

**CELEBRITY ENDORSEMENT ON CONSUMER PURCHASING
DECISIONS: THE CASE OF THAI CONSUMERS**



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entitled
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DECISIONS: THE CASE OF THAI CONSUMERS**

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CELEBRITY ENDORSEMENT ON CONSUMER PURCHASING DECISIONS: THE CASE OF THAI CONSUMERS

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ABSTRACT

The objective of this study is to justify whether celebrity endorsement really have an impact on the purchasing decisions of Thai consumers, the product types that are effective using this tool as well as the perceptions towards the multiple brand endorsement. The research used qualitative method to discover views and opinions of 30 participants aged between 18 – 45 years old in Bangkok using structured interview style.

The findings showed that 14 out of 30 respondents claimed to have been impacted by the celebrity endorsement technique. However, only small amount of these respondents ranked the celebrity endorsement in the top three buying criteria and thus just a supporting factor. On the product side, cosmetics and fashion goods are effective using celebrity endorsement, whereas car, house and insurance should not adopt this technique. The participants also claimed that the multiple brand endorsement reduce the ability to recognize the brands.

KEY WORDS: Celebrity endorsement / Consumer behavior / Consumer perception / Advertising / Multiple brand endorsement

35 pages

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CHAPTER I

INTRODUCTION

Celebrities are the ones who are publicly recognized in the society such as actor, sport figure, politician, and businessperson. Endorsement is a brand communication tool in which a celebrity would act as a spokesperson and verify the brand claims to make it convincing among consumers.

Nowadays, celebrity endorsement as a marketing communication is becoming popular as it gives many advantages to the brand, for example, celebrity could easily attract consumer attentions, increase the trustworthiness of the brand as well as improve the brand image. Thus, brands usually need celebrities especially the ones who are very popular and well known among consumers (Anekthammakul, 2010).

Usually, most consumers are not in a stage of purchasing intention when they receive the brand message. The use of celebrity endorsement is believed to have a strong impact on the learning and memory and thus is used to lead better information storage in the minds of consumers which can be readily retrieved when the purchasing situation does arise (Babu & Latha, 2014).

However, using celebrity endorsement is very costly for a brand especially the one who is a superstar of a country or very popular at that time (Srikanya, 2004). This sometimes may not be necessary, as other marketing tools are also effective. Celebrity would help the brand to become well known among consumers, but how influential this is to actually make consumers purchase that product. In this sluggish economy recently, every company needs to save their costs as much as possible so we need to investigate whether celebrity endorsement is really worth the investment in terms of the impact on consumer purchasing decisions.

CHAPTER II

LITERATURE REVIEW

Celebrity endorsement nowadays has been becoming popular for marketers as a marketing communication. It is believed that celebrity is an effective tool for their products or brands (Katyal, 2007).

Marketers usually use individuals who are well known as celebrities in the society as spokespersons for their brands. Mainly film stars, athletics, entertainers, popular people, politicians or some other public figures may be used to endorse the brands (Belch & Belch, 2001).

Leschnikowski, Schweizer, and Drengner (2006) identified that many companies have invested significantly to make their brands stand out in consumer's mind. They also claim that even though this involves a very high cost, companies get benefits from using celebrities, who would be able to associate the product's qualities with the brands or products advertised, thereby could attract the consumer attentions.

2.1 Positive Aspects of Celebrity Endorsement

Celebrity endorsement gives several benefits to a brand. There are a number of positive aspects of the technique including brand attention and recognition, brand trustworthiness, brand image, buying decision as well as sales revenue of the company.

2.1.1 Brand Attention and Recognition

This impact has been commonly found in almost every literature in the same topic area (Ahmed, Farooq and Iqbal, 2014; Anekthammakul, 2010; Arora & Sahu, 2014; Boeing & Schurhaus, 2014; Shukre & Dugar, 2013; Surana, 2008; Wei & Lu, 2013). This means that using celebrity endorsement for a product or brand could get attention among consumers due to their likeability and celebrity's attractiveness.

To a higher extent, this would also be able to largely trigger consumer's learning and memory in restoring and recalling at a point of purchasing decision.

Celebrity endorsers could help to attract consumers to a brand or product being endorsed (Boeing & Schurhaus, 2014). If marketers use this tool effectively, it would make the brand stand out, facilitate recall ability among consumers and increase instant awareness (Shukre & Dugar, 2013).

Arora and Sahu (2014) also identified that celebrities mostly have strong admiration among people and then have a positive influence among their fan clubs. Consumers accumulate these positive feelings over time, as a result, consumers are able to recognize and recall the brand that is endorsed by celebrity for a longer period. Radha and Jija (2013) also supported this finding that celebrity plays an important role. From the questionnaire surveys, they claimed that 53% of respondents agreed that celebrity endorsement helps them in remembering the brand.

However, these two studies have been conducted by using samples, which were only Indian population. Indian people like celebrity a lot and they have a high influence on consumer behavior. Celebrity endorsement as a marketing technique is usually effective in India so Indians could recall the brand associated with celebrity easily (Balakrishnan & Kumar, 2010). However, to researcher's knowledge, no existing studies have examined the relationships between celebrity endorsement and brand attention and recognition in other countries apart from India and Pakistan.

2.1.2 Brand Trustworthiness

Celebrity endorsement can build brand trustworthiness (Arora & Sahu, 2014). This can be done when the elements of attractiveness and trustworthiness are related to celebrity's knowledge and experience of that brand, causing consumers believe in the brand claims and they are convinced to trust the brand (Pornpitakpan, 2003).

On the contrary, Ahmed, Farooq and Iqbal (2014) asserted that experience of celebrity on a brand does not have any influences on consumer perception; the determinants that matter are the credibility of the endorsers. Their findings show that if the credibility of celebrity is high, it influences more on buying decisions than celebrity with relatively low credibility. The experience about a

product is not necessary because consumers only care about opinion of celebrity on a product.

2.1.3 Brand Image

A product or brand image can be improved by using celebrity endorsement in the form of co-branding, the meaning would then be transferred from the endorser to the brand. Celebrity-product congruence has a positive image on the brand which therefore has a positive image on brand equity as well (Mukherjee, 2009).

This would come to a major concern that if the celebrity endorsement has been used just because celebrities are popular and influential among consumers and the brand does not take into account celebrity's characteristics, which should match the brand message, it may lead to a negative effect.

On the other hand, if this marketing tool is used correctly in the way that the brand message matches with the personality of celebrity and this could bring success to both (Bertrand & Todd, 1992). The product match-up model, particularly attractive female actors, is more effective at endorsing beauty and cosmetic products; the products used to enhance one's attractiveness (Kamins, 1990).

For example, the cosmetic brand that regularly uses celebrity endorsement; mainly to upgrade the brand image is Mistine. The brand hires the top superstars in Thailand such as Aum Patcharapa, Pancake, Chompoo Araya and Yaya in which the cost to hire these people must be tremendous. However, the brand image, which consumers originally perceived as low-end cosmetics for factory female labors, could be improved. With continuous award-winning advertising campaigns, the target consumers could also be expanded into middle-income consumers (Pride et al, 2011).

Moreover, the products that have too traditional or old brand image in consumer perception could use celebrity endorsement as a fast and effective tool to transfer the celebrity's personality and identity to the brand for brand polishing purpose (Nun, 2008).

2.1.4 Buying Decision

This is one of the areas that company would like celebrity endorsement to

be able to trigger the consumer motivation of the product and influence their purchasing decisions. This would then also improve the sales revenue of the company.

Freiden (1984) identified that consumers would feel more motivated to buy the product that has been endorsed by celebrities than the product that has not. This works very well if that product involves social risks or psychological risks as consumers will care what other people think about them.

Arora and Sahu (2014) also found that consumer buying decisions are affected when the brand uses celebrity endorsement. Brand ambassadors would make the brand more popular and branded following the celebrity's identity. So, consumers would like to use the products that are endorsed by their favorite celebrities.

However, the survey conducted by Surana (2008) has weak support to the previous research of Arora and Sahu (2014). However, the sample of Arora and Sahu (2014) was every age and occupation of Indians, meanwhile the sample of Surana (2008) was teenage Indians. This difference may cause deviation in the results. Surana (2008) emphasized that only lower and middle class people are the ones for whom celebrity endorsement is of value in terms of the purchasing decision. The celebrities are often being seen in some phase of their lives as their icon.

This also contradicts to the previous researches. Boeing and Schurhaus (2014), who conducted questionnaire surveys in the town of South Brazil with 400 respondents, indicated that the product that is endorsed by celebrity does not influence the purchasing decisions of the sample at all.

The report released by Accenture Interactive in May 2014 also pointed out seven key purchasing decision factors ranked by 20-40 year-old U.S. consumers in order of importance. Price advantage is the most important buying factor for them. This was followed by superior products, superior experience, loyalty program, relevant promotions, engaging ads campaign and celebrity endorsement, respectively. So, it can be concluded from this survey that celebrity endorsement affects not as much as other elements of the marketing mix on U.S. consumer purchasing decisions.

2.1.5 Sales Revenue

Following the positive influences of celebrity endorsement on the purchasing behavior of consumers, companies also witness an improvement in sales

revenue. Pornpitakpan (2003) claimed that this is the major advantage of celebrity endorsement that every brand aims for as it improves the topline sales revenue of the company.

Jain (2011) supported this aspect following his questionnaire surveys with 50 respondents in India aged over 13. His research found that 72% of the sample agreed that celebrity endorsement helps to improve sales revenue. However, this advantage of using celebrity endorsement should not have been done logically from consumer's point of views as the one who actually knows the improvement in sales revenue should be the company using celebrity itself. The research in this aspect should focus on using companies as the sample.

Elberse and Verleun (2012) then supported this advantage by using modelling approaches. The sample was 95 companies responsible for the focal brands, 178 athlete endorsers, and 341 endorsements formed between January 1990 and March 2008. For this approach, it could identify the magnitude of sales improvement. The research found that celebrity endorsement has a positive impact on the brand's sales with average 4% increase on weekly sales given that the competitors' sales revenue also does not receive any impacts from the brand using celebrity endorsement. Furthermore, the research studied on the impact of celebrity endorsement on stock returns of the company. Again, this technique could increase firm's stock returns by 0.25%.

However, there are not many researches covering this viewpoint, as it should be done from company's point of views to see the magnitude of increase in sales revenue. It is difficult in the stage of data collection when companies do not commonly share information on their financial aspects as well as fees paid to the endorsers.

2.2 Negative Aspects of Celebrity Endorsement

Even though the celebrity endorsement gives several advantages to the brand, there are some negative aspects that may reduce the effectiveness of the tool. If marketers utilize it without considering these issues, there is a high possibility that the celebrity endorsement impacts negatively to the brand.

2.2.1 Negative attitudes toward celebrity endorsement

Radha and Jija (2013), Surana (2008), and Wei and Lu (2013) supported that consumers do not believe that celebrities use the products they are endorsing in their real life; it is just a celebrity's job and so consumers do not trust them.

Boeing and Schurhaus (2014) also added that other marketing mix (i.e., product, price, and place) matters as the research found that celebrity endorsement does not have any positive impacts on the buying decision of consumers. Even Arora and Sahu (2014) found positive impacts on brand recognition, brand trustworthiness, and buying decision, they also proposed that other factors are more important in consumer purchasing decisions. From their survey, 34% of the sample said quality, 25% said feature and only 21% said celebrity.

2.2.2 Multiple brand endorsement

The brand recognition reduces when marketers use multiple brand endorsement. This happens a lot in Thailand where top superstars and celebrities such as Nadech, Yaya, Chompoo Araya and Aum Patcharapa are presenters or brand ambassadors for many brands. Several studies have been conducted in Thailand to examine the relationship between multiple brand endorsement and brand recall, and have yield mixed results (Anekthammakul, 2010; Thaniyachan, 2006; Vitayaveerasuk, 2013). For instance, Anekthammakul (2010) claimed that using multiple brand endorsers reduce the brand recognition as consumers could remember only celebrities but forget about the brand. This negative effect will eventually reduce consumer intention to buy. Meanwhile, Thaniyachan (2006) opposed that Thai consumers could recall the brands ranging from one up to five brands but this was limited to only Nadech and Yaya.

2.2.3 Product specific

Some researches admitted that celebrity endorsement is product-specific. A search goods such as shoes is more effective when using celebrity endorsement than experience goods such as toner where consumer reviews and recommendations emerge higher on the scale of consumers' memory, search and share attitudes (Wei & Lu, 2013). Hence, companies need to carefully adopt celebrity endorsement technique

to match with the products that are effective when using this tool.

In conclusion, marketers believe that celebrity endorsement is publicly tools for promoting products and brands in the widest range of media. This is a technique that influences consumer perception and behavior in relation to a brand or company, therefore increasing values to the company (Walker, Langmeyer & Langmeyer, 1992). However, negative aspects could not be neglected as this may reduce the effectiveness of celebrity endorsement.

2.3 Research Gaps

From the literature review, some studies have identified positive impacts of celebrity endorsement (Ahmed, Farooq & Iqbal, 2014; Elberse & Verleun, 2012; Jain, 2011; Shukre & Dugar, 2013), while others found negative aspects of celebrity endorsement (Radha & Jija, 2013; Surana, 2008; Wei & Lu, 2013).

Buying decision was found to have prominent conflicts in various researches that have been conducted in this area. Arora and Sahu (2014), Shukre and Ducar (2013) and Surana (2008) asserted that celebrity endorsement has an influence on purchasing decisions of Indian consumers. However, Boeing and Shurhaus (2014) argued that the celebrity endorsement does not have any influences on the purchasing decisions of the public surveyed in South Brazil. Furthermore, the report released by Accenture Interactive in May 2014 also ranked the celebrity endorsement the lowest important influences on the U.S. consumer buying decisions.

The controversial of these researches reflects the gap in literatures. Different samples in different locations may yield different outcomes. In the case of Thai consumers, no extant studies have examined the influence of celebrity endorsement on Thai consumer buying decisions. The aim of this study is to fill this gap by using Thai consumers as the sample to find answers to the research questions.

2.4 Research Questions

- 1) Does celebrity endorsement really influence Thai consumers buying decisions?
- 2) Which products are the most effective using celebrity endorsement in Thailand?
- 3) Does multiple brand endorsement reduce brand recognition among Thai consumer?



CHAPTER III

RESEARCH METHODOLOGY

In conducting a research, there are two main approaches to follow including qualitative and quantitative method. The qualitative involves collecting data in the form of words, meanwhile the quantitative involves data which can be expressed in numbers (Easterby-Smith et al, 2009). In order to find the answers to the research questions, the right methodology should be selected. In this chapter, it examines the methodology used to conduct this research.

3.1 Research Design

Research design is systematical and logical plan prepared for conducting a research study. Its arrangement involves collection and analysis of data that aims to combine relevance to the research purpose (Radha & Jija, 2013).

Since this study aims to discover the views, perceptions and opinions of individuals or groups and gains insight into in-depth knowledge and process of decision, qualitative method is selected (Easterby-Smith et al, 2009). Robson (1993) added that qualitative method tends to be based on meanings communicated verbally as well as understandings of behavior from one's own experiences.

Hence, in order to understand how influence is celebrity endorsement on consumer buying behavior as well as consumer perception on celebrity brand endorsement and brand recognition, explanatory and descriptive research would be able to help understanding consumer insights. This best suits with the study of this research as the outcomes would be the answer to the question "How?" rather than "What?" (Miles & Huberman, 1994).

3.2 Population and Sampling

This is an important part of a research to determine the appropriate research population and proper sampling procedure in order to answer research questions (Kumar, 2010). Since it is impossible for a study to explore and survey the whole population due to various constraints including time, money and accessibility, it becomes significant for a research to determine sampling frame and sampling size so that it is well represented the set of population (Jankowicz, 2000).

In this study, the target population in order to find relevant answers to the research questions was working age population in Bangkok aged between 18 – 45 years old. The population was defined in this age group because this group tends to be significantly influenced by marketing techniques used by a company due to their purchasing power and lifestyle needs. In addition, this group also exposes most to celebrity endorsement of a product as they are the main users of digital media and receive an advertising message from various channels (XM Thomas Idea, 2015).

According to Churchill (1995), there are two main sampling procedures including probability and non-probability sampling. In this study, non-probability sampling was used due to many advantages. Firstly, it is relatively cheaper and can be used whenever the sampling frame is not available (Saunders, 2003). Secondly, it is useful for research questions where the study wants to investigate the perception and attitude of people (Churchill, 1995). Hence, this research used non-probability sampling due to these advantages.

Convenience sampling was used in this research. In this technique, respondents would be selected based on ease of access, proximity and willingness to participate (Timothy, 2005). It enables information gathering from people easily and quickly (Kumar, 2010).

Regarding the sample size, Crimp and Wright (1995) proposed that sample size which is appropriate for a research method is anything larger than 30 but less than 500. For this study, 30 respondents in Bangkok were aimed to answer the research questions.

3.3 Data Collection

In this research, the primary data are the only source of data collection. Ghauri and Gronhaug (2002) stated that primary data could help answering questions which are related to people's attitudes, perceptions, intentions and purchasing behaviors (Creswell, 2009). As such, this source of data is suitable for this study in order to seek for answers in relations to the consumer purchasing decisions and perception towards the celebrity endorsement.

The in-depth interview is data collection technique used in this research. In order to understand the impact of celebrity endorsement on consumer purchasing decisions, the interview questions would be designed to investigate factors affecting buying behavior as well as consumer perception on celebrity endorsement.

There are three fundamental types of research interviews including structured, semi-structured and unstructured. Structured interviews are verbally administered questionnaires in which a list of questions is prepared and respondents are asked on the same set of questions. Therefore, this technique is relatively quick and easy to use for any clarification of certain questions (Gill et al, 2008). Due to the nature of research questions which would seek for frequent answers, structured interview was used.

The interview questions were prepared with eight questions for respondents to answer (see Appendix A). Each question also explored the thoughts behind that answers with question 'Why?'. Before each interview, the profiles of interviewees were collected including gender, income and age to verify the demographics. The letter of inform consent was required to be signed by each research participant.

The early part of interview questions aims to explore the current state of consumer perception on celebrity endorsement as well as the impact on buying intention and behavior. Then, the research explores the impact of multiple brand endorsement and consumer recognition of the brands. This part is designed like a test on the ability of consumers to recall the brands that have been endorsed by a single celebrity. Participants were not aided or guided by the interviewer on recalling the brands. Finally, the interview would like to conclude on the real major factors

affecting consumer's purchasing decisions on a general product and how influence the celebrity endorsement is.

The interviews were conducted in Bangkok on the basis of convenience and willingness to participate. It took around 10 minutes for each interview.

3.4 Data Analysis

Once the data are collected, they should be analyzed in the right method to arrive in answering the research questions.

The 30 interviews would be analyzed to examine Thai consumer perceptions on the celebrity endorsement. All eight interview questions are designed to address and cover all research questions. Then, the analysis would then be presented in explanatory techniques to clearly visualize the influencing factors and answer the research questions.

The survey on demographics of participants before each interview would allow researchers to identify the interests of target buyers as well as align them to factors that have an influence on consumer purchasing decision process (Kotler, 2003). This would illustrate sampling profiles of the study.

The first part of interview questions was calculated to find the most frequently mentioned factors and arrived to answer how influence celebrity endorsement is on Thai consumer buying behavior and which product-specific is the most effective using celebrity endorsement and which product should not use the technique in Thai consumer perception.

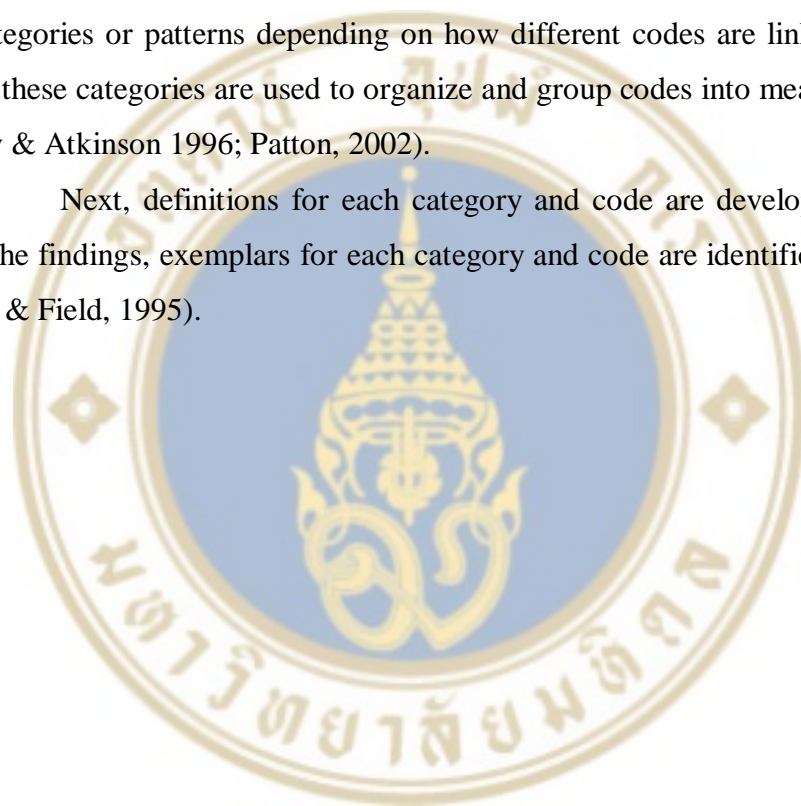
The final part is designed as a test on consumer recognition of a brand when using multiple brand endorsement. This explains the outcome on how effectiveness multiple brand endorsement has on a product and concludes on the answer whether the consumers could recall the brands or just remember the celebrities endorsing the brands.

Each interview session was recorded by audiotaping and note taking. After the data were collected, the qualitative content analysis was used to determine the outcome of the study. It is one of various method used to analyze text data. Text data might be print, electronic document or verbal and have been collected from open-

ended survey questions, narrative responses, observations, focus groups, interviews or print media (Kondracki & Wellman, 2002).

The content analysis is not just counting words as it would like to examine language intensely for the purpose of classifying large amounts of text data into an efficient number of categories or patterns that could represent similar meanings (Weber, 1990). Then, the text is approached by note taking of the first impressions, thoughts and initial analysis. Once this process continues, labels for codes merge which are reflective of more than one key thought. Codes are then sorted into categories or patterns depending on how different codes are linked and related. Hence, these categories are used to organize and group codes into meaningful clusters (Coffey & Atkinson 1996; Patton, 2002).

Next, definitions for each category and code are developed. In order to report the findings, exemplars for each category and code are identified from the data (Morse & Field, 1995).



CHAPTER IV

RESEARCH FINDINGS

This section aims to answer the research questions relating to the topic “Celebrity Endorsement on Consumer Purchasing Decisions”. Thai consumers, whose age ranging between 18 – 45 years old in Bangkok, were the population for this study. Thirty Thai consumers were in-depth interviewed and the findings are presented in this chapter.

4.1 Demographic Profiles of Research Participants

The 30 research participants were selected based on convenience sampling. Table 4.1 illustrates the demographic profiles of research participants classified by gender, age, monthly income and occupation. The interviewees were 56.77% female and 43.33% male. More than half of the respondents were aged between 25 – 29 years old. The youngest participant was 18 years old, while the oldest participant was 44 years old.

The monthly income of the respondents was almost equally scattered. Nine of them earn monthly income less than or equal to THB 15,000, representing 30.00% of total respondents, followed by respondents who earn THB 30,001 – 45,000 per month (23.33%) and respondents who earn THB 45,001 – 60,000 per month (20.00%), respectively. Majority of the research participants are business employee (83.33% of total respondents), meanwhile there were only small amount of students (10.00%) and business owners (6.67%).

All of the participants earn income by their own, although some of them are still students. Therefore, they have purchasing power and the purchase decisions have been made themselves. Moreover, all of them expose to the celebrity endorsement on either actor/actress or sport stars in Thailand.

Table 4.1 Demographic background of research respondents

Demographic Background	Frequency (n)	Percent of Total
Gender		
Female	17	56.67%
Male	13	43.33%
Age		
< 20	1	3.33%
20 - 24	2	6.67%
25 - 29	16	53.33%
30 - 34	7	23.33%
35 - 39	3	10.00%
> 40	1	3.33%
Monthly Income (THB)		
0 - 15,000	9	30.00%
15,001 - 30,000	5	16.67%
30,001 - 45,000	7	23.33%
45,001 - 60,000	6	20.00%
> 60,000	3	10.00%
Occupation		
Business employee	25	83.33%
Business owner	2	6.67%
Student	3	10.00%

4.2 The Impact of Celebrity Endorsement on Purchasing Decisions

Based on the interviews, 12 respondents (40% of total research participants) claimed that they have been somewhat influenced by celebrity endorsement, meanwhile 10 respondents (33.33% of total research participants) claimed that the technique is very influential on their purchasing decisions. Apart from this, five respondents (16.66%) stated that celebrity endorsement is slightly influential, two respondents (6.66%) stated it is not influential at all and only one respondent (3.33%) stated it is extremely influential on the buying decisions.

The respondents, who claimed to have been somewhat influenced by celebrity endorsement, may base their decisions on other external factors as well such as the celebrities endorsing the brand and the type of products.

“I have been sometimes influenced by celebrity endorsement if I trust in that celebrity. For me, I think Aum Patcharapa has high credibility.

Even though I haven't believed in Mistine Product in the first place, I have tried it because of her encouragement.” (female, 27, business employee)

“It is selective. I would rather decide to buy the product that has been endorsed by the celebrity that I like. I like Ploy Cherman and I saw her endorsing Snail White. Although I haven't known about this product before, I started searching in Watson and have bought it to try and it's good.” (female, 32, business employee)

“When a good-looking celebrity is endorsing a foam cleanser for men, it attracts me more than other types of products because it is a product type that I use every day and I want to be as handsome as Mario, for example. So, I could give it a try since the price is also affordable.” (male, 26, business employee)

The respondents, who claimed that the celebrity endorsement is very influential on their buying decisions, usually decide to purchase shortly after watching the advertisement, especially if it is endorsed by their favorite celebrities or attractive endorsers.

“I usually have been influenced by celebrities endorsing clothes, fashion and accessories. The products seem very attractive to me when celebrities wearing it since their appearances support each other. I would feel like this product is in trend and I should have it! Shortly after I saw the celebrity endorsing Adidas shoes on Instagram, I asked my sister to search for it.” (male, 24, business owner)

“I normally come across celebrity endorsement via social network. I saw celebrities using a product by posting on Instagram. I would be attracted by that, especially clothes, swimwear, or bags and it induced

me to search for that goods. It is very surprised that I knew many new fashion brands from this source.” (female, 35, business employee)

Moreover, in each interview session, respondent was asked to conclude on whether the celebrity endorsement really has influences on his/her buying decisions. The respondents, who claimed the celebrity endorsement is not influential at all and slightly influential in the early session of the interview, confirmed right away in the end that celebrity endorsement does not have any influences on their purchasing decisions.

Mix results were shown for the respondents who have been somewhat influenced. Some said celebrity endorsement has no impact, whereas others said this marketing technique has some impacts on buying decisions. Meanwhile, the respondents who claimed celebrity endorsement is very influential and extremely influential stated that celebrity endorsement does have impacts on their purchasing decisions.

As a result, there were 14 respondents who claimed that celebrity endorsement influences their purchasing decisions, meanwhile 16 respondents claimed that celebrity endorsement does not have any impacts on the behavior. Therefore, there were not much differences in the response of the study.

In order to seek for a clearer answer on the research question, the study also investigated further into the top three factors affecting purchasing decisions of a consumer to find out how important the celebrity endorsement is as a factor affecting the purchasing behavior. Each respondent was asked an open-ended question on what the top three factors affecting buying decisions on general products are. The results are illustrated in Table 4.2 below.

Table 4.2 The respondent's top three factors affecting purchasing decisions

Research Participants	Gender	Age	1st Factor	2nd Factor	3rd Factor
Person 1	Male	27	Celebrity endorsement	Quality	Price
Person 2	Male	27	Price	Quality	Product features
Person 3	Female	28	Product features	Exclusivity	Promotions
Person 4	Male	35	Product features	Price	Quality
Person 5	Male	27	Price	Availability	Quality
Person 6	Female	18	Product features	Quality	Price
Person 7	Female	30	Quality	Price	Packaging
Person 8	Female	39	Product needs	Price	Quality
Person 9	Female	27	Product needs	Product features	Price
Person 10	Male	28	Quality	Product features	Brand image
Person 11	Female	27	Quality	user reviews	Price
Person 12	Female	30	Quality	Product features	Packaging
Person 13	Female	28	Brand	Popularity	Product features
Person 14	Female	34	Product features	Price	Product needs
Person 15	Female	34	Price	Quality	Product features
Person 16	Male	24	Quality	Price	Celebrity endorsement
Person 17	Female	29	Product features	Brand trustworthiness	Price
Person 18	Female	32	User reviews	Celebrity endorsement	Promotions
Person 19	Female	35	Product features	Price	Product needs
Person 20	Male	28	Product features	Price	Celebrity endorsement
Person 21	Female	29	Quality	Price	Celebrity endorsement
Person 22	Male	32	Price	Quality	Packaging
Person 23	Male	27	Product needs	Price	Quality
Person 24	Male	27	Quality	Price	Packaging
Person 25	Female	27	Product features	Price	Availability
Person 26	Female	22	Popularity	Price	Product features
Person 27	Male	30	Product features	Price	Promotion
Person 28	Male	26	Price	Product features	Value of Money
Person 29	Female	44	Price	Product features	Promotion
Person 30	Male	25	Product needs	Price	Personal budget

The research discovered that even though 14 respondents claimed to have been impacted by celebrity endorsement, only one-third of them ranked celebrity endorsement in the top three criteria affecting their purchasing decisions.

“Celebrity endorsement is somewhat influential on my buying decision, let's say around 30 – 40%; it is not my main factors. Credibility and likeability of the celebrity also play an important role

to me. These could facilitate the brand recognition. When I intend to buy a product, the celebrity endorsement does help on remembering and recalling the brand.” (female, 34, business employee)

“Celebrity endorsement attracts me to the brand and motivates me on the buying intention. However, I still need to consider the product attributes again before purchasing whether it is consistent with my need and my budget or not. For example, the cosmetic product, that I intend to buy since I saw my favorite celebrity endorsing it, may not fit with my skin type so I would not buy it.” (female, 30, business employee)

Therefore, celebrity endorsement does not really influence the purchasing decisions of Thai consumers. Only small amount of consumers has been impacted directly by celebrity endorsement. The marketing technique rather helps the brand in indirect ways. As such, the study examined further into indirect benefits the consumers perceived to help the brands as well as some possible limitations that could reduce the effectiveness of the celebrity endorsement technique.

4.3 Consumer Perception on Celebrity Endorsement

Consumer perception on the technique both positive and negative aspect is important for marketers to know so as to plan for the celebrity endorsement method that results in an effective outcome.

4.3.1 Benefits of celebrity endorsement

Every respondent was asked on their perception regarding the benefits of celebrity endorsement on a brand or product. Each could give more than one answer. Majority of them stated that celebrity endorsement helps improving the **brand image**. Most of the female respondents referred the case to Mistine as the brand could improve the brand image following the use of celebrity endorsement (Pride et al, 2011).

“Originally, Mistine was not advertised on TV; they had only product catalog and mostly used direct marketing channel. I perceived Mistine cosmetics as low-end cosmetic products for factory female labors. Once Mistine uses popular Thai celebrities to endorse the brand, I think that the brand image has been improved. Although the prices are still low, but the company needs to pay these superstars very high compensations, their products must have something special. So, this induced me to try Mistine products.” (female, 29, business employee)

Many respondents believed that celebrity endorsement could promote the **brand awareness and recognition**. It is perceived that the celebrity endorsement could promote the brand awareness in a wide range instantly and facilitate the brand recognition as well.

“The celebrity endorsement helps promoting brand awareness, especially a new brand or a new product from the existing brand. This affects a wide range of consumers within a short period of time.” (male, 28, business employee)

“When a brand uses a very popular celebrity to endorse it, when time passed by, I could still recognize the brand because I would link the celebrity with that brand”. (female, 22, student)

Around eight respondents stated that celebrity endorsement could get them the **brand attention**, especially when the brand uses very famous superstars or celebrities. Consumers would be attracted by the celebrities first, then they encourage audiences to curious about the product or brand. One male respondent, who does not use any cosmetic products, but surprisingly he knows the Snail White brand.

“I know Snail White because I saw the brand using three top superstars like Aum Patcharapa, Chompoo Araya and Ploy Chermarn

as the endorsers. It hits my attention right away! I was very curious how dare this new and small brand hiring these three celebrities to advertise the products. And, it was successful, the brand was widely well-known within a short period of time. Even though I am not their target market, I still know this brand and recognize the line of products they have.” (male, 32, business employee)

Some of the respondents mentioned about the benefit of celebrity endorsement on the **sales revenue** of the brand. Even this question was asked from the customer’s point of views, consumers still believed that it does help.

“I believe that a brand uses celebrity endorsement technique just to stimulate the sales revenue.” (male, 27, business employee)

“The celebrity endorsement helps to increase the sales revenue of a product as the popular celebrity endorser normally would have a large number of fan clubs who would purchase the product following the endorsement of their favorite celebrity.” (female, 32, business employee)

Lastly, respondents also mentioned that celebrity endorsement supports the **brand trustworthiness**, especially when the product is endorsed by a credible celebrity. Two respondents contributed the same example of SKII, which is a luxurious cosmetic brand.

“SKII uses Jeab Sophitnapa to endorse SKII women line and uses Pong Nawat to endorse SKII men line. It really promotes the trustworthiness of the brand as these two people still look flawless even if they are almost 40 years old.” (male, 28, business employee)

“Jeab Sophitnapa and Suquan Bulakool are SKII endorsers. Both of them have high credibility in my opinion. Their images also support the luxurious brand image as well.” (female, 34, business employee)

4.3.2 Match between the celebrity type and the product type

Nowadays, many advertisements use the celebrities who are very popular these days to endorse the brands regardless of the match between the celebrity type and the product type. For example, a sport star endorses a dishwashing liquid. Hence, the study explored consumer perception regarding this issue.

Around 70% of respondents agreed that it is not necessary to match the celebrity type with the product type.

“Most of the brands take advantages of the celebrities when they are very popular during those times. As long as the personality of the celebrity match with the brand characteristics and the message has been communicated correctly, it is feasible to do so”. (female, 27, business employee)

“No need to match the celebrity type with the product type, but the personality and identity of endorsers should support the product characteristics.” (male, 24, business owner)

On the other hand, the rest of respondents mentioned that when the celebrity type match with the product type, it promotes more of the brand trustworthiness and attract the target market directly. As such, it makes the celebrity endorsement more effective.

“For me, I think sport stars can endorse other product types beside sport wear and equipment, but if they endorse the sport related products, it could reach directly to the target market as sport lovers

would usually be attracted by sport celebrities they like.” (female, 34, business employee)

4.3.3 Attitudes towards celebrity endorsement

Likeability of the celebrities has largely been mentioned by the research participants. Consumers are often attracted by their favorite celebrities and this could possibly encourage them to try the product. Thus, the research also investigated further into the consumer attitudes towards the celebrity endorsing a brand as well as the celebrity endorsement technique. The first aspect is the influence on the purchasing decisions when the endorser suddenly has negative publicity about himself/herself. Twenty-three respondents pointed out that it does not affect their purchasing decisions at all because they would still buy the product if it is good, regardless of the negative attitudes towards the endorser. The study also found that the respondents, who have stopped buying the product because of the negative publicity of the endorser, reported high influential levels of the celebrity endorsement on buying decisions.

“I will stop buying the product that is being endorsed by the celebrity who has scandal about herself. I think it would cause negative image on the product and brand as well.” (female, 39, business employee)

Some respondents also contributed their attitudes about the celebrity endorsement technique. They do not believe that celebrities really use the products they are endorsing in their real life.

“I don’t believe that Aum Patcharapa really uses Mistine in her daily life.” (female, 30, business employee)

“I don’t believe that Aum Patcharapa uses Snail White in her real life. Similar to Chompoo Araya, I don’t believe she uses Samsung; she may actually use Iphone but did not let public know!” (male, 32, business employee)

According to the interviews, most of the research participants had relatively negative attitudes toward the celebrity endorsement in terms of the celebrity's real experiences on the brands.

4.3.4 Product specific for celebrity endorsement

Celebrity endorsement is believed to be product-specific. The research respondents were asked about the type of products when using celebrity endorsement would attract their attentions and induce them to try the product the most and, on the other hand, the type of products that is not effective using the celebrity endorsement.

The research found that the type of products that the respondents mostly mentioned and claimed to be able to attract their attentions as well as stimulate the buying intentions are cosmetics and clothing & fashion accessories. Many respondents stated similarly that

“Celebrities normally have good appearances so when they are endorsing cosmetics or fashion goods, their looks support the attractiveness of the products and as such could encourage us to try as we want to be beautiful like them.” (female. 30, business employee)

On the contrary, most of the respondents claimed that the type of products that are not effective using celebrity endorsement are car, insurance and house.

“Celebrity endorsement does not help at endorsing car or house. The brand should not even adopt this technique. The products are too complicated. The functions, qualities and benefits of the products do really matter.” (female, 34, business employee)

“I am a real fan club of Nadech so he is very influential on my buying decisions. However, I would not buy Mazda 2 because Nadech is the

endorser of the product for sure. When it comes to the car product, I would rather spend time searching for the product information and focus more on the product benefits. Nadech could not influence me for this kind of product.” (female, 34, business employee)

“I think high involvement products such as house, car, or even mobile phone are not effective using the celebrity endorsement technique. Consumers would usually focus on the product functions and seek information from other sources for buying decisions such as recommendations from friends and family members.” (male, 27, business owner)

In addition, respondents also mentioned that food and beverage is the product type that is not necessary to adopt this tool.

“When, I see advertisement of a food product, it is not because of the celebrity that induce me to buy, the contents and pictures of the advertisement do influence me. Aum Patcharapa is not needed to endorse Mama! It wastes of money.” (female, 27, business employee)

4.4 The Multiple Brand Endorsement

Thailand is a celebrity-centric country. The celebrity endorsement has been a part of the marketing scene dating back to the latter half of the last century. So, marketers cannot deny the influential powers of them to add credibility and profitability of the products (Virajoti, 2015).

Thai consumers like celebrity which is mostly in the forms of actor or actress. Somehow, there would not be many celebrities who are very popular at the same point in time. Hence, a celebrity could be engaged to endorse multiple brands due to his/her popularity which is very common in Thailand.

The research participants were asked to name the celebrities who endorse multiple brands. The top five celebrities, who have been frequently mentioned,

include Nedeck, Yaya, Aum Patcharapa, Chompoo Araya and Ploy Cherman, respectively. The study found that almost 80% of the respondents stated the multiple brand endorsement reduces their abilities to recognize the brand. A part of interview session has also been designed as a test on the brand recognition when a product has multiple brand endorsers. Without any guiding from the interviewer, some participants could recognize only the product type, but not the brand, meanwhile some participants even named the wrong brand from the multiple endorsers.

“I remember that Nadech has been endorsing Air Asia, Brand’s Veta Berry, Shokubutsu and a shampoo brand, but I couldn’t recall the name.” (female, 44, business employee)

The study also found that consumers mostly remember the multiple brand endorsers as they see them endorsing products frequently on TV, magazine or radio. The respondents, who could name more than five multiple brand endorsers, were able to recall only two to three brands from the endorser who they are also confident that they have ability to recall their brands.

“I saw Jame Jirayu frequently on TV advertisements, but I could not recall any brands he is endorsing, but I recognized him as a multiple brand endorser.” (male, 24, business owner)

Some participants also added that if the theme of the advertisements or the brand colors are the same, it would reduce the ability to recall the brands when the products use multiple brand endorsement.

“I think Yaya endorses Scott bird nest.” (female, 30, business employee)

“I think Noon Woranuch endorses Sunsilk.... or Pantene, I am not sure because the messages of the advertisements are the same.” (female, 28, business employee)

These are the example of respondents who named the wrong brands. Scotch and Brands have quite similar product colors which are red and similar messages which are consumers would look young when drinking it. This is similar to Pantene and Sunsilk which have been trying to say that their products promote smooth and silky hair. Thus, these increase the brand confusion among consumers when using the multiple brand endorsement.



CHAPTER V

DISCUSSION

According to the study regarding the celebrity endorsement on consumer buying decisions in Thailand, Thai consumers whose age between 18 – 45 years old have been somewhat influenced in a certain degree. Twelve participants claimed that the celebrity endorsement is somewhat influential on the buying decisions, representing 40% of total participants. Another ten respondents claimed that the celebrity endorsement is very influential on the buying decisions, representing 33.33% of total participants. When the respondents were asked to conclude on the power of celebrity endorsement on their buying decisions at the end of each interview, slightly more than half of the sample stated that the technique does not have any impacts on the decisions. It could not induce them to buy the product following its celebrity endorsement. This has weak support to the researches of Arora and Sahu (2014), Surana (2008) and Shukre and Dugar (2013), who claimed that the use of celebrity endorsement does have influences on the buying decisions, especially when the products are endorsed by the favorite celebrities. Nevertheless, the samples of these three studies were Indian consumers. On the other hand, this research strongly supports the report of Accenture Interactive released in May 2014 which pointed out seven key purchasing decision factors ranked by 20-40 year-old U.S. consumers in order of importance and the celebrity endorsement was not in the top three factors affecting the purchasing decisions; it was just the supporting factors.

In addition, this in-depth study reveals that even though the 14 respondents claimed that the celebrity endorsement does really influence their buying decisions, the technique hardly comes up in the top three buying criteria of Thai consumers. Only five respondents mentioned the celebrity endorsement in the top three factors affecting the purchasing decisions for all goods in general. This also supports the research of Boeing and Schurhaus (2014) who mentioned that other

marketing mix i.e. price, product or promotion matter more than the celebrity endorsement.

Regarding benefits of the celebrity endorsement apart from the impact on the consumer buying decisions, the study found other benefits of celebrity endorsement through the perception of consumers. Brand image, brand awareness and recognition, brand trustworthiness, and sales revenue were all mentioned by Thai consumers. Of these benefits, brand image as well as brand awareness and recognition were perceived by the research participants to be the major benefits. Mistine, which is the case example of brand image improved by the celebrity endorsement, has also been mentioned in almost every respondent who perceived about the brand image benefit. This confirms the match-up hypothesis of Kamins (1990) that attractive actresses are more effective at endorsing beauty and cosmetic products and thus could improve the brand image, accordingly.

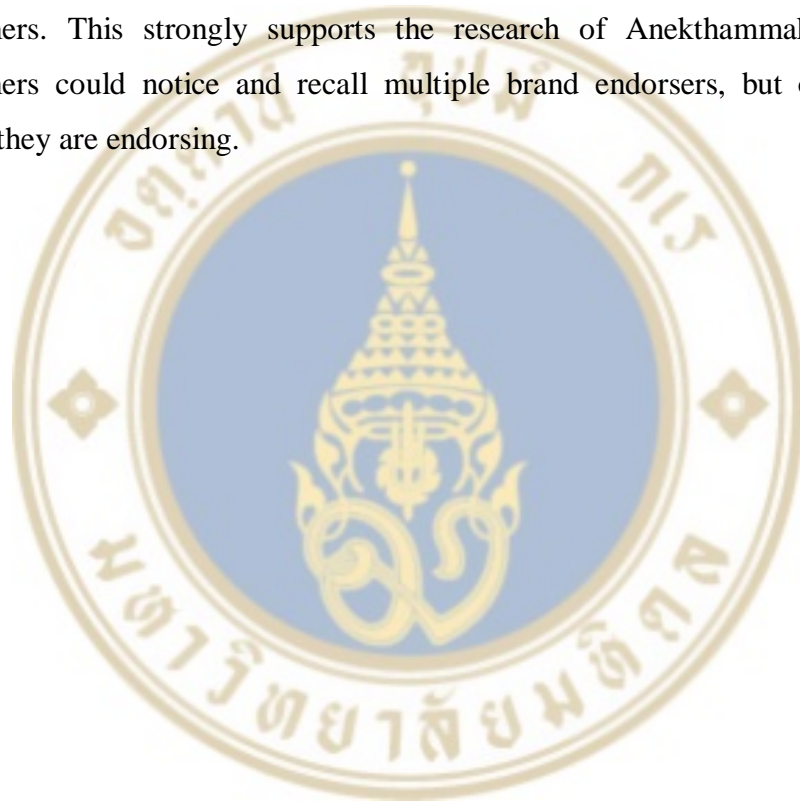
According to the consumer perception towards the celebrity endorsement, this study supports the finding of Boeing and Schurhaus (2014) that it is not necessary to match the celebrity type with the product type as long as the personality of the celebrity match with the brand characteristics and message. Thus, it is common to see a football player endorsing a beverage product.

In addition, this research shows that controversial behavior or the reduction in attractiveness of celebrities does not cause any negative influences on consumer purchasing behavior. This finding contradicts that of Boeing and Schurhaus's (2014) study, which indicated that negative publicity of a celebrity causes negative impact on buying decision. However, the finding of the current study is in line with the research of Anekthammakul (2010) by showing that this issue is not reducing the credibility of the product or brand and then not relevant in the buying decisions at all.

Regarding the limitations of celebrity endorsement, it is not effective for every product to apply this marketing tool. Wei and Lu (2013) claimed that celebrity endorsement is product-specific, and a search goods (e.g., shoes) is more effective using celebrity endorsement than an experienced goods (e.g., toner). The finding of the current study supports that notion that celebrity endorsement is product-specific (Wei & Lu, 2013). The research participants perceived that cosmetics and fashion

goods when using celebrity endorsement could induce their buying intentions, meanwhile the high involvement products like car, house and insurance are not relevant in using this technique. These goods are product-focus as consumers perceive high risks of buying.

Last but not least, the study unveils the result of multiple brand endorsement on Thai commercial market. The brand recognition and recall were reduced when a celebrity endorsing multiple brands, especially when the product concepts and messages are quite similar, causing the brand confusion among Thai consumers. This strongly supports the research of Anekthammakul (2010) that consumers could notice and recall multiple brand endorsers, but often forget the brands they are endorsing.



CHAPTER VI

PRACTICAL IMPLICATIONS, LIMITATIONS AND FUTURE RESEARCH

6.1 Practical Implications

According to the findings of this research, Thai consumer purchasing decisions are somewhat influenced by the celebrity endorsement, however certain conditions have been applied. The following practical implications have been proposed for marketers in order to be successful in using this marketing tool.

The celebrity endorsement in Thai market can be used to encourage buying decisions, somehow it may not cause a direct impact on the decisions right away, but rather it acts as a supporting factor to attract consumer's attention and facilitate the brand recognition and recall.

However, marketers should carefully adopt this tool as there are some limitations that could reduce the effectiveness. Firstly, attractive and popular celebrity should be used as an endorser for the product. The more attractiveness he/she has on Thai consumer perception, the more attention and recognition the product or brand could get from the audiences. The brand image could be improved by choosing these popular celebrities as endorsers as well. However, popular celebrities normally come with very high compensations so marketing managers should make sure that the benefits they get outpace the costs of hiring that celebrity.

Secondly, marketers should choose the credible celebrity to endorse the brand. Credibility of the celebrity which comes from high reputation, high public image, popularity and trustworthiness could positively influence consumer's attitudes and thus highly convincing (Chaipoopiratana et al, 2008). Therefore, only popularity and attractiveness of a celebrity are not enough. The credibility of the endorser also plays an important role in developing positive attitudes towards the product regarding the endorsement of the high credible celebrity.

The products that are effective using the celebrity endorsement are cosmetics and clothes, fashion and accessories as there is a common linkage between the products to the good appearances of celebrities. Thus, marketers of these products could adopt this tool together with other promotions. However, the research does not recommend high involvement products, such as house, car and insurance, to use celebrity endorsement technique as consumers perceive high buying risks of these products and thus are product enthusiasts. The use of celebrity endorsement may be the waste of money without effective feedbacks to the company. The marketers could advertise the products publicly, but may use other types of endorsers such as businesspersons, real product users, etc. Moreover, they should focus more on promoting the products as well as other marketing mix like price, place and promotion.

However, the research has also identified further that multiple brand endorsement reduces the brand recognition and recall among Thai consumers. Most of the attractive celebrities are multiple brand endorsers as well. As such, marketers need to choose carefully the endorser from these popular celebrities. One way to differentiate the product or brand recognition from others is to design and communicate unique advertisement message. A certain dialog said by the endorser could be used to facilitate the brand recognition. For example, the recent advertisement of Yoyo, which is a fruit gummy product from United Foods, uses Yaya as the endorser. They communicate the unique dialog "*Rak Yaya love Yoyo*" which is very simple, but how they link the name of the endorser with the name of the product helps consumers to remember the product and brand. Moreover, in order to frequently remind consumers, marketers should try to repeat the celebrity endorsement everywhere they could in various mediums such as TV, magazine, radio, or billboard, especially when the brand uses multiple endorser. Otherwise, consumers would then remember just the celebrity, but then forget the brand he/she is endorsing.

There is no need to match the celebrity type with the product type in the Thai market, for example, it is possible for a famous football player to endorse a cosmetic product, not only sport wear and equipment. However, marketers should ensure that the celebrity chosen is right in terms of age, personalities and other identities associated in that celebrity which could represent the brand. The content of

the advertisement should also accurately convey the brand message. Otherwise, it is useless to take advantage of popularity of the celebrity, but he/she does not represent the brand personalities at all. In this case, audiences could not associate the celebrity with the product, then they would forget the celebrity endorsement of that brand eventually.

Regarding negative attitudes towards celebrity endorsement, most of the Thai consumers do not believe that celebrities really use the product they are endorsing in real life, causing lower trustworthiness towards the brand. In order to overcome this issue, the marketers should come up with the contract to bind celebrities to use the products they are endorsing, at least in public so as to build up credibility on the products and gradually develop the positive views on the technique as well. Moreover, the celebrities must also refrain from using the competitor's products of the brand they are endorsing, otherwise it would totally destroy the credibility of that brand in the eyes of consumers.

6.2 Limitations of the Study

The first limitation of this study is the sample size at 30, which was at the minimum of an appropriate size for a qualitative research study according to Crimp and Wright (1995). The chosen sample size was too small to make a precise conclusion on the research questions regarding the influence of the celebrity endorsement on Thai consumer buying decisions.

Secondly, almost all of the research respondents are business employee, not many are from other occupations such as students, housewives, business owners, and government officers, thereby restricting diverse opinions of respondents.

Thirdly, the research focused only the Thai consumers living in Bangkok due to convenience sampling which was the data collection used in the study. So, the responses on the research questions were based purely on the opinions and attitudes of urban population.

Fourthly, the age group of the respondents was limited in the range between 18 – 45 years old. As such, the results of this research study reflect the attitudes of only working age population. Moreover, the educational backgrounds of

the research participants have not been taken into account as a part of independent variables.

Finally, the interviews investigated the feedbacks only on the Thai celebrity endorsers and this cannot be assured that the perceptions and attitudes towards the foreign celebrity endorsers would be the same as the Thai ones.

It should be noted that the research was conducted during the last quarter of 2015, thus the responses of respondents involving the Thai celebrities endorsing the brands during the past 2-3 years.

6.3 Suggestions for Future Research

As this research has reached only the minimum appropriate sample size at 30, the expansion of the sample size is suggested to gain more precise conclusion on the consumer purchase decisions following the celebrity endorsement. Also, the future study would be able to investigate further in quantitative numbers regarding the celebrity endorsement as the top three criteria affecting the purchasing decisions.

Furthermore, the occupations of the research participants should be expanded into others as well such as student, government officer, housewife, and retiree. The target age groups could also be expanded wider. The future research may bring variety of responses, as people in each occupation and age group may possess different attitudes and perceptions towards the celebrity endorsement.

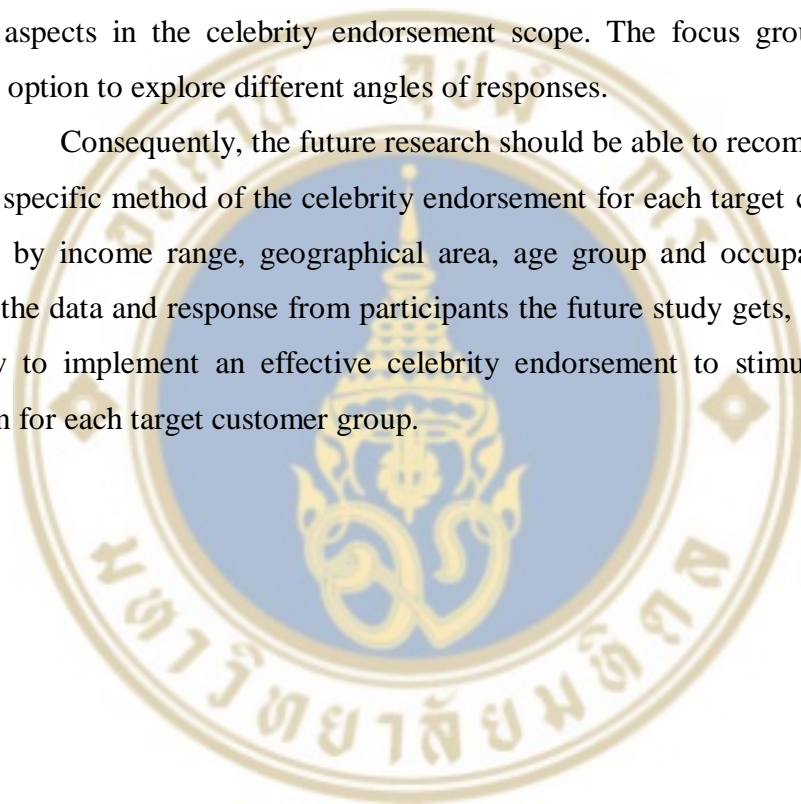
The geographical area of the research should also be conducted outside Bangkok as well. Therefore, the future study could be conducted by comparing the consumer perceptions and attitudes towards the celebrity endorsement between urban and rural area. Thus, marketers would gain a clearer idea on how to implement the celebrity endorsement technique for different geographical areas and demographic profiles.

With the larger sample, the future research could have sufficient data on income profiles of the research participants. The classification of respondents into low income, lower-middle income, middle income, higher-middle income and high-income consumers would give interesting insights into the different attitudes and perceptions towards celebrity endorsement for each consumer segment.

Furthermore, the same research design could be replicated to conduct a similar study in other countries. It is possible that different people in different countries have different cultures which reflect into different attitudes towards this marketing tool. As such, the future study of this topic in other countries may yield different answers from this research.

Regarding the data collection, semi-structured and unstructured interview styles, where some or all of the questions have not been prepared, should be considered so as to gain more consumer insights. Research participants could respond to any aspects in the celebrity endorsement scope. The focus group may also be another option to explore different angles of responses.

Consequently, the future research should be able to recommend marketers a more specific method of the celebrity endorsement for each target consumer group, defined by income range, geographical area, age group and occupation. The more insight the data and response from participants the future study gets, the clearer ideas on how to implement an effective celebrity endorsement to stimulate the buying decision for each target customer group.



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APPENDIX A: Interview Guide

Studied in Celebrity Endorsement on Consumer Purchasing Decisions: The Case of Thai Consumers

This interview is a part of research in order to understand Thai consumer perceptions and attitudes towards the celebrity endorsement and to criticize on the influence of this tool on consumer purchasing decisions. This study belongs to Master degree student of College of Management, Mahidol University. The information will be used for the academic purpose and it will be kept confidentially. Your kind participation would be very appreciated. This may take around 10 minutes of your time.

Questions:

1. Please rate how influential is celebrity endorsement on your purchase decision from 1 – 5 (1 = not influential, 5 = very influential). Does this technique could induce you to purchase a product? Could you give an example of that situation?
2. Which products do you think if using celebrity endorsement can induce you to purchase? Why? And, which products are not suitable using celebrity endorsement? Why?
3. What positive aspects do you think the celebrity endorsement could help the product?
4. What do you think about the match between the celebrity type and the product type? For instance, should sport stars need to endorse only sport wear? Could they endorse other type of products, for example, cars?
5. Do you feel that “negative publicity” about a celebrity endorser can influence your purchase decision? If yes, please give an example of that situation.

6. Could you name Thai celebrities that endorse many products or services in Thailand? Please take a celebrity that endorse multiple brands and give name of brands or products that he/she is endorsing.
7. Does the multiple brand endorsement reduce or confuse you on brand recognition?
8. To conclude on your buying behavior, please rank the top three factors that influence your purchase decision (i.e. price, promotion, quality of product, celebrity endorsement, loyalty program, etc.). Does the celebrity endorsement really affect your purchase decision?

