

**THE IMPACT OF CELEBRITY ENDORSEMENT
TOWARD SKIN CARE BRAND EQUITY IN THAILAND**



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entitled
**THE IMPACT OF CELEBRITY ENDORSEMENT TOWARD
SKIN CARE BRAND EQUITY IN THAILAND**

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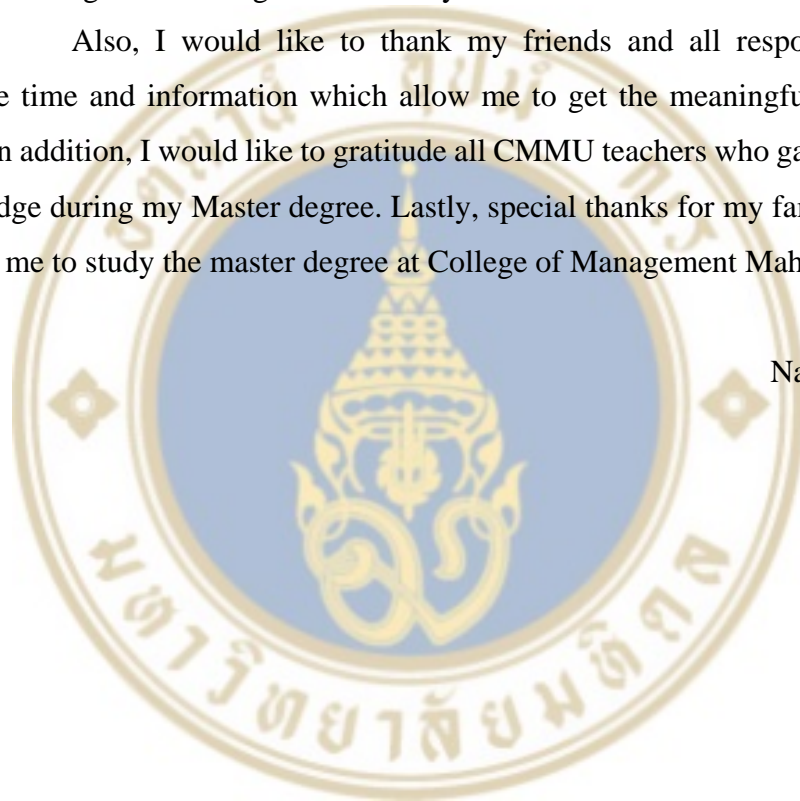
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THE IMPACT OF CELEBRITY ENDORSEMENT TOWARD SKIN CARE BRAND EQUITY IN THAILAND

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ABSTRACT

The study explored the impact of celebrity endorsement toward skin care brand equity in Thailand. The study result might help skin care company to make a decision whether they should to use celebrity as their marketing tool or not. Quantitative research methodology was applied in the study by collecting data from online questionnaire. In total, 308 respondents who are well aware of skin care brand communication were collected in this study.

The results revealed that celebrity endorser do not only directly affect to skin care brand equity in Thailand, it also indirectly affect through consumer self-brand connection.

KEYWORDS: Endorsement Credibility / Skin Care Brand Equity / Thailand / Self-brand Connection / Sources of Celebrity Endorsement

44 pages

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CHAPTER I

INTRODUCTION

1.1 Background of Skin Care Market in Thailand

Regarding to beauty and skin care market in Thailand, it seems positively grow over Y2014-Y2019 (Euromonitor report, 2015). This mainly came from rising sophistication of consumers. Consumer now led to increase in demand for advanced beauty and skin care products, especially those products with value-added benefits that are able to create a better image for themselves.

Thus, lots of skin care companies were keen to communicate their valuable product benefits to consumers, aiming to reach into consumer's mind and to create more value for consumers. The long-time popular marketing tool for supporting in this situation is that celebrity endorsement. As they are outstanding in public and able to effectively provide a distinct differentiation (Martin Roll, 2006), as well as help to guarantee a skin care brand quality, there is no doubt that skin care companies continuously cope with celebrity marketing in order to grab a unique in the world of commercial bombardment and relevant brand positioning in the consumer's mind (Temperley & Tangen, 2006). Also, they give a brand touch in glamour (Reynolds, 2000).

As a result, most of skin care marketers invest large amounts of budget annually in celebrity endorsement contracts (Katy, 2007). Some study figured out that 25% of total advertisement spent on celebrity endorsement (Shimp, 2000).

There are many researches to support the efficiency impact of celebrity endorsement toward brand equity. For example, Till (2008) said that celebrity endorsement is becoming considered as an effective marketing tools to help marketers to reach a favorable consumer attitude toward the endorsed brand. Moreover, Escalas and Bettman (2003) also revealed that consumers with strong self-enhancement goal

tend to form self-brand connection to brand uses by aspiration groups. Such endorsers are with both attractive and likeable qualities (Atkin and Block, 1983) tend to effectively transfer the positive brand characteristic to products via marketing communication activities (Langmeyer & Walker, 1991).

1.2 Problem Statement

Millions of marketing budget was spent annually for celebrity to endorse skin care brand in Thailand. Marketers in this market should aware and understand exact impact of the celebrity endorsement on their skin care brand equity in order to measure the endorser performance effectively.

1.3 Research Objective

- To assess the impact of celebrity endorsement on skin care brand equity.

1.4 Research Scope

This study focuses to research on Thai consumers who are well aware of skin care advertisement with celebrity endorsement. All data was collected by convenience sample survey through online survey. Total amount of respondents are 308 people, covering all gender and age group. In term of data analysis, this study mainly use correlation and multiple regression analysis so that examine the hypothesis of impact of celebrity endorser toward skin care brand equity.

CHAPTER II

LITERATURE REVIEW

The conceptual framework of this research is based on “the association-network memory model” (Figure 1) which is used to explain the relationship between endorser credibility and skin care brand equity. By linking celebrities with an endorsed skin care brand, there are two main associations within the relationship. The first association presents the direct effect of endorser credibility toward skin care brand equity. The second association shows transference of endorser credibility to skin care brand equity via the effect of self-brand connection. The purpose of the literature review is to interpret the development of this model which explains the way of celebrity endorsement lead to improvement of skin care brand equity.

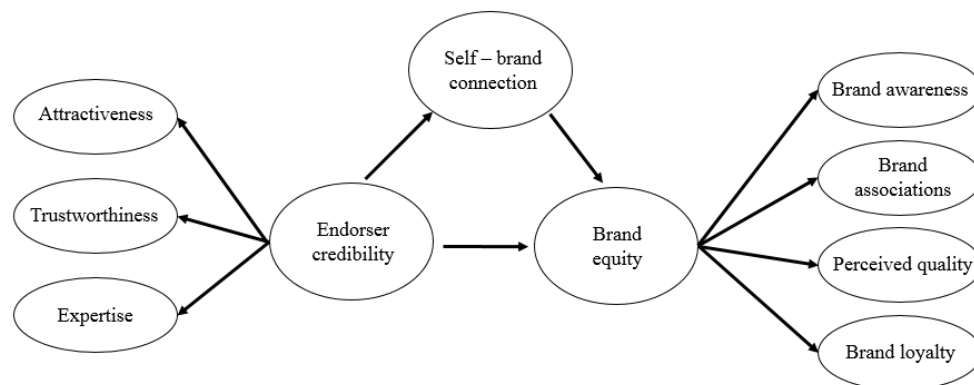


Figure 2.1 The association-network memory model. Based on Abhishek Dwivedi, Lester W.Johnson, Robert McDonald (2015)

2.1 The Associative Network Memory Model

Theoretically, human memory can be described as a network of various node connections by associative link in their brain (Till and Shrimp, 1998). Whenever the first node activates, it becomes a potential source of activation of all other nodes in consumer memory through a process of spreading activation (Keller, 1993; Spry et al., 2011). This model is also applied in marketing concept in order to explain the concept of consumers' brand associations (Chang and Chieng, 2006). Consumer knowledge of brand is represented as a network of brand information in consumer memory (Keller, 1993). The associations will be very strong when the amount of brand information was retrieved from memory.

The associate principles have clarified through the process of celebrity endorsement (Till et al., 2008). A celebrity and a brand represent as a set of information nodes and associations in consumer memory (Till, 1998). The two entities are connected through the endorsement process (Spry et al., 2011; Till, 1998). Spreading activation of celebrity, meanings and associations from celebrity transferred to brand (Till, 1998), implying that celebrity endorsers work as secondary associations between and consumer memory and an endorsed brand. When consumers link to celebrity endorser, they may automatically recall and recognize the endorsed brand, vice versa. Then, this linkage also serves a desirable association with brand equity (Till, 1998).

2.2 Characteristics of Endorser Credibility & Brand Equity

Many researches show that a main determinant of celebrity endorsement effects is that consumer-perceived credibility of an endorser (Amos et al. 2008; Ohanian, 1990). The definition of endorser credibility is the extent of source perceived as possessing their attractiveness, expertise relevant to the endorsed product and can be trusted to give an opinion on the product (Goldsmith et al., 2000; Ohanian, 1990), normally generate positive association with brand recall (Speck et al., 1988), brand evaluations (Stafford et al., 2002) and brand equity (Speck et al., 2011). In term of endorser trustworthiness, it refers to the honesty, integrity and confidence related with an endorser (Ohanian, 1990). Endorser expertise is a knowledge, experience and ability

of an endorser with the product. Finally, endorser attractiveness refers to consumer perceptions of physical appeal of an endorser (Ohanian, 1990). These three components are the essential attribute of endorser credibility that might affect to brand equity.

From a consumer perspective, brand equity can be assumed as the value added that consumers associate with a brand via reflection of brand awareness, brand association, perceived quality and brand loyalty (Pappu et al., 2006; Aaker, 1991). Regarding to skin care market. Skin care brand awareness means to the strength of skin care brand's presence in a consumer's mind (Aaker, 1991). Skin care brand awareness consists of brand recall and brand recognition (Keller, 1993). It will be an essential component for skin care brand equity when consumers cannot have brand associations, perception of quality and brand loyalty (Pappu and Quester, 2006). In view of skin care brand associations, it refers to the various meanings surrounding a brand (Keller, 1993) like as images and symbols. It provides acquaintance and differentiation of brand. Skin care perceived quality is defined as a consumer subjective evaluation of skin care brand (Zeithaml, 1988). Lastly, skin care brand loyalty refers to the tendency to be loyal to a skin care brand, which is evidenced by the intention to purchase that brand as a primary choice (Yoo and Donthu, 2001).

2.3 Endorser Credibility and Brand Equity

The direct relationship between endorser credibility and skin care brand equity is explained throughout the associative network memory model. Refer to this model, consumer-based brand equity is shaped by the brand association in consumer memory (Keller, 1993), implying that skin care brands with more detailed knowledge in consumer memories are able to create greater the brand equity. One of marketing tools that can support skin care brand equity is that celebrity endorsement, as they provide additional information in consumer memory and also is associated with skin care brand information. When there is much information, consumers are easier to create the association in their memory. Once a celebrity endorses a skin care brand, transference of meaning from celebrity to an endorsed brand will be occurred (McCracken, 1989). They mostly link with the brand through a personality that matches

with their image (Keller, 2013). Hence, the perceived image of a celebrity endorser flows to the endorsed brand and becomes a part of endorsed brand's association set.

A celebrity who is perceived as highly credible by consumers with favorable associations of attractiveness, trustworthiness and expertise (Ohanian, 1990), thereby the credibility directly and strongly associated with skin care brand equity in consumer mind (Till, 1998). Celebrity endorsement can also affect perceived quality of the skin care brand. Celebrities take a role as extrinsic cues to infer information on product attributes and quality, which consequently reduces consumer uncertainty and encourages particular product preference (Dean, 1999).

H1: Endorser credibility has a direct positive effect on skin care brand equity.

2.4 Self-Brand Connection

Primarily, self-brand connection mainly related to the meaning transfer model which indicated that the celebrity represents as a set of meanings and then transfer to an endorsed product (McCracken, 1989). Initially, the meaning transfer model was found in cultural movement of meaning in the consumer goods by McCracken (1986). According to the model, cultural meaning moves from cultural space into products and finally consumers then use this meaning to shape their sense of self (McCracken, 1989). Moreover, McCracken revealed that consumers engage in consumption behavior partly to recall and refine to their personal identities.

Celebrity endorsement is also able to transfer their personality and lifestyle-related meaning into the endorsed product. Celebrities often present proficiency and attractiveness, so they might be represented symbolic aspirational reference groups for consumers (Escalas, 2004; Keller, 2013). When the consumers purchase these products, they also associate with this meaning and integrate it with self (McCracken, 1989).

The definition of self-brand connection means as a connection between a particular brand and a consumer's self-identity (Escalas, 2004). Recently, consumers tend to use brands as part of their self-schemas (Spratt et al., 2009). Consequently, self-

brand connection refers to linkage between consumer image and brand image. Consumers are often engaged in a process of defining their self-identities and desired self-images (Escalas, 2004). Brands are one of tools to fulfill their self-definitional needs (Belk, 1988). Additionally, such brands are able to develop strong emotive ties with a consumer over time, normally generating the development of favorable brand attitudes (Escalas, 2004). Therefore, self-brand connection represents brand-related outcomes.

2.5 Endorser Credibility and Self-Brand Connection

Consumers often use brands as a tool for creating and maintaining their self-identity (Belk, 1988), so self-brand connection significantly identify consumers with a brand (Albert et al., 2013). As celebrities represent as symbolic aspirational reference group associations (Escalas, 2004), so they might impact to consumer self-brand connections. Regarding to the associative-network memory theory (Keller, 1993), celebrities represent a type of information nodes in consumer memory (Till, 1998). When brand is linked with a celebrity through an endorsement arrangement, this associative links among nodes are formed in consumer memory (Till, 1998). Once the nodes are connected, celebrity components transfer to the endorsed brand (McCracken, 1989). Consequently, a celebrity who is perceived as association of favorable credibility, consumers tend to identify themselves with.

Self-brand connection reflects the formation of meaningful relationship between brands and consumer self-identity (Escalas, 2004; Kemp et al., 2012). Celebrities are considered as an embodiment of personality and lifestyle-related meanings that consumers are perceived to shape their sense of self (McCracken, 1989). This will measure the assumption of enhancement consumer self-definitional needs through the celebrity endorsement.

H2: Endorser credibility has a direct positive effect on the self-brand connection.

2.6 Self-Brand Connection and Brand Equity

According to reference group frameworks (Bearden and Etzel, 1982) and self-concept theory (Belk, 1988), these concepts explain how self-brand connection influence skin care brand equity in the association-network memory model. In view of consumers, celebrities represent aspiration reference groups that possess a value-expressive appeal (Bearden and Etzel, 1982), helping consumers in shaping their desired sense of self (Moore and Homer, 2008).

The ideal image of a celebrity is linked to the skin care brand through the endorsement process and consumer self-brand connection. Once a self-brand connection is developed, consumers may attain added benefits such as enhancement of self-esteem, social approval and expression of individuality from the skin brand (Escalas and Bettman, 2003) which lead to improvement of skin care brand equity. This achievement of self-image relevant tend to strengthen consumers' knowledge base on an endorsed skin care brand, reflected in strengthening of relevant brand associations and attitudes in consumer memory (Keller, 1993), thereby impact to skin care brand equity. Conclusion, the relation is the development of self-brand connection by consumers clarifies how they engage in celebrities transfer to the skin care brands.

H3: The self-brand connection is a mediator variable between endorser credibility and skin care brand equity

CHAPTER III

RESEARCH METHODOLOGY

3.1 Research Design

The research methodology in this study was based on quantitative research. This approach was adapted because it allows researcher measure thoughts, feelings and behavior among boarder set of consumers (Anne E, 1989) with precise quantitative data, statistical analysis and exact measurement (Auguste Compte). The aim of this research is to measure the construct of celebrity endorsement and skin care brand equity via using statistics and then to attempt to prove the research hypothesis which is positive impact of celebrity endorsement on Thai skin care brand equity.

3.2 Sampling Frame and Sample Size

In order to get the reliable data related to the research objective, target sampling frame is an extremely important part of data resource. Sample frame or population frame is a population group that researcher interested to study (Sekaran and Bougie, 2009). In this study, sampling frame is mainly Thai consumers who are well aware of skin care brand communication with celebrity advertising and are known to think rationally about advertisement, as well as interpreted it in a rational manner (O'Donohoe et Tynan, 1998).

Equally important, sampling which is the process of selecting a sufficient number of respondents was used in this study (Anne E. Beall, 1989). Allowing to rules of thumb (Roscoe, 1975), the sample size should be appropriate, not too large or too small sample size, in order to become reliable data which lead to significantly results. He said that the adequate sample size should be larger than 30 and smaller than 500 respondents. In this research, the total respondents are 308 which are within the criteria.

3.3 Data Collection Methodology

The data was collected by convenience sampling which is a type of non-probability sampling technique. It involved information from members of the population who are easy to access and conveniently available to provide it. The study applied this technique because it's not only easy and inexpensive, but also allows me to quickly obtain basic data and trends of celebrity endorsement and skin care brand equity during exploratory phase of a research. The respondents are selected from online which is easily accessible and most of them tend to familiar with celebrity such as follow celebrity in social network. So this group is likelihood to aware of skin care brand endorsed by celebrity.

3.4 Questionnaire Design

The research was designed with two measurement scales, nominal scale and interval scale. Nominal scale was applied to allow respondents to choose a simple and mutually exclusive category (Anne E. Beall, 1989). In this study, it is used for obtaining personal data and personal attitude, such as gender and type of skin care brand endorser in consumer opinion. The information will be generated to the percentage (or frequency) of the sample. For interval scale, I mainly used Likert scale which is developed to measure consumer's attitude and behavior by asking people to answer choice that range from one extreme to another (Likert, 1932). The range were used unipolar scale that ranges from "extremely" to "not at all" because it easier for respondents to think about, and it make sure that one is the exact opposite of the others (Bowling, 1997). Previous methodologist recommended five scale points for unipolar scale because it is easy to average scale, so scales in this research were conducted with 1 to 5 scale points (Burns & Grove, 1997).

3.5 Data Analysis

The research questions are normally closed questions which ask the respondents to make choices among a set of alternatives given by researchers. This helps the respondents to make decisions easier and also help the researcher to code the information easily for subsequent analysis (Anne E. Beall, 1989). Length of questions was aligned with a rule of thumb which is a question or a statement in the questionnaire will not exceed 20 words or one full line in print (Horst 1968; Oppenheim 1986) in order to avoid respondents turn out off the questionnaire. Sequencing of research let respondents answer from general nature to more specific, and from easy to answer questions to more difficult to answer questions – the funnel approach (Festinger & Katz, 1966) so that avoid confusion of the sequence of questionnaire. The construct of question will be separated into three groups which included sources of endorser credibility, skin care brand equity and the association network memory model (Table 3.1).

In term of data analysis, the study is mainly engaged in hypothesis testing which usually undertaken to predict the effect of endorser credibility and skin care brand equity. Consequently, correlation and regression analysis will be mostly applied for this study. A correlation analysis is a measure of the extent to which two variables are linearly related (Jeremy Miles and Mark Shevlin, 2001). The correlation is applied to interpret the direction of relationship of endorser credibility, self-brand connection and skin care brand equity. While multiple analysis is not only describe relationship between two or more independent variables and one dependent variable, but also establish cause-and-effect relationship (Hair et al., 2006).

Further to the conceptual framework, endorser credibility did not only directly affected on skin care brand equity, but also transferred via self-brand connection which act as mediator. So this study will be also applied mediator analysis by Baron and Kenny (1986). They conducted three variables which is X act as the predictor variable, Y is the outcome variable and M is the mediator variable. They described the direction of mediator relationships through four steps.

1. Show that X is a significant predictor of Y, using regression
2. Show that X is a significant predictor of M, using regression
3. Show that M is a significant predictor of Y, when we control for X by using a multiple regression. (X and M as predictors, and Y as the outcome)
4. If M is a complete mediator of the relationship between X and Y, the effect of X, when controlling for M should be zero with not significant. If it is only a partial mediator the effect will be merely reduced with significant.



Table 3.1 Construction of research questions

Model	Construction of research	
	Conclusion	Empirical Research
Source of endorser credibility		
Attractiveness	Attractiveness refers to similarity, likeability and familiarity of the endorser that outward appear to the consumer's eye	McGuire (1969)
Trustworthiness	Trustworthiness is the attribute of dignity, believability and honesty possessed by the endorser and observed by the consumers	Friedman (1976)
Product Expertise	Expertise refers to the degree of endorser which perceived to have the adequate knowledge, experience or skills to promote the product.	Van der Waldt (2009)
Brand Equity		
Brand Awareness	related to the strength of the brand node or trace in memory, as reflected by consumers' ability to identify the brand under different conditions.	Rossiter and Percy (1987)
Brand Associations	Brand association is the essence of brand related to consumer's attitude, opinions, and beliefs which lead to brand image.	Russo and Johnson (1980)
Brand Loyalty	brand loyalty is based on repetitive buying behavior without evaluative structure.	Jagdish N. Sheth and C. Whan Park (1974)
Perceived Quality	Quality perception is the extent of a quality factor identified in one product may be relevant in the final judgment of the consumers.	Valarie Zeithaml (1988)
The associative network memory model		
Endorser credibility & brand equity association	Spreading activations of celebrity, the meanings and associations from celebrity will be transferred to an endorsed brand.	Till (1998)
Self-brand connection	consumers normally engage in consumption behavior to recall and refine to their personal identities.	McCracken (1989)
Endorser credibility and self-brand connection	As celebrities represent as symbolic aspirational reference group, so they might help to create linkage between consumer image and brand image	Escalas (2004)
Self-brand connection and brand equity	Once a self-brand connection is developed, consumers may attain benefits such as enhancement of self-esteem which might lead to improvement of brand equity.	Escalas and Bettman (2003)

CHAPTER IV

RESEARCH FINDINGS

Research findings in this study consist of three sections. The first of section would begin with preliminary tests which explore basically consumer' attitude toward celebrity in Thailand and the level of their interesting on them. Fundamental analysis like as descriptive or frequency table would be used to explain in this part. Following by endorser and skin care brand equity characteristics analysis, this part would be conducted to ensure whether endorser characteristics and skin care brand components are the same as previous literature or not. Factor analysis and regression analysis would be an appropriate tools to support in this part. Finally, it's time to hypothesis test which is mainly test the impact of celebrity endorser toward skin care brand equity by using correlation & regression analysis and mediator analysis.

In total, 308 respondents who are Thai consumers responded to the research. Among these people, there are 273 people who are matched with my sample frame – a person who aware of skin care brand advertisement with celebrity. These people contained a higher proportion of females (74%) than male (26%). A percentage of respondents who are less than 20 years old is around 7.7%, 21 – 30 years old is 59.3%, 31 – 40 years old is 11.4%, 41 – 50 years old is 7.0% and more than 50 years old is 14.7 per cent.

4.1 Preliminary Tests

The data revealed that the respondents have positive attitude toward skin care brand with score 3.54 (out of five), on average. Also, they have positive attitude toward endorser celebrity is around 3.52 scores (Table 4.1).

Table 4.1 Descriptive table for Thai consumers toward skin care brand equity and celebrity endorser

	Brand Equity	Endorser Credibility
Valid N	273	273
Missing N	34	34
Mean	3.583	3.516

Table 4.2 Frequency table for Thai consumer's attitude toward endorser celebrity

		Frequency	Valid Percent
Are you interested in celebrity	yes	108	39.6
	neutral	124	45.4
	no	41	15.0
	Total	273	100.0
Are you follow celebrity in social network or celebrity's fan club?	follow	143	61.6
	unfollow	89	38.4
	Total	232	100.0
Which media channel do you normally see skin care advertisement?	TVC	161	59.0
	Internet	71	26.0
	Billboard	31	11.4
	Magazine	8	2.9
	P.O.P	2	.7
	Total	273	100.0
Who is suitable for being skin care endorser?	Actor/Actress	189	69.2
	Athlete	3	1.1
	Model	33	12.1
	Net Idol	3	1.1
	Blogger	45	16.5
	Total	273	100.0

Regarding to consumer attitude, 45.4 per cent (n=124) of the respondents feel neutral about celebrity, 39.6 per cent (n=108) interested in the celebrity and 15 per cent (n=41) not interest in celebrity. Among these respondents, there are 61.6 per cent (n=143) are following celebrity in social network or celebrity's fanclub and 28.4 per cent (n=89) are not following. They mostly percept celebrity endorsed skin brand via Television commercial 59 per cent (N=161), Internet/Social Network 26 per cent (N=71), BTS/Billboard 12 per cent (N=31) and others 4 per cent (N=10). Finally, 70 per cent of the respondents (n=189) think that a skin care brand endorser should be an actor or actress, 17 per cent (n=45) chose skin care blogger, 12 per cent (n=33) chose model, and others chose athlete and net idol.

4.2 Skin Care Brand Equity components and Endorser Characteristics Analysis

Before examine skin care brand equity components, there are too many questions related in this topic. So I need to group them by using factor analysis to summarize raw data into significant group (Field, 2005). In this study, it was applied for grouping components of skin care brand equity which is brand awareness, brand association, brand loyalty and perceived quality.

Table 4.3 KMO and Bartlett's Test of grouping brand equity factors

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.844
Barlett's Test of Sphericity	Approx. Chi-Square	1510.5
	df	55
	Sig.	.000

Table 4.4 Factor loadings and communalities based on rotated component matrix. (Rotated Component Matrix)

	Mean	Component			
		1	2	3	4
I would feel proud to use the skin care brand	2.91	.886			
I trust in the skin care brand	2.99	.870			
I like the skin care brand	3.04	.843			
The skin care brand is very consistent quality	3.28		.676	.240	.320
I trust in the quality of the skin care brand	3.39		.634		.418
The skin care brand is very valuable	3.24		.631	.274	.285
The skin care brand come to mind quickly	3.63	.292		.868	
I can recognize the skin care brand	3.66	.336		.838	
I aware of the skin care brand	3.76			.824	
I feel loyal to the skin care brand	3.08	.246			.837
The skin care brand is usually my first choice	3.1	.202		.257	.765

Table 4.3 showed The Kaiser-Meyer-Olkin measure of sampling adequacy (KMO test) which valued equal to 0.85, above the commonly recommended value of 0.6, and Bartlett's test of Sphericity was significant ($p < 0.05$). This means that the factor analysis result can be trust and reliable.

In order to group components of skin care brand equity, principle components analysis in factor loading matrix (Table 4.4) was used to identify and compute composite scores for skin care brand factors underlying many questions. Grouping criteria is that the items (questions) which have loading over 0.5 will be kept fit within one factor. Controversy, the items which less than 0.5 will be eliminated. For first component, the question 1 – 3 have the score more than 0.5 in column, so it was grouped into one component - skin care brand association. The second component contained question 4 – 6 which grouped into skin care perceived quality group. The third component included question 7 -9 which grouped into skin care brand awareness. The

final component comprised of question 10 – 11 which grouped into skin care brand loyalty.

Regarding to examine components behind skin care brand equity, the multiple analysis is need to be describes the relationship between skin care brand equity and its components.

Table 4.5 Regression analysis for skin care brand equity

Model	Unstandardized Coefficients		Sig.
	B	Std. Error	
(Constant)	.388	.187	.039
Brand Awareness	.428	.053	.000
Brand Association	.229	.059	.000
Brand loyalty	.063	.055	.251
Perceived quality	.159	.040	.000

a. Dependent Variable: skin care brand equity

After the factor analysis regrouped many questions into four significant factors, multiple regression model was developed for predicting skin care brand equity. I predicted skin care brand equity (Y) based on skin care brand awareness (X₁), skin care brand association (X₂), skin care brand loyalty (X₃) and skin care perceived quality (X₄). The model in terms of regression equation will be shown as below;

$$Y = bX_1 + cX_2 + dX_3 + eX_4 + f$$

The first part of the output considered in regression model summary is R square (R^2) which represents the statistical measure of how close of data are fit with regression line. The higher the R-squared, the better the model fits the data. In this case, I can concluded that skin care brand awareness, skin care brand association, skin care brand loyalty and skin care perceived quality explained 52.9% fit with the regression line. Also, the significance value of R^2 (or a significance value for the whole model) is zero which less than 0.05 significant levels and considered significant. As a result, the model refers to be a strong model.

To explain in regression equation, the dependent variable which has P-value less than 0.05 significant level means that there is relationship between independent variables and dependent variable (Lehman, 2005). Refer to the model, there are only three dependent variables (out of four) which are skin care brand awareness, skin care brand association and skin care brand perceived quality affect toward skin care brand equity. Controversy, skin care brand loyalty has no effect on skin care brand equity. Increasing one more skin care brand awareness point will increase skin care brand Equity, on average, by 0.428 points, increasing one more skin care brand association will increase skin care brand equity by 0.229 points and that increasing one more skin care perceived quality will increase skin care brand equity by 0.159 points. As a result, skin care brand equity regression model will be completed as below equation;

$$\text{Skin care brand equity} = 0.388 + 0.428(\text{Skincare brand awareness}) + 0.229(\text{Skin care brand association}) + 0.159(\text{Skin care perceived Quality})$$

Next to endorser characteristics investigation, it can be predicted in multiple regression immediately without factor analysis because of questionnaire design. The question was conducted one factor per one question, so factor analysis is no need to be applied.

Table 4.6 Regression Analysis for Endorser Credibility

Model	Unstandardized Coefficients		Sig.
	B	Std. Error	
(Constant)	.986	.169	.000
Attractiveness	.232	.058	.000
Good looking	-.015	.054	.000
Uniqueness	.230	.045	.251
Trustworthiness	.116	.045	.010
Popular	.006	.043	.895
Consistency good image	-.044	.053	.412
Product Expertise	.022	.039	.951
Brand relevancy	.156	.049	.001

a. Dependent Variable: Celebrity Credibility

Considering the level of fit of the model result (Table 4.6), R square (R^2) of this model equals to 50.8% with zero significant value. So the model refers to be a strong model as well.

The results from the regression model (Table 4.6) reported endorser's attractiveness, uniqueness, trustworthiness and brand relevancy have a positive effect toward skin care endorser credibility. While celebrity's good looking, popular, good image and product expertise have no effect on skin care endorser credibility. Celebrity's attractiveness is highest impact on skin care endorser credibility. If celebrity's attractiveness was increased one more point, it lead to increase skin care endorser credibility 0.232 points. While increasing celebrity's uniqueness, trustworthiness and brand relevancy one more point, this will increase skin care brand equity 0.230, 0.116 and 0.156 points, respectively. As a result, Brand Equity regression model will be completed as below equation;

$$\text{Endorser credibility} = 0.986 + 0.232(\text{Attractiveness}) + 0.230(\text{Uniqueness}) + 0.116(\text{Trustworthiness}) + 0.156(\text{Brand relevancy}).$$

4.3 Hypothesis tests

Initially, correlation analysis is basically related in deal with the relationship among endorser credibility, self-brand connection and skin care brand equity. Values of the correlation coefficient are always between -1 and +1. A correlation coefficient of +1 indicates that two variables are perfectly related in positive liner relationship, while a correlation coefficient of – 1 indicates that two variables are perfectly related in negative liner relationship.

Table 4.7 Correlation relationship between endorser credibility, self-brand connection and skin care brand equity.

	Mean	SBC	EC	BE
Self-brand connection (SBC)	3.39	1.00		
Skin care endorser credibility	3.52	.673**	1.00	
Skin care brand equity (BE)	3.54	.742**	.607**	1.00

**Correlation is significant at the 0.01 level (2-tailed)

Table 4.7 reported the factor-score mean, standard deviations and inter-construct correlations among three variables. The factor-score means range from 3.39 to 3.54 (out of 5.0) and corresponding standard deviations range from 0.77 to 0.84. Correlations are positive linear relationship and significant at p-value less than 0.01.

Overall, the correlation result (Table 4.7) suggested that consumer who are rate in one area tend to rate in other areas in the same direction. So the result indicated a positive relationship between endorser credibility, self-brand connection and skin care brand equity. These variable were moved in the same direction ($r_{SBC, EC} = 0.673$, $r_{SBC, BE} = 0.742$, $r_{EC, BE} = 0.607$).

Verifying from correlation analysis, endorser credibility and self-brand connection were found to be a potential predictors of skin care brand equity. So these three variables are able to further explore the amount of effect in the next analysis, regression and mediator analysis.

To measure the amount of effect of endorser credibility on skin care brand equity, and also self-brand connection may act as mediator of relationship between endorser credibility and skin care brand equity, I now apply through the four steps of mediator analysis described by Baron and Kenny (1986), using endorser credibility as the predictor variable (X), brand equity as the outcome variable (Y), and self-brand connection as the mediator variable (M).

Table 4.8 Hypothesis test by regression and mediator model

Hypothesized effects	β	R^2	p	Hypothesis support
H1: Endorser credibility \rightarrow brand equity	.673	.369	***	Supported
H2: Endorser credibility \rightarrow self-brand connection	.683	.453	***	Supported
H3: Endorser credibility \rightarrow brand equity via Self-brand connection		.571	***	Supported
Coefficient of Endorser credibility	.219			
Coefficient of Self-brand connection	.665			

Note: β refers to standardized beta coefficient; R^2 refers to R square; p refers to significance level; *** $p < 0.01$.

Step 1: Show that endorser credibility is a significant predictor of brand equity. To do this stage, I carried out a regression model using celebrity as the independent variable and brand equity as the dependent variable. When I do this, I found out the slope coefficient is equal to 0.673, which is significant at $p < 0.01$ and R^2 equal to 0.369.

Step 2: Show that endorser credibility is a significant predictor of self-brand connection using regression. For this stage, I used celebrity as the independent variable and self-brand connection as the dependent variable. The result show that the slope coefficient is equal to 0.683, which is significant at $p < 0.01$ and R^2 equal to 0.453.

Step 3: Show that self-brand connection is a significant predictor of brand equity, when I control for endorser credibility. Doing this step, I set endorser credibility and self-brand connection as the independent variable and brand equity as the dependent

variable. The result show that the slop coefficient of endorser credibility is 0.219 and self-brand connection is 0.665, which is significant at $p < 0.01$ and R^2 equal to 0.571.

Step 4: Show that the slope of coefficient of endorser credibility has been reduced from 0.673 (in step 1) to 0.219 (in step 3) with significant at $p < 0.01$. Therefore, I can conclude that self-brand connection is a partial mediation between endorser credibility and skin care brand equity.

4.4 New Findings

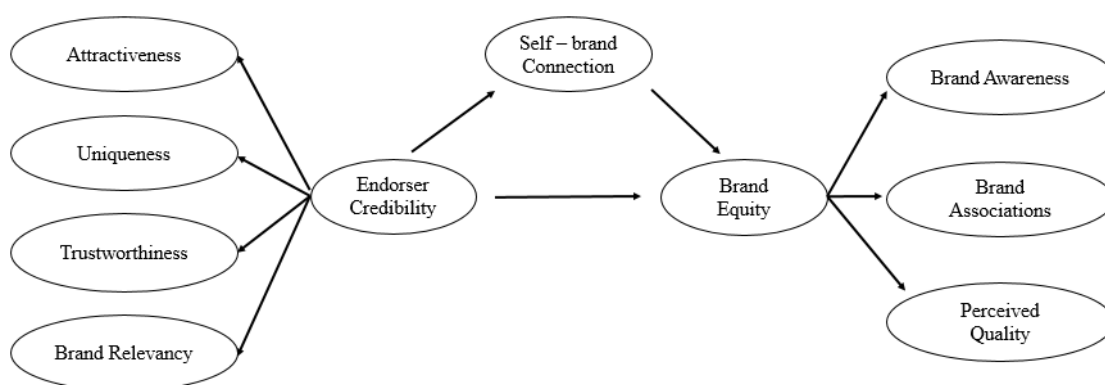


Figure 5.1 The association-network memory model (new development). Based on Dwivedi, W.Johnson, McDonald (2015)

From the study results, endorser credibility of skin care in Thailand a bit differ from the traditional findings. The main characteristics of skin care endorser should be attractiveness, uniqueness, trustworthiness and brand relevancy, while product expertise characteristic was not significant in the model. In term of skin care brand equity, this mainly consists of brand awareness, brand associations and perceived quality, while brand loyalty was not found in skin care brand in Thailand.

According to hypothesis test, the first hypothesis result showed a positive impact of endorser credibility toward endorsed skin care brand equity, support hypothesis (H1). When a celebrity links to an endorsed skin care brand with credible endorsement's characteristics as mentioned above, the credibility of an endorser get transferred over to the endorsed skin care brand in consumer memory. A successful association, Thai consumers will aware, prefer and trust in quality of skin care brand

when they perceived valuable of that brand. So the positive representation of the endorser credibility might help to enhance the believability of the advertised skin care message, increase skin care brand recognition, develop positive attitude towards the skin brand and also give a unique identity to the endorsed skin care brand. Thus, the result supported using celebrity endorser for skin care brand building purposes.

Also, the finding result supported in second hypothesis which is to examine the characteristics of celebrity help shape consumer's self-identity via creation of self-brand connection. Some of Thai celebrities who are attractiveness, uniqueness and trustworthiness represent as an aspiration reference group of Thai consumers who are seeking to refine their desired sense of self. The characteristics of endorser credibility may facilitate consumer willingness to shape his/her concept through celebrity endorsed that brand. As a result, celebrity endorsers can be used to develop a strong engagement with consumers given their potential to address consumer self-definitional needs, support hypothesis (H2).

For final hypothesis, the results showed that self-brand connection significantly acts as partial mediator variable between endorser credibility and skin care brand equity, support hypothesis (H3). The development of self-brand connection is likely to experience a favorable impact on skin care brand equity. After the characteristics of endorser created positive attitude on an endorsed skin care brand, consumers might prefer on that brand and tend to use the brand identify who they are. End of this process, consumers will be perceived a positive attitude toward skin care brand.

CHAPTER V

CONCLUSION AND RECOMMENDATION

Many marketers often ask about the effective use of celebrity endorsers toward skin care brand in Thailand. They need to trade-off between the advantages of endorser use and the large amount of budget they spent for. So they frequently come up with the question, “Do skin care brand need celebrity endorser?”

In order to answer the question, this study will be allowed you understand better in the new conceptual framework. You will know the impact of endorser credibility toward skin care brand equity and also who should be your brand endorser based on this study.

5.1 Managerial implications

Everyday Thai consumers are exposed tons of skin care advertising message via television, internet, magazines, and billboards and so on. In the emerging skin care market, the companies have sought to attract and grab an attention of potential customers who bombarded with the world of intense commercial information. Celebrity endorsement which is one of popular marketing tools give a skin care brand to provide added brand appeal and recognition in a crowded skin care market.

The companies can use this study as preliminary research before marketing plan implementation. This study results can be one of research to support the effective use of celebrity endorsement in skin care market. This ensure that celebrity endorser can help increase positive skin care brand attitude. So the companies can reduce the risks of marketing plan from the research results shown effective of endorser use with the data evidence. Furthermore, the companies are able to select effective skin care endorser based on this study. The study is not only provide the essential characteristics of skin care endorsers like as attractiveness and brand relevancy, it also

suggest the endorser should come from actress/actors. As a result, skin care companies in Thailand can scope and easy to choose person to endorse their brand.

5.2 Theoretical implications

Presenting a familiar face is one of the fastest and easiest ways for companies to create brand associations in the consumer's mind. Once a loved celebrity endorses a skin brand, the brand gains immediate credibility. So the key is to match the right celebrity with the right brand and place them both in the right advertising campaign.

To conduct long term marketing campaign, marketers should to ensure who could be their communicator to grab consumer's mind. The study also revealed that the outstanding skin care endorser's characteristics should consist of attractiveness, trustworthiness, uniqueness and brand relevancy. Endorser's attractiveness is the most preferable trait of skin care endorser since it's easy to create similarity, likeability and familiarity in consumer's eye. The wider attractiveness of celebrity to the population, the more affective the advertisement will be. Secondly, trustworthiness is easy to make consumers to believe in what they said. This characteristic will lead to positive attitude toward them and also link to the skin care they endorsed. These two finding characteristics supported the literature review. Controversy, the study could not find that celebrity who expertise or has experience in skin care products will affect to positive attitude toward skin care brand. Additionally, the study come up with the new characteristics which is uniqueness and brand relevancy. The finding figured out that having a uniqueness celebrity spokesman can be great way to stand the brand out from the crowd and make the brand seem unique when compared to competitors. Brand relevancy, it means to a celebrity and a brand is paired via the endorsement. When consumers see the similarity between the celebrity and brand or perceive fit between an endorser and an endorsed brand, these are not only help to clarify the personality of an endorser, but also enhance the effectiveness of brand characteristics. Additionally, the study also shown the person who take an importance role to endorse skin care brand could be an actor/actress, skin care blogger, model, athlete and net idol, respectively.

To ensure about the outcomes of endorser credibility transference, I need to know the actual results of skin care brand equity in Thailand. The result from this research challenged to the traditional way of brand equity components. Traditionally, brand equity should be consists of brand awareness, brand association, brand loyalty and perceived quality. However, celebrity endorser can create positive effect to Thai skin care brand equity only three components – brand awareness, brand association and perceived quality, without brand loyalty.

First of all, brand awareness was affected from celebrity endorser as a predicted. Due to extremely skin care communications through television commercial, internet, out of home media and so on, celebrity endorser would help consumers perceive and recognize the skin care brand from the crowd easier.

Celebrity endorser also affect to skin care brand association. The more they link with the endorsed skin care brand, the more consumer associated with that brand with a positive attitude, opinion and beliefs.

The last effect of celebrity endorser is perceived quality. Their credible image and brand relevancy can make consumers seem to trust in the quality of skin care brand and also see it as a valuable product.

On the contrary, Thai consumer might not repetitive buy the same skin care product from a celebrity. They will repetitive use after they tried and preferred the product, so trial campaign might be a suitable campaign rather than celebrity endorser when skin care company would like to create brand loyalty.

To conclude, a skin care company should employs a celebrity endorser as marketing for not only in the form of higher economic return, it's also building strong skin care brand equity in long term.

5.3 Limitations and future research directions

Firstly, this study was applied with a skin care brand in fast moving consumer goods market which tends to have low consumer involvement, so celebrity endorser may play an important role than specialty products where consumers are likely to depend on a more cognitive elaboration (Cacioppo and Petty, 1984). So the result from this study might be bias from background of industry. The future research should be tried to study in the several of market. Secondly, the raw data was only collected by convenience sampling via online survey. Although this was an easiest way to gather information, this aspect of the study may be limited the general validity of findings. The recommendation is that using a boarding consumer sample to achieve generalizability. Thirdly, the sample size is too small and cannot represent the realistic population proportion. Total respondents are around 300 people and mostly are Generation-Y who are familiar with self-brand connection. So the result of self-brand connection was significant. If the data were gathered from older people, the results might be change. As a result, the study also bias in term of sampling frame. The future research should to real weigh the number of respondents in each group for conducting exact measurement.

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APPENDIX A: QUESTIONNAIRE IN ENGLISH

This questionnaire is a part of a ‘Thematic Paper’ as a part for Master’s degree at College of Management Mahidol University (CMMU). The purpose of this questionnaire is to study “The impact of celebrity endorsement toward brand equity of skin care market in Thailand”. Please answer each question that most suitable with your opinion. Your information will be kept in confidential and used for academic purpose only. This questionnaire will take approximately 10-15 minutes of your valuable time. Thank you for your cooperation.

The questionnaire consists of 4 parts:

1. Personal attitude and behavior toward celebrity in Thailand
2. Personal opinion about skin care endorser characteristics
3. Personal opinion about skin care brand equity
4. Personal information

Part 1: Please mark \surd for the item that relates your personal data toward celebrity in Thailand.

1. Did you see skin care advertisement that use celebrity as an endorser in the last 3 months?
 - (1) Yes
 - (2) No
2. Are you interested in celebrity?
 - (1) Yes
 - (2) Neutral
 - (3) No
3. Are you follow celebrity in social network or celebrity's fan club?
 - (1) Follow
 - (2) Unfollow
4. Which is your interesting level toward celebrity in Thailand?
 - (1) I follow celebrity in social network for updating information only.
 - (2) I follow celebrity in social network for because I prefer him/hers.
 - (3) I follow, like and comment below a celebrity’s photo in social network.
 - (4) I prefer to join with my favorable celebrity’s meet & greet
 - (5) I prefer to follow my favorable celebrity in any events.

(6) Others

5. Which media channel do you normally see skin care advertisement with celebrity endorser?

- (1) Television Commercial
- (2) BTS/Billboard
- (3) Internet / Social Network
- (4) Magazine
- (5) Point of Purchase
- (6) Others

6. Who is suitable for being skin care endorser?

- (1) Actors/Actress
- (2) Singers
- (3) Athlete
- (4) Model
- (5) Net Idol
- (6) Skin Care Blogger
- (7) Others

Part 2: Please mark \checkmark in table to rate the scale to show your opinion about skin care endorser characteristic

Questions		Scales				
		Totally important (5)	Important (4)	Neutral (3)	Not Important (2)	Totally Not Important (1)
7	Attractiveness					
8	Good looking					
9	Uniqueness					
10	Credibility					
11	Popular					
12	Consistency Good Image					
13	Product Expertise					
14	Brand relevancy					

Part 3: Please mark \checkmark in table to rate the scale to show your opinion about skin care brand in Thailand

Questions		Scales				
		Strongly Agree (5)	Agree (4)	Neutral (3)	Disagree (2)	Strongly disagree (1)
	Brand Awareness					
15	I am aware of the skin care brand					
16	I can recognize the skin care brand					
17	The skin care brand come to mind quickly					
	Brand Association					
18	I trust in the skin care brand					
19	I like the skin care brand					
20	I would feel proud to use the skin care brand					
	Brand Loyalty					
21	I feel loyal to the skin care brand					
22	The skin care brand is usually my first choice					
	Perceived Quality					
23	I trust in the quality of the skin care brand					
24	The skin care brand is very valuable					
25	The skin care brand is of very consistent quality					
	Endorser Attitude					
26	My attitude towards the endorser is very positive					
	Questions	Strongly Agree (5)	Agree (4)	Neutral (3)	Disagree (2)	Strongly disagree (1)

	Skin Care Brand Attitude					
27	My attitude towards the skin care brand is very positive					
	Self-brand Connection					
28	The brand help me identify who I am					
29	The brand reflects who I am					
30	Feel a personal connection to the brand					
31	I consider the brand to be me					
	Endorser Familiarity					
32	I recognize the celebrity					
33	I familiarity with the celebrity					
34	I use celebrity to communicate who I am to other people					
	Product Knowledge					
35	I know more about skin care products than my friends do					
36	I would consider myself to be an skin care expertise					
37	I usually pay a lot of attention to information about skin care products					

Part 4: Please mark \checkmark for the item that relates your personal data.

38. What is your gender?

(1) Male

(2) Female

39. What is your age range?

(1) Less than 20 years old

(2) 21 – 30 years old

(3) 31 - 40 years old

(4) 41 - 50 years old

(5) More than 50 years old

40. What is your graduation level?

(1) High School

(2) Bachelor's Degree

(3) Master's Degree

(4) Ph.D.

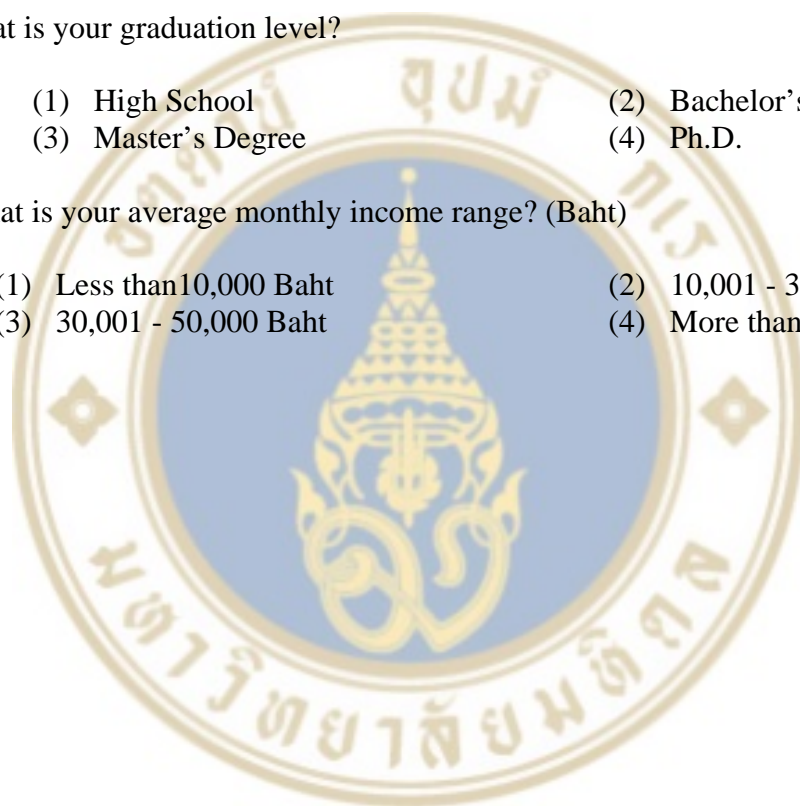
41. What is your average monthly income range? (Baht)

(1) Less than 10,000 Baht

(2) 10,001 - 30,000 Baht

(3) 30,001 - 50,000 Baht

(4) More than 50,001 Baht



APPENDIX B: QUESTIONNAIRE IN THAI

แบบสอบถามเพื่อการวิจัย เรื่อง การศึกษา “ผลกระทบของ ดารา/เซเลบ ต่อ ตราสินค้ากลุ่มผลิตภัณฑ์ดูแลผิวในประเทศไทย” งานวิจัยนี้เป็นส่วนหนึ่งของงานวิจัย หลักสูตรปริญญาโท สาขาการจัดการตลาด และการจัดการ มหาวิทยาลัย มหิดล โดยมีวัตถุประสงค์ เพื่อการศึกษา ผลกระทบของ ดารา/เซเลบ ต่อ ตราสินค้ากลุ่มผลิตภัณฑ์ดูแลผิวในประเทศไทย ข้อมูลที่ได้รับจากท่าน ทางผู้จัดทำวิจัยจะเก็บรักษาไว้เป็นความลับ และนำไปใช้เพื่อการศึกษาของมหาวิทยาลัยมหิดล จึงหวังเป็นอย่างยิ่งว่าจะได้รับความร่วมมือจากท่านในการตอบแบบสอบถาม การตอบแบบสอบถามทั้งหมด ใช้เวลาประมาณ 10 นาทีขอขอบคุณที่ท่านกรุณาสละเวลาให้ความร่วมมือในการตอบแบบสอบถามฉบับนี้เป็นอย่างดียิ่ง

แบบสอบถามแบ่งเป็น 4 ส่วน คือ

ส่วนที่ 1 ทศนคติทั่วไปเกี่ยวกับ ดารา/เซเลบไทย

ส่วนที่ 2 ความคิดเห็นทั่วไปเกี่ยวกับ ลักษณะของดารา/เซเลบ

ส่วนที่ 3 ความคิดเห็นทั่วไปเกี่ยวกับ ตราสินค้ากลุ่มผลิตภัณฑ์ดูแลผิว

ส่วนที่ 4 ข้อมูลทั่วไปของผู้ตอบแบบสอบถาม

ส่วนที่ 1: ทศนคติทั่วไปเกี่ยวกับ ดารา/เซเลบ ในไทย

กรุณาใส่เครื่องหมาย ✓ ในข้อ ที่ตรงกับข้อเท็จจริงของท่านมากที่สุด

1. ภายใน 3 เดือนที่ผ่านมา คุณเห็นโฆษณาของตราสินค้ากลุ่มผลิตภัณฑ์ดูแลผิว ที่มีการใช้ดารา/เซเลบเป็นพรีเซนเตอร์หรือไม่?

(1) เห็น

(2) ไม่เห็น

2. โดยปกติ คุณสนใจในเรื่องเกี่ยวกับดารา/เซเลบ หรือไม่?

(1) สนใจ

(2) เฉยๆ

(3) ไม่สนใจ

3. คุณติดตาม ดารา/เซเลบใน social network (website, facebook, instagram, twitter ฯลฯ) หรือเป็น fanclub ดารา/เซเลบบ้างหรือไม่?

(1) ติดตาม

(2) ไม่ติดตาม

4. ข้อใดต่อไปนี้แสดงถึงระดับความสนใจของคุณ ต่อ คารา/เซเลป

- (1) ฉันติดตาม คารา/เซเลป ใน Social Network เพื่อรับรู้ว่าข่าวสารเท่านั้น
- (2) ฉันติดตาม คารา/เซเลป ใน Social Network เพราะฉันชื่นชอบในคาราคคนนั้น
- (3) ฉันติดตาม กดไลค์ หรือแสดงความคิดเห็นได้รูปภาพ คารา/เซเลป ใน Social Network
- (4) ฉันชอบไปงาน Meet & Greet กับคาราที่ฉันชื่นชอบ
- (5) ฉันชอบติดตาม คารา/เซเลป ไปในงานต่างๆ
- (6) อื่นๆ

5. คุณเห็นโฆษณาของตราสินค้ากลุ่มผลิตภัณฑ์ดูแลผิว ที่มีการใช้คารา/เซเลปเป็นพรีเซนเตอร์ จากแหล่งใดบ่อยที่สุด

- (1) หนึ่งโฆษณา
- (2) BTS/Billboard
- (3) Internet / Social Network
- (4) Magazine
- (5) โฆษณา ณ จุดขาย
- (6) อื่นๆ

6. คุณคิดว่า พรีเซนเตอร์กลุ่มผลิตภัณฑ์ดูแลผิว ควรเป็นกลุ่มคนประเภทใด

- (1) นักแสดง
- (2) นักร้อง
- (3) นักกีฬา
- (4) นายแบบ/นางแบบ
- (5) Net Idol
- (6) Skin Care Blogger
- (7) อื่นๆ

ตอนที่ 2: ความคิดเห็นทั่วไปเกี่ยวกับ ลักษณะของดารา/เซเลป

คำชี้แจง : กรุณาใส่เครื่องหมาย ✓ ลงในช่องที่ตรงกับความเป็นจริง หรือสอดคล้องกับความคิดเห็นของท่านมากที่สุด

คำถาม		ระดับความคิดเห็น				
		สำคัญ อย่างยิ่ง (5)	สำคัญ (4)	ปานกลาง (3)	ไม่สำคัญ (2)	ไม่สำคัญ อย่างยิ่ง (1)
7	ความน่าดึงดูด / มีเสน่ห์					
8	บุคลิกภาพที่ดี					
9	มีความเป็นตัวของตัวเอง					
10	ความน่าเชื่อถือ					
11	ความมีชื่อเสียง					
12	มีภาพลักษณ์ที่ดีอย่าง สม่ำเสมอ					
13	ความชำนาญในตัวสินค้า					
14	บุคลิกภาพสอดคล้องกับ ภาพลักษณ์ของตราสินค้า นั้นๆ					

ตอนที่ 3: ความคิดเห็นทั่วไปเกี่ยวกับ ตราสินค้ากลุ่มผลิตภัณฑ์ดูแลผิว

คำชี้แจง : กรุณาใส่เครื่องหมาย ✓ ลงในช่องที่ตรงกับความเป็นจริง หรือสอดคล้องกับความคิดเห็นของท่านมากที่สุด

คำถาม	ระดับความคิดเห็น				
	เห็นด้วย อย่างยิ่ง (5)	เห็นด้วย (4)	ไม่แน่ใจ (3)	ไม่เห็น ด้วย (2)	ไม่เห็น ด้วยอย่าง ยิ่ง (1)
การรับรู้ในตราสินค้า					
15					
16					
17					
ความชื่นชอบในตราสินค้า					
18					
19					
20					
ความจงรักภักดีต่อตราสินค้า					
21					
22					
การได้รับถึงคุณภาพ					
23					

	คำถาม	เห็นด้วย อย่างยิ่ง (5)	เห็นด้วย (4)	ไม่แน่ใจ (3)	ไม่เห็น ด้วย (2)	ไม่เห็น ด้วยอย่าง ยิ่ง (1)
24	ตราสินค้ากลุ่มผลิตภัณฑ์ดูแลผิวนั้น มีคุณค่า มีระดับ					
25	ตราสินค้ากลุ่มผลิตภัณฑ์ดูแลผิว สามารถรักษาภาพลักษณ์ด้าน คุณภาพได้สม่ำเสมอ					
	ทัศนคติต่อ ดารา/เซเลป					
26	ฉันมีทัศนคติที่ดีต่อ ดารา/เซเลป					
	ทัศนคติต่อ ตราสินค้ากลุ่ม ผลิตภัณฑ์ดูแลผิว					
27	ฉันมีทัศนคติที่ดีต่อตราสินค้ากลุ่ม ผลิตภัณฑ์ดูแลผิว					
	ความเชื่อมโยงระหว่าง บุคคลกับ ตราสินค้า					
28	ตราสินค้าเป็นส่วนหนึ่งที่แสดง ความเป็นตัวตนของฉัน					
29	ตราสินค้าที่ฉันใช้สะท้อนความเป็น ตัวตนของฉัน					
30	ฉันมักเชื่อมโยงภาพลักษณ์ของฉัน กับตราสินค้า					
31	ฉันเลือกตราสินค้าที่บ่งบอกความ เป็นตัวตนของฉัน					
	ความคล้ายคลึงกับดารา/เซเลป					
32	ฉันสามารถจดจำ ดารา/เซเลปได้					
33	ฉันมีลักษณะบางอย่างที่คล้ายกับ ดารา/เซเลปบางคน					
34	ฉันบ่งบอกความเป็นตัวเองผ่าน ลักษณะของดารา/เซเลป					
	ความรู้ในสินค้าดูแลผิว					
35	ฉันมีความรู้ในสินค้าดูแลผิว มากกว่าคนอื่น					

คำถาม		เห็นด้วย อย่างยิ่ง (5)	เห็นด้วย (4)	ไม่แน่ใจ (3)	ไม่เห็น ด้วย (2)	ไม่เห็น ด้วยอย่าง ยิ่ง (1)
36	ฉันคิดว่าฉันเป็นผู้เชี่ยวชาญด้าน สินค้าดูแลผิว					
37	ฉันชอบค้นคว้าหาข้อมูลเกี่ยวกับ สินค้าดูแลผิว					

ส่วนที่ 4: ข้อมูลทั่วไปของผู้ตอบแบบสอบถาม

กรุณาใส่เครื่องหมาย ✓ ในข้อ ที่ตรงกับข้อเท็จจริงของท่านมากที่สุด

38. เพศ

- (1) ชาย (2) หญิง

39. อายุ

- (1) ต่ำกว่า 20 ปี (2) 21 - 30 ปี
(3) 31 - 40 ปี (4) 41 - 50 ปี
(5) มากกว่า 50 ปี

40. วุฒิการศึกษา

- (1) มัธยมศึกษา (2)ปริญญาตรี
(3) ปริญญาโท (4) ปริญญาเอก

41. รายได้เฉลี่ยต่อเดือน (ของท่าน)

- (1) ต่ำกว่าหรือเท่ากับ 10,000 บาท (2) 10,001 - 30,000 บาท
(3) 30,001 - 50,000 บาท (4) 50,001 บาทขึ้นไป