

# The Roles of Brand Awareness, Brand Image, Attitude Towards Celebrity and Attitude Towards Brand on Consumer Purchase Intention

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## Abstract

Consumer purchase intention is one of the most studied factors in marketing research. Since it is considered the leading factor to customer purchase and customer loyalty. The current study focuses on the factors affecting consumer purchase intention in the context of Thailand. The independent variables included attitude towards celebrity, attitude towards brand, brand awareness, and brand image. Data were collected from 400 consumers and the data analysis was conducted using regression analysis. The findings indicated that attitude towards celebrity had the highest influence on the purchase intention, followed by brand awareness, and brand image, respectively. Attitude towards brand shows no significant effect on the consumer purchase intention. Conclusions and practical recommendations are also provided.

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**Keywords:** Brand Awareness, Brand Image, Attitude towards Celebrity, Attitude towards Brand, and Purchase Intention.

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## Introduction

Food supplement sector has been one of the most important businesses in Thailand for several years. In 2017, there were approximately 6,300 food supplement companies registered with the Ministry of Commerce, and the sales of food supplement in the Thai market were up to 87 billion baht (Bangkokpost, 2022). In addition, the growth rates in sales for this group of products were in double digit since 2011, representing the fast-growing industry and intense competition. Therefore, the competition is high and the importance of understanding the purchase intention of the customer is crucial for the food supplement companies to attract the new customers and at the same time to retain the current customers. One of the main strategies for these companies is to use celebrity endorsement to raise the awareness and the recognition towards the products.

First of all, people receive information differently from various brand in the market. As consumers view advertisements regularly, celebrity slowly becomes the part of the consumers' life. Eventually, the usage of celebrity becomes norm of the advertisement criteria. It obviously helps products to gain more exposure to the target consumer. Therefore, it is very common for the brand or marketer to invest heavily on celebrity endorsement of the product (Jaiprakash, 2008). Celebrity endorsement is a perfect remedy to support business growth.

Celebrity endorsement is one of the most popular form of marketing strategy, in other word, it seems to be universal feature for the business to use it as marketing tool to promote range of product, brand, and service. Since the

usage of celebrity on advertisement, celebrity tends to become the image of the brand for commercial or symbolic purpose. Celebrity tends to hold a value and represents the brand itself (Knight and Hurmerinta, 2010).

On the contrary, the heavily use of celebrity endorsement creates unclear answer to the author that how those business select or choose celebrity to promote their product and what effect celebrity has on the purchase intention. This finding will hopefully clarify unanswered question.

After the celebrity has been presented to the consumer market, of course, marketers, brand managers, or the businesses would expect some responses such as brand awareness or increase of sale from consumers. However, to monitor and measure the result of using celebrity is the main objective. This paper will not focus on an increase of sale after using the celebrity, but it will focus on an intention to buy the products. How the attitude towards celebrity in consumer point of view could affect the consumer's attitude towards brand which can lead to reputation of the brand's positive or negative outcomes. Thus, brand image can lead to an acceptance of the brand. Will people accept the brand, and what kind of perception and attitude will consumer have to the brand? Ultimately, will purchase intention happen to the brand if consumer have positive or negative perception and attitude towards the brand.

The second factor is an attitude towards brand. This study would like to explore how attitude towards brand can change after consumer see the advertisement endorsed by celebrity. The third factor is a brand image. How the brand image can change after celebrity becomes the brand

representative. The last factor is a brand awareness. This study would like to find out how celebrity endorsement helps the brand to increase or decrease brand awareness after the celebrity endorsement. Also, whether celebrity causes the change. The dependent variable in this study is consumer purchase intention. Consumer purchase intention is the action that caused by consumer who intent to buy one particular product or service.

To sum up, the objectives of the current study is to identify the most influential factors affecting the purchase intention in food supplement sector. Furthermore, the research finding can be used to clarify the purchase intention throughout the purchase process.

### **Attitude towards celebrity**

This study applies TEARS model, which discusses factors that drive effective endorsement. Factors discussed in TEARS model are Trustworthiness, Expertise, (physical) Attractiveness, Respect, and Similarity (Hollensen & Schimmelpfennig, 2013). Reputation of celebrity is very crucial. Before celebrity is chosen as brand representative, the trustworthiness of the celebrity should be ensured because the celebrity acted as an external cue in consumers' point of view. Attitude towards celebrity can be an important factor affecting the consumers to recognize and consider the endorsed brand and (Bergkvist, Hjalmarson & Mägi, 2016).

The level of fitness between product and brand can also contribute positive or negative effect to the brand. A high-credibility source has greater persuasive effects than a low credibility source in communication of the brand. Apart from

trustworthiness, expertise is another attribute of credibility. Having creditable celebrity to represent the brand is also important to the brand image as well. Choosing the right celebrity who can blend well with the brand can produce a vast effect to the brand (Till & Busler, 2000). Using the wrong type of celebrity to represent the brand produce negative effect. For example, using the athlete to promote the construction material or functional drink which is not relate to sport drink can create the controversy between brand and product. Normally, athlete should promote sport apparel or sport equipment (Bergkvist, 2009).

### **Attitude towards brand**

Kotler and Armstrong (2016) define brand as a name, form, sign symbol or design, or a combination thereof, which is intended to identify product or services from one seller or group of sellers, and to differentiate them from their competitors (Tanti and Wisandiko, 2017). The attitude towards brand was define by Mitchell and Olson in 1981 as an "individual's internal evaluation of the brand". Furthermore, Assael (2004) stated that consumer tendency to evaluate the brand which led to attitude towards the brand to form an attitude about whether the brand is positive or not (Tanti & Wisandiko, 2017). To simplify this term, attitude towards brand is perception that react or response toward the brand (Singh, 2004). For instance, mac book users and window users are not familiar with each other operating system and hardware. Most of the window user will claim that OS operating system is hard to use and too expensive. In addition, window offer more software and flexibility, while mac book users will claim themselves that they require less

maintenance and virus, and hardware offer higher hardware quality. Moreover, OS operating system is more stable (Dachis, 2013). Thus, both of the users have different attitude towards window and OS operating system. This attitude could use to differentiate the perception of the brand.

## Brand image

Brand image reflects the total personality of the brand itself, in other word, it is the impression in the consumer mindset. Brand image accumulates over time, appears in various ways such as advertising campaign with consistency, and somehow relates to consumer direct experience (Plidtookpai & Yoopetch, 2021). Especially, in turbulent, mature and competitive market, brand image can create trust or credibility, differentiation, and consistency to make the brand outstanding (Rindell and Iglesias, 2014). With well-established of the brand image, it can help consumer to easily perceive the characteristic of the brand. Moreover, brand also associates with the memory. The good brand tends to hold the concept or the identity within the consumer mind when there is any trigger or signal. Consumer can be automatically aware of the brand. Furthermore, the brand can be accumulated overtime and built into consumer memories (Stettler, Rosenberg-Taufer, Huck, Hoppler, Schwarz, Yoopetch & Huilla (2018). The brand can reflect the overall evaluation or attitude towards the brand which can be view of rationale thinking process of the consumer (Jaiprakash, 2008). In addition, brand also acts as a mediator to communicate function and beliefs of what the brand can serve or be consumer solution.

## Brand awareness

Brand awareness is a subset toward the creation of brand equity and is defined by Aaker (1991) as ability of consumer to recognize the brand or remember name of the brand (Maja et al., 2016). Some also defines brand awareness as the degree of a particular brand recognition of certain consumer (Sharifi, 2014). Brand value refers by literature as brand equity which comes from the judges of customer perspective. In addition, brand awareness relates to the strength of the brand in consumer's mind which reflects as an ability to immediately identify the brand with various conditions. It is how fast consumer can think of familiar product's certain (Chen et al., 2015). The high awareness of the brand can likely affect consideration set that finally plays an important role for purchase intention (Chen et al., 2015). Consumer tends to use their familiarity to the brand to make purchase decision rather than unfamiliarity with unknown brand. This can refer to the quality of the brand that perceived by consumer.

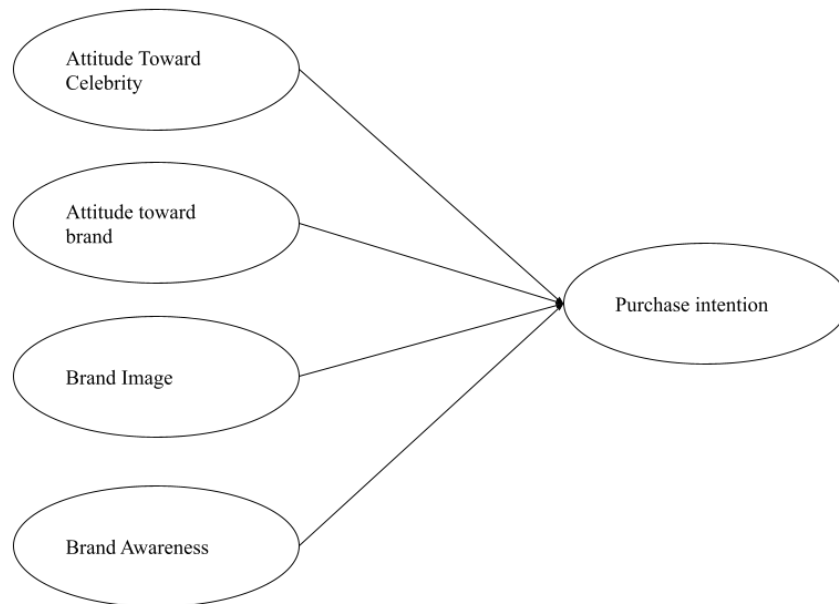
## Purchase intention

Purchase intention is a process of decision making which causes by consumer (Anannukul & Yoopetch, 2022; Mirabi et al., 2015). The complexity of purchase intention usually relates to behavior, perception, and attitudes of consumers. The key point to predict buying process is the purchase intention. However, purchase intention may change in any condition with motive of price, quality, and value. In addition, the above motives are not the only motives that can affect purchase intention. Other internal and external motivation also causes purchasing

intention during the purchasing process (Mirabi et al., 2015). Kotler and Armstrong (2016) proposed six different stages before consumer decides to buy the

product. They are awareness, knowledge, interest, preference, persuasion and purchase (Kotler and Armstrong, 2016).

The conceptual model is proposed as shown in the figure below.



**Figure 1** Conceptual Model

## Research methodology

The accuracy of the data is very essential for all research study. One of the most important factors that affect research results is the determination of the target population and the select sample (Kampitak & Yoopetch, 2018). The suitable population and sample can bring

about accurate result of the study. Many criteria were applied in this research to determine the appropriate sample size of 400.

The target population of this study consists of Thai people living in Bangkok with the age of 18 to 60 years old or above. The samples are those who had experiences using food supplement prior to

participating in the survey. Consumers nowadays are exposed to more media such as television, internet, billboard, and social media. Accordingly, this population was assumed to be more

aware of celebrity endorsement in advertising and any other media. The quantitative research as well as the Likert scale was chosen for the questionnaire design.

## Results and discussions

**Table 1** Test of reliability analysis

Variable	Cronbach's Alpha
ACELEB	0.838
ABRAND	0.916
BI	0.980
BA	0.922
CPI	0.870

*Note: ACELEB – attitude towards celebrity, ABRAND – attitude towards brand, BI – brand image, BA – brand awareness, CPI – consumer purchase intention*

Based on the Cronbach's alpha in the table above, all factors meet the requirement of the validity where the

alpha should be greater than 0.8, representing an acceptable of reliability (Yoopetch, 2021).

**Table 2** Descriptive statistics of the factors

	Descriptive Statistics		
	Mean	Std. Deviation	N
CPI	3.6600	1.56650	400
ACELEB	3.9130	1.41571	400
ABRAND	4.9790	1.66562	400
BI	4.3955	2.01231	400
BA	4.6595	1.62059	400

The total sample size for each variable is 400. The table above describes how the set of data values has been spread. First variable is consumer purchase intention. The consumer purchase intention is yet just a little bit above average ( $M = 3.66$ ,  $SD = 1.56$ ).

Additionally, the mean of attitude towards brand, brand image and brand

awareness are also above average ( $M = 4.97$ ,  $SD = 1.66$ ,  $M = 4.39$ ,  $SD = 2.01$  and  $M = 4.6$ ,  $SD = 1.6$  respectively). On the other hand, mean of attitude towards celebrity shows the lowest value ( $M = 3.91$ ,  $SD = 1.4$ ). The data above indicates that the dispersion of data is not very spread to either strongly disagree (1) or strongly agree (7) according to the Likert scale and questionnaire design.

**Table 3** Correlations of the factors

		Correlations				
		CPI	ACELEB	ABRAND	BI	BA
Pearson Correlation	CPI	1.000	.717	.496	.568	.581
	ACELEB	.717	1.000	.310	.339	.356
	ABRAND	.496	.310	1.000	.828	.809
	BI	.568	.339	.828	1.000	.915
	BA	.581	.356	.809	.915	1.000
Sig. (1-tailed)	CPI		.000	.000	.000	.000
	ACELEB	.000		.000	.000	.000
	ABRAND	.000	.000		.000	.000
	BI	.000	.000	.000		.000
	BA	.000	.000	.000	.000	
N	CPI	400	400	400	400	400
	ACELEB	400	400	400	400	400
	ABRAND	400	400	400	400	400
	BI	400	400	400	400	400
	BA	400	400	400	400	400

A Pearson product moment correlation coefficient was computed to assess the relationship between consumer purchase intention and attitude towards celebrity. There is a positive correlation between the two variables,  $r = .717$ ,  $n = 400$ ,  $p = .000$ . Overall, there is a high positive correlation between consumer purchase intention and attitude towards celebrity. In addition, attitude towards brand, brand image, and brand awareness show quite strong relationship with consumer purchase intention,  $r = .496$ ,  $n = 400$ ,  $p =$

.000,  $r = .568$ ,  $n = 400$ ,  $p = .000$ , and  $r = .581$ ,  $n = 400$ ,  $p = .000$ . These can be assumed that to have high correlation for consumer purchase intention requires support from attitude towards brand, brand image, and brand awareness.

The second comparison in this model is attitude towards celebrity and consumer purchase intention, brand image, and brand awareness. A Pearson product moment correlation coefficient was computed. As a result, there is a positive correlation between the three variables,  $r$

= .310,  $n = 400$ ,  $p = .000$ ,  $r = .339$ ,  $n = 400$ ,  $p = .000$ , and  $r = .356$ ,  $n = 400$ ,  $p = .000$  respectively. Hence, those three variables, attitude towards brand, brand image, and brand awareness, indicate low level of positive correlation. On the contrary, the variables which has the highest correlation level is consumer purchase intention,  $r = .717$ ,  $n = 400$ ,  $p = .000$ . In summary, consumer purchase intention shows the relationship with attitude towards celebrity. This makes celebrity endorsement become more effective for the products or services use celebrity in their marketing campaign. On the other hand, attitude towards brand, brand image, and brand awareness are low correlated. It can be concluded that these three variables are important to attitude towards celebrity when it is in purchase intention context.

The third comparison is between attitude towards brand and consumer purchase intention, attitude towards celebrity, brand image, and brand awareness. The table above reports that brand image and brand awareness indicate the highest correlation level,  $r = .828$ ,  $n = 400$ ,  $p = .000$ , and  $r = .809$ ,  $n = 400$ ,  $p = .000$  respectively. As comparison, consumer purchase intention shows moderate correlation,  $r = .496$ ,  $n = 400$ ,  $p = .000$ . Additionally, attitude towards celebrity shows lowest correlation,  $r = .310$ ,  $n = 400$ ,  $p = .000$ . It can be concluded that brand image and brand awareness do importance to attitude towards brand, while, consumer purchase intention does have positive effect when it comes to the time to consider the brand. On the other hand, attitude towards celebrity shows the lowest correlation level. In this case, attitude towards celebrity is slightly not important to attitude towards brand.

The fourth comparison is brand image and consumer purchase intention, attitude towards celebrity, attitude towards brand and brand awareness. A Pearson product moment correlation coefficient was computed. In summary, brand awareness does have the highest correlation,  $r = .910$ ,  $n = 400$ ,  $p = .000$  followed by attitude towards brand,  $r = .828$ ,  $n = 400$ ,  $p = .000$ . Furthermore, consumer purchase intention contributes moderate correlation,  $r = .568$ ,  $n = 400$ ,  $p = .000$  while, attitude towards celebrity gives the lowest correlation level,  $r = .339$ ,  $n = 400$ ,  $p = .000$ . All in all, attitude towards brand and brand awareness are the components to build strong brand image. In comparison, brand image does have effect to consumer purchase intention. As a result, consumer seems to consider brand image before making purchase. Moreover, attitude towards celebrity seems to take a very little role in consideration process or purchase process.

The last comparison is brand awareness and consumer purchase intention, attitude towards celebrity, attitude towards brand and brand image. Brand image reports the highest correlated variable,  $r = .915$ ,  $n = 400$ ,  $p = .000$ . Then, attitude towards brand is on the second highest correlate variable,  $r = .809$ ,  $n = 400$ ,  $p = .000$ . Additionally, consumer purchase intention does also important for brand awareness as well,  $r = .581$ ,  $n = 400$ ,  $p = .000$ . However, it is still in moderate correlated relationship. Lastly, the lowest correlated variable is attitude towards celebrity,  $r = .356$ ,  $n = 400$ ,  $p = .000$ .

In conclusion, in general context, brand awareness and brand image are very important for consumer to from either

positive or negative attitude. In purchase intention context, attitude towards celebrity seems to play an important role along with the rest of variables. Only one

of these variables alone may not affect consumer purchase intention. However, all the variables can prove that celebrity endorsement is effective.

**Table 4** The results of regression analysis

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.800 <sup>a</sup>	.640	.637	.94401	1.684

a. Predictors: (Constant), BA, ACELEB, ABRAND, BI

b. Dependent Variable: CPI

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
	Regression	627.116	4	156.779	175.929	.000 <sup>b</sup>
	Residual	352.004	395	.891		
	Total	979.120	399			

a. Dependent Variable: CPI

b. Predictors: (Constant), BA, ACELEB, ABRAND, BI

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	-.404	.193		-2.092	.037		
	ACELEB	.643	.036	.581	17.983	.000	.871	1.148
	ABRAND	-.010	.052	-.010	-.189	.850	.298	3.353
	BI	.142	.063	.183	2.268	.024	.140	7.129
	BA	.208	.075	.216	2.782	.006	.152	6.597

a. Dependent Variable: CPI

A multiple linear regression was calculated to predict consumer purchase intention based on brand awareness, attitude towards celebrity, attitude towards brand and brand image. A significant regression equation was found  $F(4,395) = 175.929$ ,  $P = .000$ , with an adjusted  $R^2$  of .640. In addition, attitude towards celebrity with standardized coefficients (beta) of .581 with  $P = .000$ . attitude towards celebrity is the most influential factor for consumer purchase

intention as dependent variable. Meaning that consumer will consider their attitude towards celebrity before purchase intention. The brand awareness is followed with standardized coefficients (beta) of .216 with  $P = .006$ . Brand awareness is the second influential factor. Brand awareness makes consumer aware of the brand before they consider to buy products or service. Additionally, brand image is the least influential factor with standardized coefficients (beta) of .183

with  $P = .024$ . As a result, brand image is the least important factor for consumer when it comes to purchase intention. Brand image seems to be important when it comes to attitude alone. In the context where consumer will pay or purchase products or services, it seems that brand image is the least concern. In other word, when it come to the time to lose money in the pocket, consumer will think more carefully about product or service. Furthermore, attitude towards brand seems not important at all where standardized coefficients (beta) of  $-.010$  with  $P = .850$ . since,  $P > 0.0$ . Attitude towards celebrity is already rejected from this regression model. When consumer about to lose their money with in return of products or services, it seems that their attitude towards brand disappear without feeling worth of money. Consumer consider their money in the pocket first. It does not matter how well the brand represent. It will eventually their own interest first.

According to the result of this finding, attitude towards brand has negative effect on consumer purchase intention. Prior study confirms that celebrity endorsement has impact on attitude towards brand which lead to purchase intention in consumer point of view. It can be interpreted that celebrity endorsement is a causal factor. It is not only the physical appearance, but also the congruence of celebrity with the endorsed brand. Attitude towards brand can refer to the perception toward the brand as well. Another perspective from prior study is the media where consumer is aware of media usage. Consumer worshipped celebrity as their icon. The match between celebrity and product seems to be the most essential feature. Then, the product feature itself is the second importance

(Zafar and Rafique, 2015). Since there are various types of advertisement these days, some of the advertisement seems to focus on how to carry brand message which will lead to brand awareness. On the other hand, some of advertisements are just for only specific group of people or niche group. It is interesting to look into specific context on how attitude towards brand effects purchase intention. For instance, the golf context clearly indicates that informativeness plays a vital role on building consumer's positive attitude towards golf product. Moreover, the strong advertising message in the golf context can affect consumer's judgement on a golf equipment brand. Building positive consumer attitude should be done beforehand. This clearly shows that having positive consumer mindset or attitude towards brand will affect consumer purchase intention in the end (Lee et al., 2016).

The result of this study also indicates that brand image has positive effect on consumer purchase intention. However, the level of impact is quite low. This result supported by prior research when consumer buy smartphones, they tend to rely on brand image rather than e-WOM (Electronic-Word of Mouth). This result initiates purchase intention (Plidtookpai & Yoopetch, 2021). In advertising of the brand using e-WOM, brand image influences over consumer purchase intention. On the other hand, if the consumer is not the member of the e-WOM, information will be vague. When the group adds too many unknown acquaintances, the knowledge is not shared outside the group. When consumer shares the knowledge with their close friend and family, information will float more efficiently (Farzin and Fattahi, 2018). Another finding shows that the

improvement of brand image can increase the likeliness of consumer purchase intention of hotel booking. Also, brand image is the tool for consumer to justify the trust, reflecting the attractiveness and valuableness of the brand. Also, it leads to consumer's association with the product and service with the brand. In addition, brand image positively affects price and value by exhibiting a pleased and reputed for the brand to escalate the level of price and improve product or service value. This makes the brand value increased by brand image. However, brand image alone is not likely to be the most important factor to affect consumer purchase intention. This is indicated by the level influential factor. Thus, price turns out to be the key factor in the hotel booking. It is indicating the acceptable and appropriate price for consumer (Lien et al., 2015). Furthermore, brand image and trust can also reflect on dependence of the brand as well. For example, luxury hotel seems to be better considerable choice for consumer to choose between local hotel and five-star hotel. It is reflected on social status symbol, trust by providing consistent and dependable service (Lien et al., 2015).

This study also indicates that brand awareness has positive effect on consumer purchase intention. However, the level of impact is quite low. Thus, there is previous finding supported the result. When consumer prefers the brand that they know well rather than the brand that they do not know, consumer will hesitate to buying new product. Before buying anything, consumer will do some research or ask for someone's opinion (Shahid et al., 2017). Brand awareness has an influence on purchase intention. Also, building brand awareness requires time as mentioned in previous research.

When brand awareness changes, purchase intention will also change. However, purchase intention tends to remain higher when brand awareness reduces to zero. This can imply that purchase intention is independent. The only important point is that purchase intention will always exist, but high or low purchase intention will depend on brand awareness and another factor (Malik, Ghafoor, Hafiz, Riaz, Hassan, Mustafa & Shahbaz, 2013). Additionally, another research found that brand awareness is the beginning of how consumer processes the information about the brand. In the end, the result of consumer process will be purchase intention. Brand awareness can create everything that consumer needs to know for the brand. For example, brand awareness can reflect on perceived quality and brand image. Also, they could give direct effect toward consumer purchase intention (Aberdeen et al., 2016).

## **Conclusions, recommendations and directions for future research**

The result of this study indicates that the most influential factors on consumer purchase intention is attitude towards celebrity, brand awareness, and brand image respectively. However, attitude towards brand does not show positive relationship. This can be elaborated as attitude towards celebrity is enough to trigger brand awareness and brand image for consumer. This does not mean that celebrity endorsement alone can help the brand to increase their sale. Celebrity endorsement is just a trigger for the brand. In addition, when attitude towards



celebrity happens at the same time as attitude towards brand, it can be concluded that attitude towards brand has lost their effect because consumer only perceives attitude towards celebrity then brand awareness and lastly brand image. They will see only picture of celebrity and brand logo in any media channel. Additionally, brand awareness and brand image also support attitude towards celebrity to be more effective.

For the managerial implications, the product managers should carefully select the celebrity, because the attitude towards the celebrity had the highest influence on consumer purchase intention. In addition, the process of selecting and recruiting the celebrity to endorse the product should be carefully

conducted. The product managers should consider the characteristics and the popularity of the celebrities to match with the target market of their food supplement. In addition, the product managers should improve the visibility of the brands through both online and offline channels in order to strengthen the brand awareness and highlight the brand image. Regarding the directions for future research, the researchers may explore the satisfaction dimensions of the food supplements and explore the customer loyalty of the food supplement products. Furthermore, the qualitative studies of similar factors should be conducted in order to create the more in-depth understanding of the relationship among the factors.

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## Appendix

### Measures of the factors

		Mean	Std. Deviation
Attitude towards celebrity	My attitude toward celebrity is positive	4.35	1.510
	I like the celebrity who endorses my preferred brand	4.88	1.767
	The public image of celebrity are kind of work ethic and behavior that I try to imitate	3.44	1.916
	This celebrity is my role model which I want to follow	3.45	1.927
	Celebrity has influence over me to buy the brand	3.44	1.929
Attitude towards Brand	I can recognize the brand	4.88	2.057
	I am aware of the brand	4.72	2.033
	Some characteristics of the brand come to my mind quickly	4.68	2.025
	I prefer the brand that I know	5.81	1.462
	I know this brand, so I trust this brand	4.82	1.981
Brand Image	I like this brand	4.36	2.130
	This brand is favorable for me	4.13	2.254
	This is good brand	4.44	2.050
	This brand is pleasant	4.50	2.019
	This brand is appealing	4.55	2.002
	I care about using brands	5.59	1.670
Brand awareness	I trust in brand	4.50	1.989
	I think the brand is different from another brand	4.46	2.010
	This brand makes me look good	4.18	1.930
	The design of this brand's ads is really well done	4.56	1.643
Consumer purchase Intention	I will buy this brand because of the celebrity	3.54	1.907
	I will definitely intend to buy this brand after I saw celebrity	3.48	1.977
	High purchase interest of this brand cause by celebrity	4.60	1.937
	I may not buy the brand if I do not like celebrity	3.63	1.891
	I would consider celebrity first before I buy the brand	3.06	1.943
	Valid N (listwise)		

