	3.00	4.00	3.00
Mode		1	1	3	2	1
Std. Deviation		.840	.434	.934	1.609	1.836
Minimum		1	1	1	1	1
Maximum		4	2	4	7	6

Frequency Tables

		AGE			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-29	287	71.8	71.8	71.8
	30-39	64	16.0	16.0	87.8
	40-49	28	7.0	7.0	94.8
	50-59	21	5.3	5.3	100.0
Total		400	100.0	100.0	

		MARITAL STATUS			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Single	300	75.0	75.0	75.0
	Married	100	25.0	25.0	100.0
Total		400	100.0	100.0	

EDUCATIONAL ATTAINMENT

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	High School	98	24.5	24.5	24.5
	Some College	82	20.5	20.5	45.0
	Bachelor's Degree	191	47.8	47.8	92.8
	Master's Degree	29	7.3	7.3	100.0
	Total	400	100.0	100.0	

OCCUPATION

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Student	29	7.3	7.3	7.3
	College Student	134	33.5	33.5	40.8
	Government Officer	114	28.5	28.5	69.3
	Business Owner	78	19.5	19.5	88.8
	Freelance	34	8.5	8.5	97.3
	Retired/Housewife	11	2.8	2.8	100.0
	Total	400	100.0	100.0	

INCOME

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 10,000 Baht	151	37.8	37.8	37.8
	10,001 – 20,000 Baht	44	11.0	11.0	48.8
	20,001 – 30,000 Baht	69	17.3	17.3	66.0
	30,001 – 40,000 Baht	30	7.5	7.5	73.5
	40,001 – 50,000 Baht	56	14.0	14.0	87.5
	50,000 or above	50	12.5	12.5	100.0
	Total	400	100.0	100.0	



SOCIAL MEDIA TREND

FREQUENCIES

		STATISTICS					
		VISIT	PROF#	S1	S2	S3	S4
N	Valid	400	400	400	400	400	400
	Missing	0	0	0	0	0	0
Mean		1.04	3.21	1.00	1.23	1.91	2.00
Median		1.00	3.00	1.00	1.00	2.00	2.00
Mode		1	3	1	1	2	2
Std. Deviation		.369	.900	.071	.423	.290	.000
Minimum		1	1	1	1	1	2
Maximum		6	6	2	2	2	2

		STATISTICS					
		S5	S6	S7	S8	S9	S10
N	Valid	400	400	400	400	400	400
	Missing	0	0	0	0	0	0
Mean		1.73	2.00	2.00	2.00	1.92	2.00
Median		2.00	2.00	2.00	2.00	2.00	2.00
Mode		2	2	2	2	2	2
Std. Deviation		.443	.000	.000	.000	.279	.000
Minimum		1	2	2	2	1	2
Maximum		2	2	2	2	2	2

		STATISTICS			
		S11	S12	S13	PROF
N	Valid	400	400	400	400
	Missing	0	0	0	0
Mean		1.96	2.00	2.00	1.14
Median		2.00	2.00	2.00	1.00
Mode		2	2	2	1
Std. Deviation		.190	.000	.000	.883
Minimum		1	2	2	1
Maximum		2	2	2	13

FREQUENCY TABLES**FREQUENCY OF VISITS TO SOCIAL NETWORKING SITES**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Several times a day	393	98.3	98.3	98.3
	About once a day	5	1.3	1.3	99.5
	Less often	2	.5	.5	100.0
	Total	400	100.0	100.0	

NUMBER OF PROFILES IN SOCIAL NETWORKING SITES

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	None	2	.5	.5	.5
	1	83	20.8	20.8	21.3
	2	177	44.3	44.3	65.5
	3	109	27.3	27.3	92.8
	4	24	6.0	6.0	98.8
	5 or more	5	1.3	1.3	100.0
	Total	400	100.0	100.0	

FACEBOOK

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	398	99.5	99.5	99.5
	No	2	.5	.5	100.0
	Total	400	100.0	100.0	

INSTAGRAM

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	307	76.8	76.8	76.8
	No	93	23.3	23.3	100.0
	Total	400	100.0	100.0	

GOOGLE+

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	37	9.3	9.3	9.3
	No	363	90.8	90.8	100.0
	Total	400	100.0	100.0	

FLICKR

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	400	100.0	100.0	100.0

TWITTER

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	107	26.8	26.8	26.8
	No	293	73.3	73.3	100.0
	Total	400	100.0	100.0	

DIGG

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	400	100.0	100.0	100.0

BLOGGER

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	400	100.0	100.0	100.0

DEVIANTART

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	400	100.0	100.0	100.0

YOUTUBE

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	34	8.5	8.5	8.5
	No	366	91.5	91.5	100.0
	Total	400	100.0	100.0	

TUMBLER

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	400	100.0	100.0	100.0

PINTEREST

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	15	3.8	3.8	3.8
	No	385	96.3	96.3	100.0
	Total	400	100.0	100.0	

MYSPACE

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	400	100.0	100.0	100.0

OTHERS

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	400	100.0	100.0	100.0

PROFILE MOST USED

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Facebook	367	91.8	91.8	91.8
	Instagram	31	7.8	7.8	99.5
	Others	2	.5	.5	100.0
	Total	400	100.0	100.0	



SOURCE CREDIBILITY

FREQUENCIES

		STATISTICS				
		A1	A2	A3	A4	A5
N	Valid	200	200	200	200	200
	Missing	0	0	0	0	0
Mean		5.05	4.98	5.45	4.89	5.75
Median		5.00	5.00	5.00	5.00	6.00
Mode		5	5	6	5	6
Std. Deviation		.612	.626	.624	.613	.593
Minimum		4	4	4	4	4
Maximum		6	6	7	6	7

		STATISTICS				
		B1	B2	B3	B4	B5
N	Valid	200	200	200	200	200
	Missing	0	0	0	0	0
Mean		4.81	4.82	4.88	4.91	4.87
Median		5.00	5.00	5.00	5.00	5.00
Mode		5	5	5	5	5
Std. Deviation		.683	.656	.662	.654	.667
Minimum		3	4	4	4	4
Maximum		6	6	6	6	6

		STATISTICS				
		C1	C2	C3	C4	C5
N	Valid	200	200	200	200	200
	Missing	0	0	0	0	0
Mean		4.53	5.20	5.00	5.09	5.21
Median		4.00	5.00	5.00	5.00	5.00
Mode		4	5	5	5	5
Std. Deviation		.641	.687	.576	.600	.628
Minimum		4	4	4	4	4
Maximum		7	7	6	6	7

FREQUENCY TABLES**ATTRACTIVE**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	4	33	16.5	16.5	16.5
	5	125	62.5	62.5	79.0
	6	42	21.0	21.0	100.0
	Total	200	100.0	100.0	

CLASSY

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	4	41	20.5	20.5	20.5
	5	122	61.0	61.0	81.5
	6	37	18.5	18.5	100.0
	Total	200	100.0	100.0	

BEAUTIFUL

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	4	12	6.0	6.0	6.0
	5	89	44.5	44.5	50.5
	6	97	48.5	48.5	99.0
	7	2	1.0	1.0	100.0
	Total	200	100.0	100.0	

ELEGANT

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	4	49	24.5	24.5	24.5
	5	123	61.5	61.5	86.0
	6	28	14.0	14.0	100.0
	Total	200	100.0	100.0	

SEXY

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	4	2	1.0	1.0	1.0
	5	61	30.5	30.5	31.5
	6	123	61.5	61.5	93.0
	7	14	7.0	7.0	100.0
	Total	200	100.0	100.0	

DEPENDABLE

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	1	.5	.5	.5
	4	66	33.0	33.0	33.5
	5	103	51.5	51.5	85.0
	6	30	15.0	15.0	100.0
	Total	200	100.0	100.0	

HONEST

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	4	64	32.0	32.0	32.0
	5	108	54.0	54.0	86.0
	6	28	14.0	14.0	100.0
	Total	200	100.0	100.0	

RELIABLE

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	4	57	28.5	28.5	28.5
	5	110	55.0	55.0	83.5
	6	33	16.5	16.5	100.0
	Total	200	100.0	100.0	

SINCERE

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	4	53	26.5	26.5	26.5
	5	113	56.5	56.5	83.0
	6	34	17.0	17.0	100.0
	Total	200	100.0	100.0	

TRUSTWORTHY

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	4	59	29.5	29.5	29.5
	5	108	54.0	54.0	83.5
	6	33	16.5	16.5	100.0
	Total	200	100.0	100.0	

EXPERT

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	4	107	53.5	53.5	53.5
	5	83	41.5	41.5	95.0
	6	7	3.5	3.5	98.5
	7	3	1.5	1.5	100.0
	Total	200	100.0	100.0	

EXPERIENCED

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	4	22	11.0	11.0	11.0
	5	125	62.5	62.5	73.5
	6	44	22.0	22.0	95.5
	7	9	4.5	4.5	100.0
	Total	200	100.0	100.0	

KNOWLEDGEABLE

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	4	33	16.5	16.5	16.5
	5	134	67.0	67.0	83.5
	6	33	16.5	16.5	100.0
	Total	200	100.0	100.0	

QUALIFIED

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	4	28	14.0	14.0	14.0
	5	127	63.5	63.5	77.5
	6	45	22.5	22.5	100.0
	Total	200	100.0	100.0	

SKILLED

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	4	22	11.0	11.0	11.0
	5	116	58.0	58.0	69.0
	6	61	30.5	30.5	99.5
	7	1	.5	.5	100.0
	Total	200	100.0	100.0	



PURCHASE INTENTION

ONLINE ADVERTISEMENT 1 FREQUENCIES

		STATISTICS		
		D1	D2	D3
N	Valid	200	200	200
	Missing	0	0	0
Mean		3.69	3.62	2.90
Median		4.00	3.00	3.00
Mode		4	3	3
Std. Deviation		.598	.843	.773
Minimum		2	2	1
Maximum		5	6	5

FREQUENCY TABLES

PURCHASE INTENTION					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	.5	.5	.5
	3	74	37.0	37.0	37.5
	4	112	56.0	56.0	93.5
	5	13	6.5	6.5	100.0
	Total	200	100.0	100.0	

TRY IN A STORE					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	10	5.0	5.0	5.0
	3	92	46.0	46.0	51.0
	4	65	32.5	32.5	83.5
	5	31	15.5	15.5	99.0
	6	2	1.0	1.0	100.0
	Total	200	100.0	100.0	

ACTIVELY SEEK OUT IN A STORE

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	3	1.5	1.5	1.5
	2	58	29.0	29.0	30.5
	3	100	50.0	50.0	80.5
	4	35	17.5	17.5	98.0
	5	4	2.0	2.0	100.0
	Total	200	100.0	100.0	

**ONLINE ADVERTISEMENT 2
FREQUENCIES****STATISTICS**

		D1	D2	D3
N	Valid	200	200	200
	Missing	0	0	0
Mean		4.48	4.24	3.69
Median		4.00	4.00	4.00
Mode		4	4	4
Std. Deviation		.657	.652	.754
Minimum		3	3	2
Maximum		6	6	6

FREQUENCY TABLES**PURCHASE INTENTION**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	7	3.5	3.5	3.5
	4	101	50.5	50.5	54.0
	5	81	40.5	40.5	94.5
	6	11	5.5	5.5	100.0
	Total	200	100.0	100.0	

TRY IN A STORE

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	17	8.5	8.5	8.5
	4	125	62.5	62.5	71.0
	5	51	25.5	25.5	96.5
	6	7	3.5	3.5	100.0
	Total	200	100.0	100.0	

ACTIVELY SEEK OUT IN A STORE

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	11	5.5	5.5	5.5
	3	64	32.0	32.0	37.5
	4	103	51.5	51.5	89.0
	5	21	10.5	10.5	99.5
	6	1	.5	.5	100.0
	Total	200	100.0	100.0	



ONE-WAY ANOVA TESTS

I. Perceived Source Credibility vs Consumer Purchase Intention

A. Attractiveness vs Consumer Purchase Intention

Descriptive

PI		95% Confidence Interval for Mean						
		Std.			Lower	Upper		
	N	Mean	Deviation	Std. Error	Bound	Bound	Minimum	Maximum
2	27	1.00	.000	.000	1.00	1.00	1	1
3	173	2.29	.528	.040	2.22	2.37	1	3
Total	200	2.12	.662	.047	2.03	2.21	1	3

ANOVA

PI						
		Sum of Squares	df	Mean Square	F	Sig.
Between Groups		39.155	1	39.155	161.630	.000
Within Groups		47.965	198	.242		
Total		87.120	199			

B. Trustworthiness vs Consumer Purchase Intention

Descriptives

PI		95% Confidence Interval for Mean						
		Std.			Lower	Upper		
	N	Mean	Deviation	Std. Error	Bound	Bound	Minimum	Maximum
2	60	1.45	.502	.065	1.32	1.58	1	2
3	140	2.41	.493	.042	2.32	2.49	2	3
Total	200	2.12	.662	.047	2.03	2.21	1	3

ANOVA

PI						
	Sum of Squares	df	Mean Square	F	Sig.	
Between Groups	38.477	1	38.477	156.621	.000	
Within Groups	48.643	198	.246			
Total	87.120	199				

C. Expertise vs Purchase Intention

Descriptive								
PI								
			Std.		95% Confidence Interval for Mean			
	N	Mean	Deviation	Std. Error	Lower Bound	Upper Bound	Minimum	Maximum
2	42	1.21	.415	.064	1.08	1.34	1	2
3	158	2.36	.482	.038	2.29	2.44	2	3
Total	200	2.12	.662	.047	2.03	2.21	1	3

ANOVA

PI						
	Sum of Squares	df	Mean Square	F	Sig.	
Between Groups	43.612	1	43.612	198.472	.000	
Within Groups	43.508	198	.220			
Total	87.120	199				

II. Frequency of Visits vs Consumer Purchase Intention

Descriptives

PI								
			Std.		95% Confidence Interval for Mean			
	N	Mean	Deviation	Std. Error	Lower Bound	Upper Bound	Minimum	Maximum
1	195	2.12	.667	.048	2.02	2.21	1	3
2	4	2.25	.500	.250	1.45	3.05	2	3
6	1	2.00	2	2
Total	200	2.12	.662	.047	2.03	2.21	1	3

ANOVA

PI					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.083	2	.041	.094	.911
Within Groups	87.037	197	.442		
Total	87.120	199			

III. Number of Profile vs Consumer Purchase Intention

Descriptives

PI								
	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
1	1	2.00	2	2
2	33	2.06	.609	.106	1.84	2.28	1	3
3	86	2.15	.660	.071	2.01	2.29	1	3
4	59	2.08	.651	.085	1.92	2.25	1	3
5	16	2.19	.834	.209	1.74	2.63	1	3
6	5	2.20	.837	.374	1.16	3.24	1	3
Total	200	2.12	.662	.047	2.03	2.21	1	3

ANOVA

PI					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.393	5	.079	.176	.971
Within Groups	86.727	194	.447		
Total	87.120	199			

IV. Frequency of Visit vs Perceived Source Credibility

Descriptive									
		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Min	Max
						Lower Bound	Upper Bound		
ATT	1	195	2.86	.346	.025	2.81	2.91	2	3
	2	4	3.00	.000	.000	3.00	3.00	3	3
	6	1	3.00	3	3
	Total	200	2.87	.343	.024	2.82	2.91	2	3
TRUST	1	195	2.70	.461	.033	2.63	2.76	2	3
	2	4	2.75	.500	.250	1.95	3.55	2	3
	6	1	3.00	3	3
	Total	200	2.70	.459	.032	2.64	2.76	2	3
EXPERT	1	195	2.79	.409	.029	2.73	2.85	2	3
	2	4	2.75	.500	.250	1.95	3.55	2	3
	6	1	3.00	3	3
	Total	200	2.79	.408	.029	2.73	2.85	2	3

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
ATT	Between Groups	.093	2	.047	.396	.674
	Within Groups	23.262	197	.118		
	Total	23.355	199			
TRUST	Between Groups	.101	2	.051	.238	.788
	Within Groups	41.899	197	.213		
	Total	42.000	199			
EXPERT	Between Groups	.051	2	.025	.150	.861
	Within Groups	33.129	197	.168		
	Total	33.180	199			

V. Number of Profile vs Perceived Source Credibility

		Descriptives							
		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
ATT	1	1	3.00	3	3
	2	33	2.88	.331	.058	2.76	3.00	2	3
	3	86	2.87	.336	.036	2.80	2.94	2	3
	4	59	2.86	.345	.045	2.77	2.95	2	3
	5	16	2.81	.403	.101	2.60	3.03	2	3
	6	5	2.80	.447	.200	2.24	3.36	2	3
	Total	200	2.87	.343	.024	2.82	2.91	2	3
TRUST	1	1	3.00	3	3
	2	33	2.67	.479	.083	2.50	2.84	2	3
	3	86	2.69	.467	.050	2.59	2.79	2	3
	4	59	2.73	.448	.058	2.61	2.85	2	3
	5	16	2.69	.479	.120	2.43	2.94	2	3
	6	5	2.80	.447	.200	2.24	3.36	2	3
	Total	200	2.70	.459	.032	2.64	2.76	2	3
EXPERT	1	1	3.00	3	3
	2	33	2.79	.415	.072	2.64	2.94	2	3
	3	86	2.79	.409	.044	2.70	2.88	2	3
	4	59	2.80	.406	.053	2.69	2.90	2	3
	5	16	2.75	.447	.112	2.51	2.99	2	3
	6	5	2.80	.447	.200	2.24	3.36	2	3
	Total	200	2.79	.408	.029	2.73	2.85	2	3

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
ATT	Between Groups	.094	5	.019	.157	.978
	Within Groups	23.261	194	.120		
	Total	23.355	199			
TRUST	Between Groups	.245	5	.049	.228	.950
	Within Groups	41.755	194	.215		
	Total	42.000	199			
EXPERT	Between Groups	.073	5	.015	.086	.994
	Within Groups	33.107	194	.171		
	Total	33.180	199			

BIOGRAPHY

NAME

DATE OF BIRHT

EDUCATION

HIGH SCHOOL

BACHELOR DEGREE

MASTER DEGREE

NATIONALITY

HOME ADDRESS

EMPLOYMENT ADDRESS

POSITION

EMAIL ADDRESS