

**THE EFFECT OF CELEBERTIES' eWOM ON PURSHASE  
INTENDTION OF MAKE UP PRODUCT**



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**THE EFFECT OF CELEBERTIES' eWOM ON PURSHASE  
INTENDTION OF MAKE UP PRODUCT**

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## **THE EFFECT OF CELEBERTIES' eWOM ON PIRCHASE INTENDTION OF MAKE UP PRODUCT**

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M.M. (ENTREPRENEURSHIP MANGEMENT)

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### **ABSTRACT**

To compete in the world of cosmetics, companies need to arm themselves with various marketing tools in order to lure new customers to try their products and communicate directly to end users for their feedback. Due to this point, utilizing celebrities as their representatives to provide reviews or 'e-word of mouth' (WOM) on many social websites has become one of the most popular tools which marketers have adopted recently. Many researches have shown that WOM is very effective and more trustworthy than commercial ads. For this research, makeup products in the Thai market was selected as the case study to see the effects of celebrities' endorsements and reviews or comments on social media sites on the purchase intention of consumers. A questionnaire was selected as the research methodology to collect information, and Statistical Package for the Social Sciences Statistics (SPSS) was adopted to analyze the data. The findings show that both celebrities and their images are positively related to purchase intention. On the other hand, the number of followers and the sites where they leave comments do not have any effect.

**KEY WORDS: CELEBERTY/eWOM/COSMETIC/SOCIAL MEDIA**

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## CHAPTER I

### INTRODUCTION

Up until this moment the internet has become one of the most important aspects of everyone's life. No one can deny that it has an incredible number of uses of e.g. freedom of speech or expressing oneself, conducting business or making transactions. Some companies use it to promote their brands and strengthen their relationship with customers. In this paper the research will be focused on the cosmetics industry, especially on the purchase intention of people after reviewing the comments left by celebrities on various social media sites. Companies try to encourage celebrities to provide feedback and share their experiences after using their products or services. Will this marketing tool assist companies in achieving their ultimate goal: increasing sales? Will it positively affect or stimulate customers' purchase intention and decisions? Can the comments left by celebrities lead customers to make a decision at all? The results of this study will show its effects on companies and be used to make suggestions on how to best utilize this tool in order to maximize their marketing budgets.

Humans have tried to modernize and bring forth new technologies so as to increase the world population's standard of living and to aide others. Out of all these technologies, the internet has emerged and become a crucial part of our lives. It enables us to communicate or interact faster and more efficiently with other individuals or organizations around the globe. Due to this, more and more people have started to learn about and to use the internet as a part of their daily lives. According to the National Electronic and Computer Technology Center (NECTEC) (2014), there are 26,140,473 internet users in Thailand. This has grown approximately 3-4% over the past two years. A study by The Electronic Transactions Development Agency (ETDA) (2013) found that 49.7% of the internet users that they surveyed have experiences of searching for information and purchasing products online.



Apart from communication, two parties or companies can conduct business transactions under the concept of electronic commerce or E-commerce. Ščeulovs and Gaile-Sarkane (2010) describe e-commerce as an online shopping system and a place to retrieve information through a network of personal computers. E-commerce can be divided into two categories; business to business (B2B) and business to customers (B2C). According to NSO, 2013, the value of e-commerce in 2012 was 408,965 million baht. B2C represented only 29.7% of this figure, and the rest was represented by B2B, 69.2%, and business to government (B2G), 1.1%. The surveys of ETDA (2013) also stated that males who purchased products online spent approximately 3,100 baht each time. On the other hand, females spent around 2,100 baht each time. From this figure, we can conclude that the amount each shopper spends online is not a small amount at all.

Poldul, Phettongkam, and Wekairungroj (2002) stated that e-commerce helps businesses to expand and to promote their products and services in the global market and help to trim transaction costs at the same time. Therefore, many businesses are rushing to join the competition in the e-commerce arena, hoping to gain more market share and increase their overall sales. With more and more businesses or sellers joining the race against each other in the online market, businesses have to equip themselves with better marketing tools to attract customers to come and buy from their websites instead of other competitors, especially in the cosmetics market. According to Marketeer (2014), the market size of the makeup category in Thailand is estimated at 15.7 billion baht. Due to fierce competition, many companies try to communicate and sell directly to end users by utilizing their own websites, blogs, social media, etc.

One of the tools that marketers or companies use is WOM or the opinions of celebrities in verbal and non-verbal (electronic) forms. Lee et al. (2014) describes WOM as communication between individuals, either verbally or on blogs and websites. Companies sometimes offer celebrities free samples or pay them to write something good regarding their products or services and hope that it will increase their sales and can stimulate attention and lead to a positive purchase decision towards their products/services.

### **The Research Questions of this Study**

- Will celebrities' word of mouth, reviews, comments, or opinion have any effect on customers?
- Will those opinions or comments lead to a purchase decision or increase sales?

### **Study Purpose**

- To understand the perception of those customers, who shop for cosmetics online, toward celebrities' opinions and comments.
- To see the effect of celebrities' opinions and comments on customers prior to making any purchasing decision.

### **Scope of the study and Framework**

This research focuses on the makeup market and the relationship between celebrities' opinions and comments on purchasing decision.

The population for this study was defined as those who have experiences in shopping for makeup products and searched for information online in the previous month.

Data collection will include data from primary research, questionnaires; and secondary research, textbooks, journals, and other related researches/data. The statistical tool SPSS will be utilized for data analysis.

## CHAPTER II

### LITERATURE REVIEW

In order to attract customers to try new products, many companies utilize various marketing tools. One of them is asking celebrities to try their products and to write comments or feedback on blogs, social media, company websites etc. Aziz, Ghani, and Niazi (2013) states that celebrities create a particular reflection or identity over time through their actions. According to McCracken (1989) quoted in Jin and Phua (2014), celebrities are renowned individuals who receive a great amount of attention from the media and other people in society and possess likable traits. Apart from that, they also stated that a celebrity, who is very well-known or has many followers on social media, will lead consumers to perceive the celebrity as being more attractive, trustworthy, and credible. Customers also believe what celebrities review or post on social media sites, whether they are official brand endorsers or not, more than what they see on ads or TV. From the above statements, a celebrity can be described as someone who has a likable personality, receives attention and is trusted and emulated by others with many or some followers on social media.

#### **The Use of Celebrities and the Cosmetics Industry**

Aziz, Ghani, and Niazi (2013) states that the use of celebrities to promote products can be traced back to the 19<sup>th</sup> century. Various researches also support those discussing products that have high-emotional value (e.g. cosmetics) using famous celebrities would indicate a superior reliability and encourage customers considerably more to purchase or to try products than listening to experts. From this point, customers tend to believe and trust the opinion of their beloved celebrities more than experts' reviews for those products that have high-emotional value or are sensitive to the customers' feelings.

What Aziz, Ghani, and Niazi (2013) found is very similar to what Kahle & Homer, 1985; Kamins, 1990 quoted in Choi and Rifon (2012), they stated that

attractive celebrities are more persuasive when promoting products or services relating to physical beauty or cosmetic related products. From this statement, it can be understood why many organizations try to promote their products through celebrities in the beauty industry.

Form the research of Guéguen (2012); he states that throughout human history cosmetics have been very important for women in order to improve their attractiveness. With facial makeup, individuals were rated as being more attractive, more feminine, more professional, more interesting, more popular, and more confident. Even in the eyes of men, women with makeup were associated with positive traits, more favorable, and healthier. From this statement, makeup has become one of necessary items for women to enhance their images and confidence. In Thailand alone, the size of the makeup industry is estimated to be around 15.7 billion baht. The cosmetics industry has flourished since the 19<sup>th</sup> Century and continues to grow at a rate of 3% per year, Manager (2014). Due to this point, the competition in the beauty industry is getting even fiercer every day. The life cycle of cosmetic products is relatively short and highly competitive. So manufacturers and marketers need to create a unique selling point and make their products stand out among their competitors. So utilizing celebrities to promote or to review the functions and benefits of their products is one of the most famous marketing tools.

In the research of Jamal, Khan, and Tsesmetzi (2009), they stated that the reason that customers purchase and use cosmetic products is because it can make a positive contribution toward their image which enhances their confidence and looks. Choi and Rifon (2012) also found out many interesting points about customers' self-concept, which influences consumer behaviors. They defined self-concept as 'the total product of an individual's thoughts and feelings toward oneself'. Customers try to choose the cosmetic or beauty products which fit or relate to their self-concept or self-image the most. By utilizing the right celebrities to use and represent the products or to write about it, it can help catch the attention of customers and help to increase purchase intention at the end, if the image of those celebrities also fits their self-concept or image.

### **Image of Celebrities and Their Word of Mouth on Social Media Sites**

According to Choi and Rifon (2012), the company or marketer should try to select the right famous person to promote or endorse their product, because a celebrity's image and characteristics should be matched with the target customers' image and the image of the product. By choosing the wrong celebrity to promote it may confuse customers, and the message that the company wants to convey might not get through to them. If the celebrity's image doesn't match the product and the end customer, it might be difficult for the company to sell to or influence them.

Those who review or comment on social media sites, maybe referred to as referral or opinion leaders. According to El-Omari and Shane (2010), opinion leaders are those who are motivated to discuss and to review particular products because of their involvement with it. They also explain that customers normally check the information from opinion leaders whenever they have little knowledge about a certain product, and it also helps them to minimize their spending or outlay.

Whenever celebrities share their comments or reviews about their experiences of using cosmetic products on social media sites, it can be described as electronic word of mouth or eWOM. Jin and Phua (2014), described eWOM as any positive or negative statement made by those who used, tried, or purchased products or services or talked about the company itself, which is made available to people and other organizations via the internet. According to Smith (2011), one of the most renowned and influential websites to share and review opinions is Twitter. It has more than 500 million users at the moment. Another popular site 'Facebook', had 829 million daily active users on average in June 2014, Facebook (2014). What about other social media sites, such as, Instagram? According to Instagram (2014), it has more than 200 million users at the moment. On these social media sites, celebrities can post their experiences of using or review products or services on these social media sites and let their followers read about it.

One might argue why marketers have shifted their attentions to social media sites recently. According to Manager 360 (2011), many marketers reported that they can build brand loyalty through social media websites faster and more effectively than before. They recommend to use Facebook and other social media sites to reach big groups of customers at the same time. By posting or commenting on Facebook,

there is a chance those words will be spread to millions of people at once. Among business leaders, Mr. Tan or Ichi-Tan (owner of the Ichitan Group) is very successful in utilizing social media. He has approximately 1.08 million followers on Facebook. Followers can also share his stories with others at the same time as well. Apart from that, many businesses also use it as a way to promote their new products and services to their current fan base, which can help them to reduce overall marketing costs at the same time. It also allows those marketers to communicate to the end customers personally as well.

Jamal, Khan, and Tsesmetzi (2012), stated that customers always seek for more information about products through others' WOM in order to reduce purchasing risk regarding the products that they have never tried before or are about to purchase. This finding is also similar to what Lee, Wu, Lin, and Lee (2014) have found in their research. They found out that positive WOM can create a greater impact or influence brand establishment and guarantee quality. They also stated that WOM - either positive or negative - will affect the purchase intention. Moreover, comments from regular customers or users are more trusted than experts' comments.

Hedges and Chung (2009) also found similar results in their research on WOM. They noted that WOM has become one of the most powerful and influential marketing tools in the beauty business to communicate with audiences, which can lead to purchase intention. Many customers try to search for comments and reviews online after reading about products or viewing them on TV.

Jin and Phua's (2014) research found that the popularity or the number of followers on social media sites of a celebrity also has a positive correlation with spreading word of mouth or review and purchase intention. If a well-known celebrity with many followers provides positive feedback on a certain product, people will spread those words and have a higher tendency to purchase that product. On the other hand, celebrities with only a few numbers of followers tend to spread negative comments rather than positive ones. In other words, customers might deem it unnecessary to spread the negative feedback of well-known celebrities with many followers, because the celebrity already has many followers. So we can conclude that the more popular a celebrity is, the more people want to follow him/her on social media sites; Facebook, Twitter and Instagram. Whenever those celebrities write



something on their blogs or comment on anything, there is a tendency for their followers to share or to spread their words. Due to this point, companies utilize this marketing method in order to lure customers to read about the products that those celebrities have used and written about.

### **Fame of Celebrities in Relationship to Purchase Intention**

Jin and Phua (2014) got similar results to what Aziz, Ghani, and Niazi (2013) found. By utilizing well-known celebrities, customers will perceive the brand or product to be more credible and trustworthy. On the other hand, regarding least famous celebrities, customers perceived them to be the least credible. It also shows that the more credible the celebrity, the more influence they can exert on consumers' attitudes toward products or companies. If customers have a positive feeling toward products or companies, it can also lead to positive purchase intention.

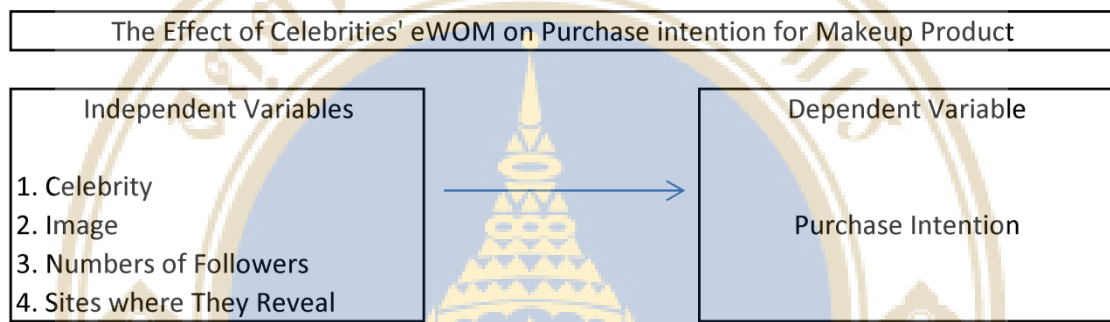
Marketers try to promote products and services not only to create brand awareness, but to grab the attention of and lead customers to make up their minds when purchasing their products or services. When we talk about making a purchase, marketers always refer them to purchase intention. Wu, Wu, Lee, and Tsai (2014) refers to purchase intention as a sum of perceived quality, price, value, and product or service attributes. If customers perceive the value of the product to be higher than the price, purchase intention will be higher. Schiffman and Kanuk (2004) also described purchase intention as the degree to which a customer is likely to purchase a certain product.

Chang's research (n.a) also pointed out that using celebrities to endorse products or review something helps to increase the consumers' purchase intention as customers may consider purchasing without revealing or considering all the product information. His research is very similar to what other researchers, which I have discussed above, have found. Celebrities and their WOM have a positive impact on purchase intention. They can use social media sites, facebook, Instagram or Twitter, as a medium to post their comments on certain cosmetic products, and let their followers or fans read them and make their own decisions. By finding information online, customers try to reduce the risk of purchasing. If they find any positive comments

from someone they praise or like, it can help to increase the likelihood that those customers will try the cosmetic product.

### Framework of This Research

To explain the effect of celebrities' eWOM on purchase intention in the makeup or cosmetics industry, I will use the following four factors to explain the relationship and to find whether they have any correlation to the Thai makeup market or not.



**Figure 2.1 Framework of the research**



## **CHAPTER III**

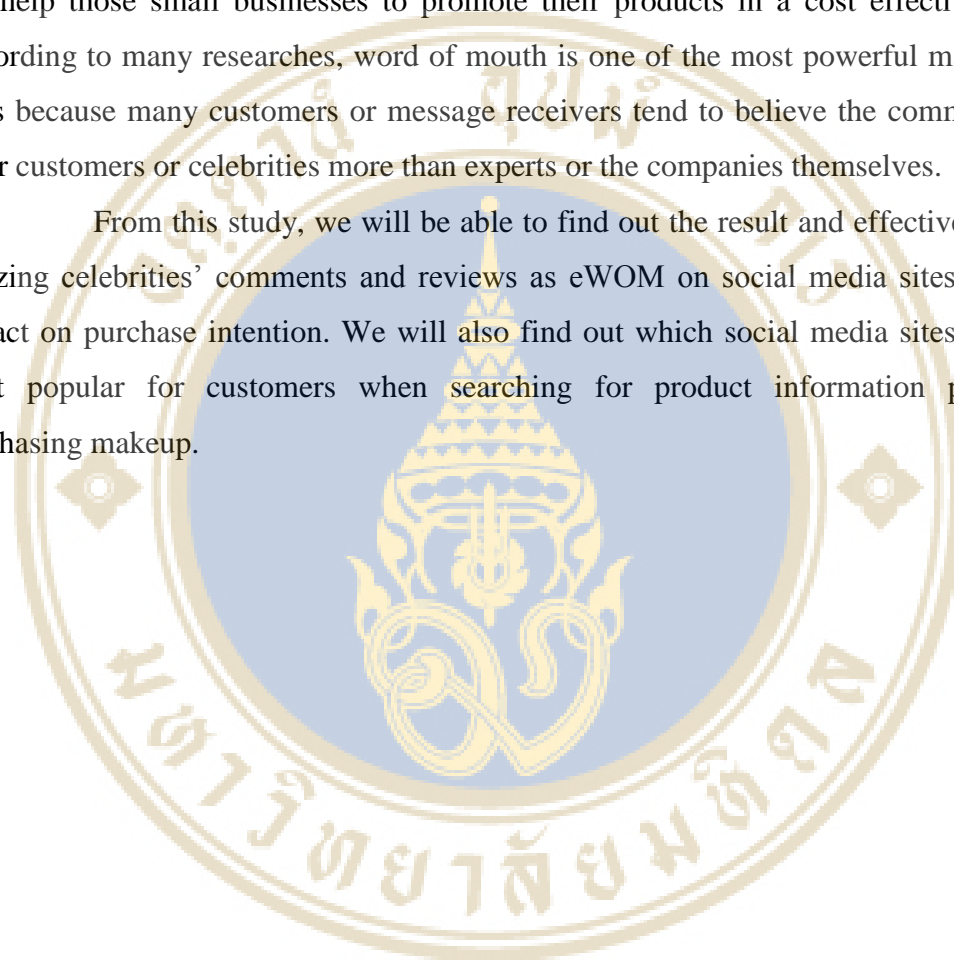
### **CONTECTAUL BACKGROUND**

Within the cosmetics industry, many giant brands are racing against each other to capture the largest market share and edge up their share of customers' wallets or disposable income at the same time. The overall market size for skin care or cosmetics in Thailand is 55 billion baht; estimated by Kantar World Panel (2012). From that figure, makeup represents approximately 29 % or 15.7 billion baht. The market leaders in this beauty business are L'Oreal, ICC and Better Way. As for distribution channels, the most popular place for premium brands are department stores. As for mass brands, health and beauty stores are the top selection to distribute products. According to Department of Trade Negotiations (2009), there were 762 cosmetic and soap manufacturers registered in the government database. Small and medium manufacturers accounted for 97% of total manufacturers in Thailand. Big manufacturers represented only 3%, however, they command the largest slice of market share.

To be able to distribute products in the aforementioned channels requires big capital. Although cosmetic products can provide a good profit margin, it also requires the company to spend big on advertising to create brand awareness and to remind customers that their products are sold in many places. For many startups or SMEs, it might be hard for them to distribute or even to promote their brands. Due to this point, many SMEs choose to promote their makeup through social media sites. Instead of paying big money to distribute through normal stores or counters, they prefer to receive an order and ship makeup to customers directly. However, there is another complication to overcome for those new to the field or small brands: how to get customers to try their products. If spending is not a problem, they can choose to advertise like other big names do, but generally their budgets are quite tight, so they need to utilize them efficiently.

Instead of doing advertising on TV and in magazines, they try to spread information about their cosmetic by electronic word of mouth on social media sites; Facebook, Twitter, and Instagram. Some of them pay or let some celebrities try their products for free, and those celebrities need to post something about their products in exchange. By employing or encouraging the celebrities to try their products first and then to provide feedback or an opinion (eWOM) through many social media sites, it can help those small businesses to promote their products in a cost effective way. According to many researches, word of mouth is one of the most powerful marketing tools because many customers or message receivers tend to believe the comments of other customers or celebrities more than experts or the companies themselves.

From this study, we will be able to find out the result and effectiveness of utilizing celebrities' comments and reviews as eWOM on social media sites and its impact on purchase intention. We will also find out which social media sites are the most popular for customers when searching for product information prior to purchasing makeup.



## **CHAPTER IV**

### **METHODOLOGY**

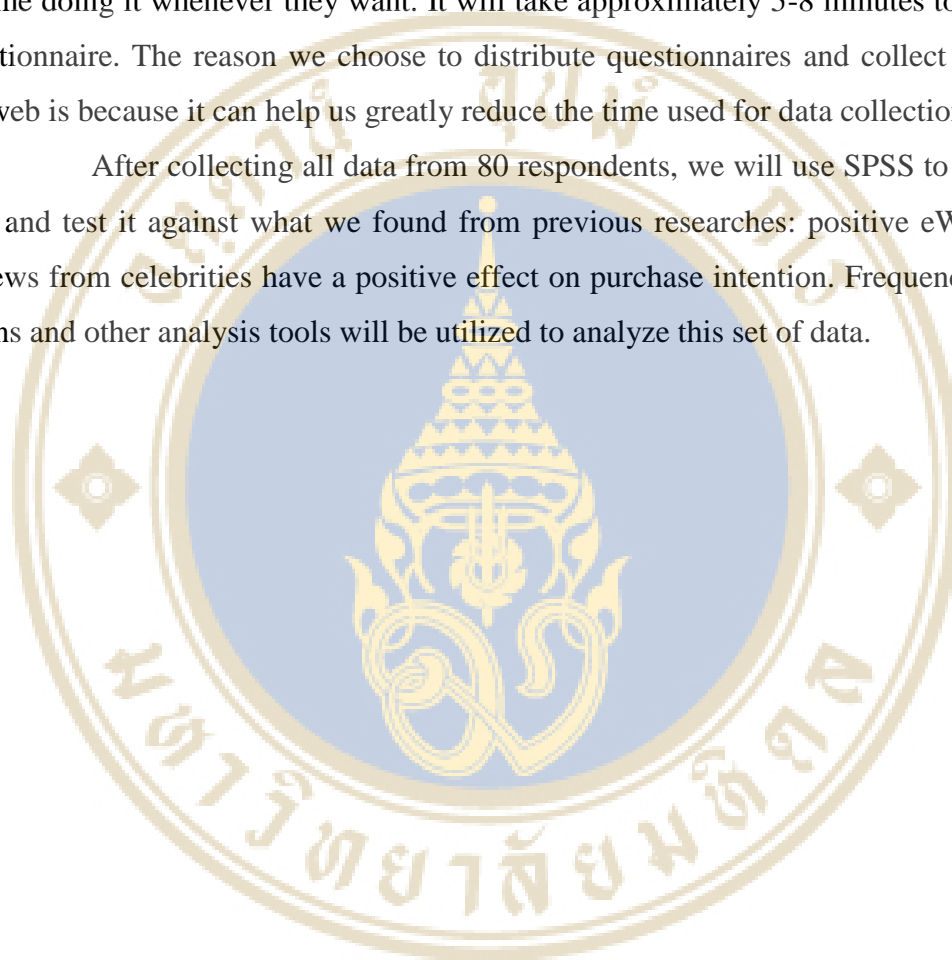
This research was conducted to provide a better picture of the makeup market in relation to celebrities' reviews or comments on social media websites. The makeup market was selected to be the case study, because it's one of the most highly competitive markets with a lot of money at a stake. This market is one of the toughest markets to crack because many famous, big names that already have a strong foothold and command big pieces of the market share. All of them are well-known and have a place in consumers' minds and spend big money on promotions and advertisements. Due to this point, many try to come up with better marketing tools to communicate and influence customers. So they utilize celebrities to promote their products through comments or reviews on social media websites or blogs.

In order to understand how much those celebrities' reviews and comments can affect purchase intention among makeup customers a causal studies method will be adopted to conduct this research. According to Mcdaniel and Gates (2013), causal studies are used when researchers would like to investigate whether the value of one variable: independent factor causes or alters the value of another variable: dependent factor. To conduct this research, we will utilize a questionnaire to capture the level of importance and attitude of respondents. Mcdaniel and Gates (2013) states that a questionnaire is a set of questions designed to gather information necessary to provide answers or to accomplish research objectives. So it will be utilized to capture the importance and impact of each criterion that we have as independent variables; celebrities, their images or characteristics, number of followers, and social sites where they reveal information. Plus, on the purchase intention of customers and whether they want to buy products after reading reviews.

The questionnaire will be posted online on Google Docs, and we will distribute the questionnaires among our friends through various social media websites. All of them have to have searched for information about makeup products online and

purchased the product/s afterward online or at a shop. There are 26 questions asking for people's opinions and attitudes. Plus, 5 other demographic questions. From this questionnaire, we will be able to measure which factor can influence customers' purchase intention, whether celebrity endorsement has any effect on purchase intention, and lastly discover which social site customers choose to search for information. Respondents can answer the questionnaire in their free time and can resume doing it whenever they want. It will take approximately 5-8 minutes to do this questionnaire. The reason we choose to distribute questionnaires and collect data on the web is because it can help us greatly reduce the time used for data collection.

After collecting all data from 80 respondents, we will use SPSS to analyze data and test it against what we found from previous researches: positive eWOM or reviews from celebrities have a positive effect on purchase intention. Frequencies and means and other analysis tools will be utilized to analyze this set of data.



## **CHAPTER V**

### **RESEARCH FINDINGS AND DISCUSSION**

To summarize what respondents have answered regarding the importance of celebrity endorsement on purchase intention; it's quite interesting looking at our findings here. Most of what we have found is quite similar to what other researchers have found in the past. Among our four independent variables we found out that celebrities and the celebrity image that companies adopted have a positive correlation with purchase intention.

While the other two factors – the number of followers and the site/s where they reveal their comments - do not have that much impact on purchase intention. This is quite surprising because researches in the past have shown that the number of followers has a tendency to influence purchase intention. As for the site/s where they reveal their comments, the findings are quite interesting. Respondents feel indifferent towards companies' websites and social websites in terms of trustworthiness.

To find out more detailed answers from the respondents the details will be presented by utilizing SPSS to analyze the data so to answer whether celebrity endorsement has any effect on purchase intention in the makeup market or not.

Before we take a look at the results, please see the table below, which is summary of the profile of our respondents, so to understand who they are.

**Table 5.1 Respondents' profile**

		Count
Age	Below 18 years	0
	18-30	49
	31 and above	31
Gender	Male	19
	Female	61
Education	high school	3
	Graduate	22
	post graduate	44
	Others	11
Profession	Student	3
	employed for wage	36
	self-employed	34
	Unemployed	6
	Retired	0
	Others	1
Income	8-20k	10
	20001-30k	8
	30001 - 40k	15
	above 40k	47

As you can see from the above table, the majority of respondents are female, who are between 18-30 years old. Most of them have got a post graduate degree and earn an income above 40,000 baht. Almost all of them are working either for themselves or in companies. From the data above, you can see that most of the respondents are quite educated and have high purchasing power. Apart from that, all respondents have to search for information on makeup products through the internet or social websites first to be eligible to do this survey.

#### **Attribute of makeup products which are important to respondents**

Information taken from the first 6 questions which asked which aspects of makeup products are important to respondents when they decide prior to purchasing; ranking from lowest, 1, to highest, 5.

**Table 5.2 Descriptive Statistics**

	N	Minimum	Maximum	Mean	Std. Deviation
Brand	80	2.00	5.00	3.7875	.85231
Special offer	80	2.00	5.00	3.5125	.88581
Friends' recommendation	80	2.00	5.00	3.7000	.89159
Quality	80	3.00	5.00	4.4875	.61611
Price	80	1.00	5.00	3.5250	.92743
Advice from staff in store	80	1.00	5.00	2.8125	.98204
Comments from experts	80	1.00	5.00	2.8375	.99929
Valid N (list wise)	80				

From the data, respondents rate quality as their top priority, followed by brand, recommendation from friends, and price. Both advice from in-store staff and comments from experts are deemed not important. So in order to persuade customers to buy, makers should try to communicate the quality of their makeup products in their messages by getting their existing customers to promote their brands through Facebook or any other social websites. They might try to create a promotion or special privilege for those who help them promote their brands through WOM or on social media sites.

### **Type of advertisement and its credibility**

**Table 5.3 Type of advertisement that is most likely to influence**

	Frequency	Percent	Valid Percent	Cumulative Percent
Celebrity endorsed advertisements	48	60.0	60.0	60.0
Valid Non-celebrity advertisements	32	40.0	40.0	100.0
Total	80	100.0	100.0	

As for the 2<sup>nd</sup> question, influence from celebrities or non-celebrity endorsement in advertisements. The answer from respondents is quite similar to what other researchers have found in their studies; they also state that an advertisement involving a celebrity is more convincing. In order for a company to influence or to

convince customers, the use of a celebrity to endorse their products is more effective than using a non-celebrity to advertise them.

Even though customers state that they feel a celebrity endorsed advertisement carries more influence, they also feel there is more credibility given to reviews or comments from ordinary users. From this question, one is the lowest and five is the highest or 'very likely to influence'.

The results of the survey are stated below:

**Table 5.4 Paired Samples Statistics**

		Mean	N	Std. Deviation
Pair 1	Credibility from celebrity	2.9750	80	1.20100
	Credibility from ordinary user	3.9000	80	.80505

**Table 5.5 Paired Samples Test**

		Paired Differences				T	df	Sig. (2-tailed)	
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
					Lower				Upper
Pair 1	Credibility from celebrity	-.92500	1.43001	.15988	-1.24323	-.60677	-5.786	79	.000
	Credibility from ordinary user								

The results from our survey show clearly that customers feel ordinary users' reviews or comments are more credible than reviews from celebrities. There is clearly a significant difference - significant level at .000 - between the mean of the 2 groups.

### **Celebrity's image and characteristic**

As for the relationship between the characteristics or image of celebrities to purchase intention; the results are shown below.



**Table 5.6 Statistics**

	Expertise a celebrity may have	Trustworthin ess of celebrity	Similarity between yourself and celebrity	Familiarity of celebrity	Likeability of celebrity	Relevance of celebrity
N	Valid Missing	80 0	80 0	80 0	80 0	80 0
Mean		2.4500	2.1250	2.7125	2.7250	2.8125
Std. Deviation		.77786	.95963	.94392	.76266	.78100

The closer to 1 indicates that the given factor is a very influential aspect in a customer's perspective. On the other hand, the closer to 4 indicates that the given factor doesn't make any difference in a customer's mind. From the above results, customers believe that trustworthiness of a celebrity and relevance of a celebrity to the product are the most influential factors.

Therefore, the makeup companies should try to look for a celebrity who is trustworthy and also relevant to their makeup products in order to create a positive impact on customers' purchase intention.

Next we will take a look at whether the negative image or publicity of a celebrity has an effect on purchase intention or not.

**Table 5.7 Statistics Negative image of celebrity to purchase intention**

N	Valid Missing	80 0
Mean		2.7750
Std. Deviation		.67458

**Table 5.8 Effect of negative image of celebrity on purchase intention**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Yes	5	6.3	6.3	6.3
No	14	17.5	17.5	23.8
sometimes	55	68.8	68.8	92.5
don't know	6	7.5	7.5	100.0
Total	80	100.0	100.0	

From the results, it shows clearly that the negative image of celebrity only affects purchase intention sometimes.

### Posting comments and advertising medium

Next, we asked respondents which is the best media to use to review or to advertise on. The results are posted below:

**Table 5.9 Medium to post comments or reviews of celebrities**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Television advertisement or infomercial	8	10.0	10.0	10.0
Magazine and Print advertisements	12	15.0	15.0	25.0
internet advertisement	60	75.0	75.0	100.0
Total	80	100.0	100.0	

When asking the respondents the best place/s for celebrities to reveal or post comments, the internet is seen to be the most effective one.

**Table 5.10 Source of makeup information**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Internet	64	80.0	80.0	80.0
Recommendation from someone who you trust	16	20.0	20.0	100.0
Total	80	100.0	100.0	

A majority of respondents choose to look for makeup information through the internet or ask someone they trust.

**Table 5.11 Social sites used to search for information**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Facebook	29	36.3	36.3	36.3
Instagram	14	17.5	17.5	53.8
others	37	46.3	46.3	100.0
Total	80	100.0	100.0	

Facebook and other social websites are the most popular sites to search for makeup product information.

From the above information, we can see clearly that a majority of respondents choose to search for information on the internet or social websites. So makers should try to promote their products through celebrity's eWOM on Facebook and other social websites.

**Table 5.12 Trustworthiness of eWOM**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	39	48.8	48.8	48.8
No	41	51.3	51.3	100.0
Total	80	100.0	100.0	

From the respondents' answers of the question, Do you consider celebrities' reviews or comments about makeup products on social websites to be more trustworthy and believable than posting the comments on a company's website?, it is quite clear that they don't consider those reviews or comments posted on social websites or a company's websites to be different in terms of trustworthiness. So the company should try to post comments or reviews from celebrities on both sites, if possible.

### Number of followers and its affect

Lastly, we will take a look at whether the number of followers on social websites has any effect on purchase intention or not.

**Table 5.13 Number of followers and its affect**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	28	35.0	35.0	35.0
No	52	65.0	65.0	100.0
Total	80	100.0	100.0	

**Table 5.14 Number of followers and its trustworthiness**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	33	41.3	41.3	41.3
No	47	58.8	58.8	100.0
Total	80	100.0	100.0	

It is clearly indicated that the number of followers of a celebrity doesn't have any effect on purchase intention and doesn't show trustworthiness.

From the overall results, it can be seen that a celebrity has positive impact on purchase intention in the makeup market. Due to this point, companies are encouraged to utilize celebrities to endorse their products and promote their products and post comments or reviews on social websites -Facebook and other social websites - because customers search for information about makeup products before making any purchase online. We also encourage companies to try to communicate or advertise their products putting an emphasis on the quality of their products and try to give special promotions or privileges to those who recommend their company to their peers. As for the number of followers of celebrities, it doesn't show it has much of an effect on purchase intention. So the company doesn't need to utilize those celebrities who have a lot of followers. The important aspects of a celebrity for a company are

trustworthiness of a celebrity and relevance of the celebrity, because those 2 factors can affect purchase intention.

### Overall result of a celebrity's effect on purchase intention

**Table 5.15 Overall result of a celebrity's effect on purchase intention**

Independent Factors	Effect on Purchase Intention	Detailed explanation
Celebrity	Positive effect	Respondents state that makeup product advertisements which are endorsed by celebrities are more influential
Image	Positive effect	Trustworthiness and relevance to makeup products are the most influential factors
Number of followers	No effect	Number of followers of celebrities on social websites doesn't have any effect on purchase intention
Sites where they post	No effect	Respondents believe that posts or comments by celebrities on companies' websites and social websites are similar to each other in terms of believability or trustworthiness

## **CHAPTER VI**

### **LIMITATIONS AND FURTHER RESEARCH**

The major limitations for this research are time constraints and amount and variety of respondents. If we can collect information from or survey a bigger group of respondents, the data might yield better results and be more accurate. Moreover, in depth or group focused interviews might be able to provide a clear picture and truer understanding of why and how celebrity endorsement, reviews or comments i.e. eWOM, can affect purchase intention in the makeup market. This method of research wasn't applied in this research, because of time limitations. Apart from that, this research was conducted to find out how influential celebrities are on purchase intention in general. It was not specific to a group of celebrities or individuals, so this may have confused respondents.

In terms of further research, more research on a group of celebrities or individual one is suggested in order to give a better picture and avoid any confusion. Not only that, but breaking down each type of image or characteristic of a celebrity - as well as how to obtain those traits in the eyes of the customer - into detail might help to provide a better result. Apart from that multiple theories and greater depth of analysis should be applied in further research studies.

## **CHAPTER VII**

### **RECOMMENDATION AND CONCLUSION**

In the world of cosmetics, competition is very fierce. Many makers are trying to lure potential customers to buy and to test their products in order to turn them into consumers and finally make them loyal to their brand. Each enterprise - regardless of size - is trying their very best to create the best products, penetrate the mind of the customer and take customers from other companies. Due to this point, promotion and advertising are crucial and have become one of the most important factors and one which may decide the fate of the company itself. Apart from featuring celebrities in their advertisements, they try to influence customers to like and to try their new products by word of mouth on social websites; Facebook, Instagram, Twitter, and etc.

By utilizing word of mouth to communicate with end users in terms of electronic or eWOM, companies hope to influence customers through celebrities' images, characteristics, and popularity. According to various researches in the past, they also show that celebrity endorsement and eWOM can positively affect purchase intention. In this research, the result also conforms to the previous ones. Makeup products which have been endorsed by celebrities are preferred by customers.

Certain characteristics or images of celebrities also affects purchase intention as well, such as, trustworthiness and relevance to makeup products. These two aspects seem to positively influence the purchase intention of customers. On the other hand, number of followers and the place where celebrities review or leave their comments or eWOM, does not seem to affect purchase intention that much. Celebrities can either post their reviews on company websites or social websites, because the result does not show any difference in effectiveness between the two.

Through this research companies are encouraged to utilize celebrities to endorse and to review or to comment on makeup products. The company should try to focus their message on quality and try to create a promotion for existing customers to promote what they are using and recommend it to their friends, family, work

colleagues etc, as the customers rated quality and recommendation from friends as the top factors when considering purchasing makeup.

As for places to post comments or reviews, companies should try to post what celebrities review or comment on on both social media and company sites, because it does not make any difference in terms of trustworthiness or believability from the customers' point of view. The number of followers of a celebrity on social websites, such as Facebook, does not show any difference in effectiveness at all. So the number of followers should not be considered as an important factor when selecting a celebrity to endorse or to review a company's makeup products.





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## APPENDIX A : List of questions in questionnaire

Understanding the effect of celebrities' endorsements or comments toward makeup product in relationship to purchase decision

**\* Required**

**when purchasing makeup products, how important are the follow factors to you? \***

Brand

1 2 3 4 5

completely unimportant      very important

Special offer or promotion

1 2 3 4 5

completely unimportant      very important

Recommendation from friend

1 2 3 4 5

completely unimportant      very important

Quality

1 2 3 4 5

completely unimportant      very important

Price

1 2 3 4 5

completely unimportant      very important

Advice from in-store consultant

1 2 3 4 5

completely unimportant      very important

Recommendation or comments from experts or celebrities in social sites

1 2 3 4 5

completely unimportant      very important

**Makeup companies often use celebrity endorsers in their advertising.**

**Other types of makeup advertisements feature regular people. Which of the following is most likely to influence you? Celebrity endorsed advertisements or non-celebrity advertisements**

- Celebrity endorsed advertisements
- Non celebrity advertisements

**Now I'd like you to think about the level of credibility of advertisements, regardless of what you think they influence you or not. Which source of information do you trust or give more credibility: reviews or comments of makeup products from celebrity or ordinary makeup users?**

Reviews or comments of makeup products from celebrity

1 2 3 4 5

not at all      very likely

Reviews or comments of makeup products from ordinary makeup users

1 2 3 4 5

not at all      very likely

**I am more likely to buy cosmetic products that have been endorsed or reviewed by celebrities than non-celebrity endorsements.**

- agree
- slightly agree
- not sure
- slightly disagree

- disagree

**Next I'd like to ask you a few questions about WHY celebrity endorsement might work.**

Do you consider the expertise a celebrity may have as influential when making a purchase decision? Ie. Makeup artist

- highly influential
- influential
- slightly influential
- doesn't make a difference

**Do you consider trustworthiness as influential when making a purchase decision? (Trustworthiness refers to the honesty and believability of the celebrity)**

- highly influential
- influential
- slightly influential
- doesn't make a difference

**Do you think the sense of similarity or image between yourself and the celebrity as influential when making a purchase decision?**

- highly influential
- influential
- slightly influential
- doesn't make a difference



**Do you consider the familiarity of the celebrity influence your purchase decision?**

- highly influential
- influential
- slightly influential
- doesn't make a difference

**As a consumer, do you consider the likeability of the celebrity as an influential factor when making a purchase decision?**

- highly influential
- influential
- slightly influential
- doesn't make a difference

**Do you think the relevance of the celebrity to the product is influential when making a purchase decision? (ie. Skin care, anti ageing etc)**

- highly influential
- influential
- slightly influential
- doesn't make a difference

**Do you feel that “Negative Publicity” about a celebrity endorser can influence your purchase decision?**

- yes
- no
- sometimes
- don't know

**Overall would you consider the presence of celebrity endorsement , reviews, or comments as positive or negative when making a purchase decision when buying cosmetics?**

1 2 3 4 5

negative      positive

**Do you purchase cosmetics endorsed or reviewed by celebrities?**

- always
- sometimes
- often
- not sure
- never

**Which medium do you consider most effective to post what celebrity has reviewed or commented?**

- Television advertisement or infomercial
- Magazine and Print advertisements
- Internet advertisement
- Radio advertisement

**Which do you usually check for comments or reviews from celebrities or experts for makeup products?**

- Facebook
- Twitters
- Instagrams
- Other social blogs

**If celebrities reviews or comments about makeup products on social websites, do you consider it to be more trustworthy and believable than posting those comments on company website?**

- yes
- no

**Before making any purchase decision of makeup products, where do you search for information about that particular products?**

- Internet
- Recommendation from someone who you trust
- Fashion magazine
- Advice from in-store personnel
- Other:

**Does the number of followers of celebrities on social websites have any effect on your purchase intention?**

- yes
- no

**If a celebrity has more than 1 million followers on his/her social page, do you consider what he/she review is more trustworthy than those celebrities who have less than 500,000 followers?**

- yes
- no

**What is your age?**

- Less than 18 years
- 18-30
- 31 and above

**What is your gender?**

- male
- female

**What is your highest level of education?**

- High school
- Graduate
- Post-Graduate
- Other

**What is your profession?**

- Student
- Employed for wages
- Self-employed
- Unemployed
- Retired
- Others

**What is your income level?**

- Between 8,000 to 20,000 baht
- Between 20,001 to 30,000 baht
- Between 30,001 to 40,000 baht
- 40,001 baht and above

