

**THE IMPACT OF CELEBRITY ENDORSEMENT TOWARD  
HOUSEHOLD REMEDIES BRAND EQUITY IN THAILAND**



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Thematic paper  
entitled  
**THE IMPACT OF CELEBRITY ENDORSEMENT TOWARD  
HOUSEHOLD REMEDIES BRAND EQUITY IN THAILAND**

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## **THE IMPACT OF CELEBRITY ENDORSEMENT TOWARD HOUSEHOLD REMEDIES BRAND EQUITY IN THAILAND**

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### **ABSTRACT**

Celebrity endorsement is a popular persuasive strategy that used in advertising including household remedies in the pharmaceutical business. Previous researchers found that celebrity endorsement affects with brand equity in several markets i.e. sports drink business, skin care business both direct and indirect pathway which use self-brand connection as a mediator. Few study in pharmaceutical business. So, in this research will study the impact of celebrity endorsement on household remedies brand equity in Thailand both direct and indirect pathway which use self-brand connection as mediators. Including find suitable endorser's characteristic of household remedies. The hypothesis was tested through regression method and mediator analysis in 121 respondents by quantitative method thru online questionnaire survey.

The results revealed that celebrity endorsement has a direct effect on household remedies brand equity in Thailand. While no indirect effect through self-brand connection. Attractiveness endorsers will help to build and increase household remedies brand awareness. And trustworthiness and expertise endorsers will help to build perceived quality of household remedies.

**KEY WORDS:** Celebrity Endorsement / Household Remedies Brand Equity / Self-Brand Connection / Endorser Characteristic

42 pages

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## CHAPTER I

### INTRODUCTION

Celebrity endorsement is considered as an effective marketing communication tools by market worldwide. Twenty-five percentage of advertising likely use celebrity endorsement as tools (Market Watch 2006). Previous researchers revealed celebrity endorsement influenced to create brand recall and brand recognition including motivate purchasing intentions through effective advertising. Some researchers show an association between celebrity and endorsed the brand. (Till et al,2008) Including developing brand equity to strengthen business in a long period. However, it still questions for the value in terms of developing brand equity by focusing on household remedies in pharmaceutical business in Thai consumers which are consumer's perception or attitude might different with other market categories?

#### **1.1 Background of Household remedies in Pharmaceutical market in Thailand**

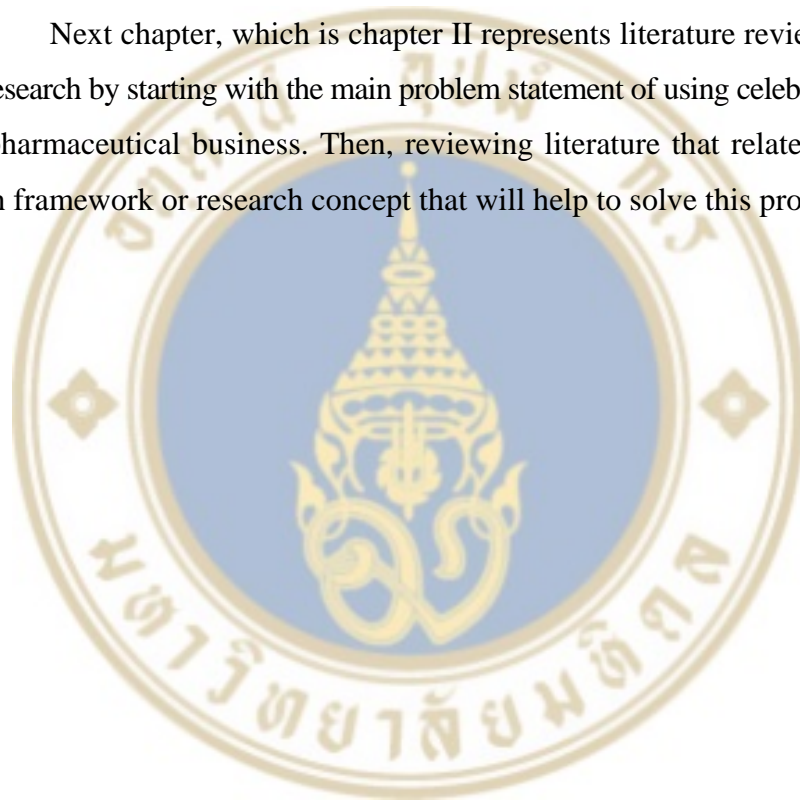
As TH FDA regulation, all medicines that were classified as household remedies will be allowed to advertising direct to consumers in Thailand. While dangerous drug and special-control drug aren't allowed to direct advertising to consumers. So, household remedies will be an interesting brand for pharmaceutical companies to promote the brand to consumers by using a variety of advertising appeals such as humor, attractive picture to distinguish their competitors including celebrity endorsement which is one of popular persuasive strategy that marketer used. As endorsers or presenters of the household remedies brand, some pharmaceutical companies use Actor/actress/singers i.e. Sara® which is a pain reliever from Thai Nakorn Pattana company that always use popular actor/actress as an endorser more than 10 years. Or some companies use only typical person as an endorser or presenter i.e. Tylenol® which is pain reliever from Johnson & Johnson company that mostly use a typical person, not use famous persons. Celebrity

endorsement is costly for the pharmaceutical company. All depends on marketing strategies of each pharmaceutical companies.

## **1.2 Research objective**

To assess celebrity endorsement toward household remedies brand equity in pharmaceutical business both direct and indirect pathway in Thailand. Including analyze the most suitable endorser characteristic on household remedies brand equity.

Next chapter, which is chapter II represents literature review which related to this research by starting with the main problem statement of using celebrity endorsement in the pharmaceutical business. Then, reviewing literature that related and ends with research framework or research concept that will help to solve this problem.



## **CHAPTER II**

### **LITERATURE REVIEW**

Using Celebrities to endorse brand has become one of the key strategies to promote the brand in Thailand, including household remedies in pharmaceutical companies. However, the key concern of pharmaceutical company to use celebrity endorser is celebrity cost which required high spending. celebrity endorsement required high spending. To choose pharmaceutical endorser that most suitable and most effective with spending of household remedies brand equity in pharmaceutical business in a long run is needed. So, understanding impacting of celebrity endorsement on household remedies brand equity in pharmaceutical business both direct and indirect pathway come to be a key one for consideration. So, this research will conduct to answer that question. Key theoretical model that mostly uses to represent association between celebrity endorsement and brand equity called “Associative network memory model”

#### **2.1 Associative network memory model**

Associative network memory model is a conceptual framework that consists a set of nodes which show linkage of nodes based on stored information as a memory. Besides, it represents the strength of association between the information (Till and shrimp, 1998). Most researchers use associative network memory model to show the linkage between celebrities and brands which represent celebrities and brands as nodes which connect each other based on experiences on brands and celebrities of consumers and create as association set of each (Till, 1998). The association set also includes attitude toward brand as well (Berger and Mitchell 1989). So, once consumers think about the brand, the linkage between celebrity node and brand node happen as a bridge to certain level thru spreading activation. (Anderson, 1983) And once celebrity links brand through an endorsement deal, an association of celebrity gets a transfer to endorse the brand in consumer memory as well (Till, 1998).

## **2.2 Key definition of celebrity endorsement, brand equity, self-brand connection**

### **2.2.1 Celebrity endorsement**

Celebrity endorsement is one of advertising tool that involves well-known persons and using their fame or their background and experience to endorse the brand. Most of the celebrities are popular stars, actor, actress, athletics or politician may be used (Belch&Belch, 2001). Besides, celebrity was considered as a source of messages that send to target consumers. Research shows key two important factors of celebrity endorser that represent as a source is source credibility and source power.(Till and Shrimp, 1998; Belch&Belch, 2001). Regarding source credibility, the source who has knowledge, expertise and need to be trustworthy who provide unbiased information, honestly, ethical and believable. (Belch & Belch, 2001). Including attractiveness, which related with physical attributes of celebrity that create a glamorous, charming and attractive look. Besides, Similarity and familiarity area also a key attribute to build strong attractiveness as well. Celebrity needs to be admired, or at least they need to be well-known in public to represent likability of them. (Ohanian, 1990; Belch & Belch, 2001). And Source power is a power of celebrity to persuade consumers to purchase, including personal selling to convince.

### **2.2.2 Brand equity**

Brand equity indicates intrinsic value in a well-known brand name. Brand equity has been defined from consumer's perspective based on customer's memory, a brand association which related confident of customers to brand. (Aaker, 1991; Keller, 1993). Various researchers show different kinds dimension of brand equity. However, there're four key identified aspects which acceptable and go along with most researchers are brand awareness, brand associations, perceived quality and brand loyalty (Aaker, 1991; Aaker,1993). Celebrity's attractiveness, trustworthiness, and expertise are linked and reflect to the credibility of endorser which could shape consumer 's perception of an endorsed brand which impacts brand equity (Abhishek, Lester and Robert, 2015). Brand equity has been developed and created as a key strategy to differentiate product

as competitive advantages (Fayrene, Chai Lee, 2011). Nevertheless, high brand equity leads to high intentions to buy & consumer preferences (Cobb-Walgren et al. 1995).

### **2.2.3 Self-brand connection**

Self-brand connection reflects the formation of strong, powerful and meaningful connection with consumers by linkage their self-identity or self-image with the brand and makes them would like to congruent with brand (Escalas, 2004; Kemp et al., 2012). Some research shows Hiring celebrity based on self-brand connection shows more effective method than using celebrity by popular ranking. (Abhishek, Lester and Robert 2015)

## **2.3 Association or Relation**

### **2.3.1 Celebrity endorsement (endorser credibility) and brand equity**

Various researchers find a relation between celebrity endorsement and brand equity in different kind of dimensions. Most researchers shows endorser credibility has a significant impact on consumer-based brand equity which reflected by four dimensions: brand awareness, brand associations, perceived quality and brand loyalty through direct mechanism and support associative network memory model (Abhishek, Lester and Robert 2015). Nevertheless, Celebrity endorsement also generates a brand recall to endorse brand and advertisement which are important part of brand awareness which is key one component of brand equity (Atkin and Block, 1983) and Some research also represent influence of celebrity endorsement toward perceived quality and uniqueness of product which is one part to build brand equity as well (Dean, 1999). However, some research shows that although most researches result represents the significant impact of celebrity endorsement on brand equity, but endorser credibility isn't a key variable. it needs self-brand connection as a mediator or intermediate variable to improved brand equity through indirect pathway (Abhishek, Lester and Robert 2015)

### **2.3.2 Celebrity endorsement (endorser credibility) and Self-brand connection**

Endorser-related is one part of consumers thought to shape their individual sense of self. The result shows celebrity endorsement is a key to shaping consumer self-concept. (McCracken, 1989). Self-brand connection was considered as a key performance indicator of celebrity endorsement effectiveness, the research result shows if celebrity address consumers self-definitional need, lead to increasing of consumer engagement (Abhishek, Lester and Robert 2015)

### **2.3.3 Celebrity endorsement (endorser credibility) and brand equity through Self-brand connection**

Research that finds impact of endorser credibility toward sports drinking brand equity. Research result shows self-brand connection as a partial mediator that is a key variable to make endorser credibility impact sport drinking consumer-based brand equity which called indirect pathway. (Abhishek, Lester and Robert 2015) Nevertheless, skin care business also shows impacting of celebrity endorsement on consumer-based brand equity both direct and indirect pathway which has self-brand connection as a partial mediator as well.

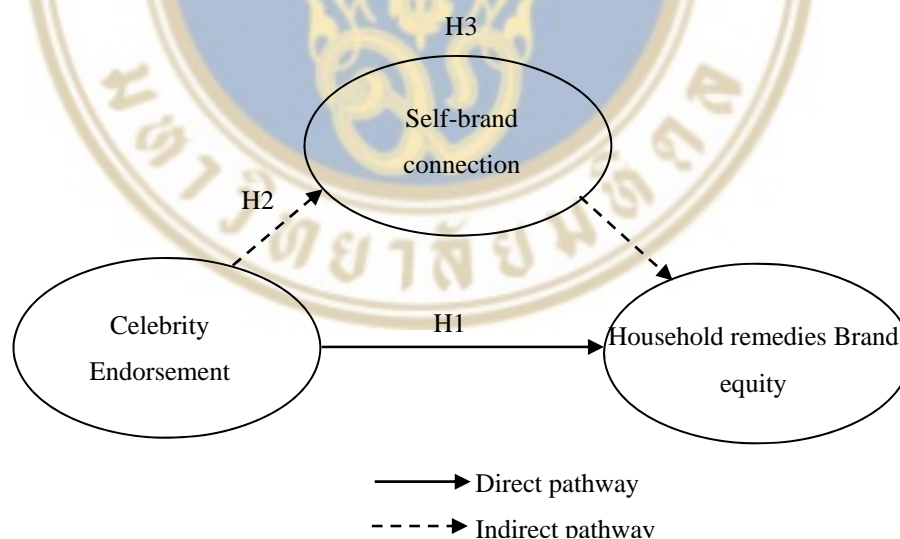
## **2.4 Celebrity endorsement and endorser characteristic in household remedies products**

Pharmaceutical advertisement has both product promoting and disease awareness. In Thailand, many pharmaceutical companies use celebrity to endorse the brand. For example, SARA which is pain reliever that using famous actress/singer as presenter continuously for 10 years since Tata young, Chompoo Araya and Mario Maurer. Or peppermint oil that uses Boy Pakorn which is famous actor and pharmacist image. Less research study impact of celebrity endorsement on pharmaceutical brand equity. However, in terms of attitude to advertising and behavior purchasing intention, result founds that no impact of celebrity endorsement in disease-specific direct to consumer advertisement toward consumer's attitude to the advertisement and behavioral intention (Rollins, 2013).

## 2.5 Research framework

To explain the effect of endorser credibility or celebrity endorsement toward brand equity, I conduct this research by using theoretical framework called “associative network memory model” (Till, Shrimp 1998) to find impact of celebrity toward household remedies brand equity in pharmaceutical business. There are two pathways of this model. First, Direct mechanism which is celebrity endorsement or endorser credibility affect household remedies brand equity. Second, indirect mechanism which is celebrity endorsement or endorser credibility affect household remedies brand equity by use self-brand connection as a mediator as framework of Till and shrimp, 1998. (Figure 1.1) Besides, this research will find suitable endorser’s characteristic to use in household remedies in pharmaceutical business. So, key questions of this research show 2 points;

- How Impact of celebrity endorsement toward household remedies brand equity in pharmaceutical business both direct & indirect pathway in Thai consumers?
- Which characteristic of endorser that most impact each component of household remedies brand equity in pharmaceutical business?



**Figure 2.1 Theoretical framework of this research**

## 2.6 Research Hypothesis

H1: Celebrity endorsement has direct effect to household remedies brand equity

H2: Celebrity endorsement has direct effect to self-brand connection

H3: Celebrity endorsement has indirect effect to household remedies brand equity through self-brand connection as mediator.

Next, Chapter III will represent research methodology by explaining research design, sample size, questionnaire design and data analysis that apply in this research to test the hypothesis.





## **CHAPTER III**

### **RESEARCH METHODOLOGY**

This chapter covers the research design and methodology, including data collection, sample size, questionnaire design and data analysis to test the research hypothesis and finding the result to answer research questions

#### **3.1 Research Design**

The research methodology of this study is a quantitative method to measure the construct of celebrity endorsement or endorser credibility on household remedies brand equity through statistic process by obtaining quantifiable information and test research hypothesis that is the impact of celebrity endorsement toward household remedies brand equity in pharmaceutical business both direct and indirect pathway in Thailand.

#### **3.2 Data collection and Sample Size**

The data of this research was collected by convenience sampling method. The respondents are selected for convenient access from online both persons who have a medical background and non-medical background. Sample size is at 130 persons which use role of thumb

#### **3.3 Questionnaire Design**

All data from the questionnaire were collected using online survey which took time for 10-15 minutes to complete it. All Thai who tend to expose advertising on media were recruited in this survey which distributes to a person who has a medical background and non-medical background. All questions are a closed-ended question and used nominal and interval scale for measurement. Likert scaled was mainly measurement

to use for interval scale in this research by use number of points on Likert scales at 1-4 scales (strongly disagree, disagree, agree, strongly agree) to minimize neutral answer. Survey layout of the questionnaire starts with the introduction of this research, screening question by excluding respondents who're not aware or not recognize any pharmaceutical advertising. Then, the general and specific question to ask perception and attitude toward Pharmaceutical brand celebrity in Thailand focusing on household remedies, characters of household remedies endorser and perception toward household remedies brand equity and self-brand connection and end at demographic questions. Data were collected within three weeks of the launch of the online survey.

### 3.4 Data analysis

To answer the research question, the hypothesis is applied to this research to find the effect of celebrity endorsement toward Household remedies brand equity both direct and indirect pathway through self-brand connection. Main method analysis of this research is regression and mediator analysis to find cause-effect analysis which is the most suitable method for this research that can find both direct and indirect pathway. Referring to theoretical framework of this research (Figure 2), to conduct variables for this research;

X = predictor/independent variable, represents as celebrity endorsement or endorser credibility

Y = Outcome/dependent variable, represents as household remedies brand equity

M = Mediator/intermediate variable, represent as self-brand connection

To discuss in relationship as step below;

- X is a significant predictor of Y, using regression analysis
- X is a significant predictor of M, using regression analysis
- M is a significant predictor of Y when we control X So X, M as a predictor,

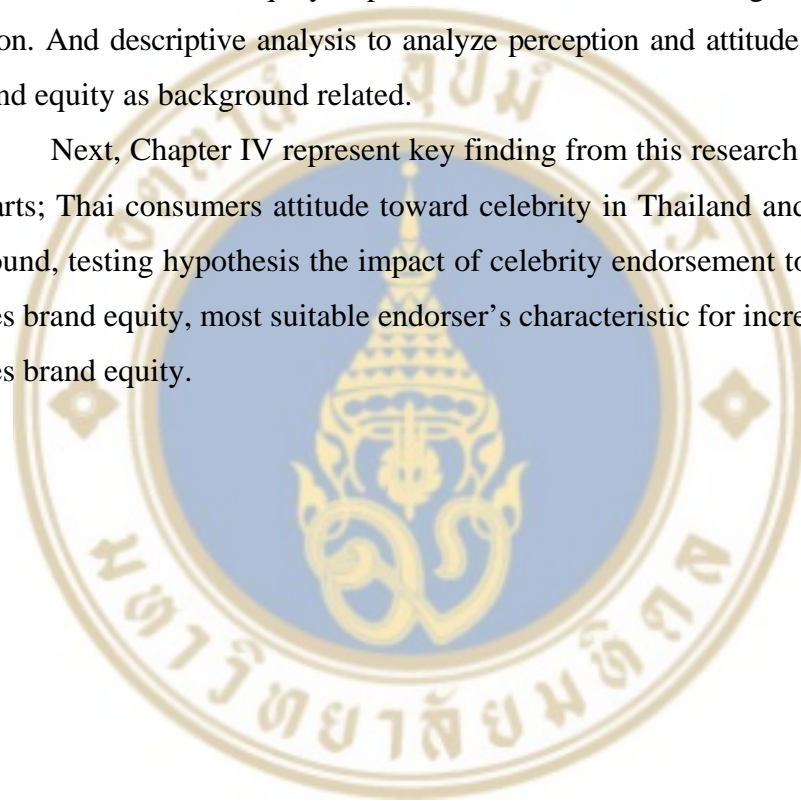
using multiple regression analysis

- M is complete mediator of X and Y, when control M so the effect of X to Y will be 0 with not significant
- M is partial mediator of X and Y, when control M so the effect of X to Y will be merely reduced with significant

If shows no significant in 1, 2 so can't predict that M is a mediator of X and Y.

Then, finding endorser characteristic who most impact each component of household remedies brand equity in pharmaceutical business, using factor analysis and regression. And descriptive analysis to analyze perception and attitude toward celebrity and brand equity as background related.

Next, Chapter IV represent key finding from this research by conduct with three parts; Thai consumers attitude toward celebrity in Thailand and pharmaceutical background, testing hypothesis the impact of celebrity endorsement toward household remedies brand equity, most suitable endorser's characteristic for increasing household remedies brand equity.



## **CHAPTER IV**

### **RESEARCH FINDING**

This chapter represents key finding to answer research questions relating to the topic “Impact of celebrity endorsement toward household remedies brand equity in Thailand.” This research finding consist of three parts; First, exploring attitude of Thai consumers toward celebrity and household remedies brand equity, including perception toward household remedies brand endorser. Descriptive analysis method would be used to explain this part. Second, the testing hypothesis to prove how the impact of celebrity endorsement toward household remedies brand equity in pharmaceutical business both direct and indirect pathway which has self-brand connection as a mediator. Regression and mediator analysis are a key method to answer this hypothesis. Third, analyzing and finding which characteristic of endorser that most impacts to household remedies brand equity which uses factor analysis to group each component of brand equity and regression would be key method to support this part by finding endorser characteristic that most suitable for each element of brand equity.

#### **4.1 Demographic Profile of Respondents**

In total, 130 respondents were recruited in this research. The result represents 121 respondents (93.1%) aware and can recognize household remedies products advertising that uses celebrity as an endorser, so we set 121 respondents as 100% of the population (Eligible respondent). Table 4.1 illustrates the demographic profiles of respondents which classified by gender, age, Educational, Healthcare professional background and income. These respondents have a higher proportion of female (78.5%) than male (21.5%). Half of the respondents are aged 20-30 years old, follow by 31-40 years old at 43.8%, 41-50 years old at 4.1% and above 50 years old at 1.7%. For educational background, almost hundred percent are bachelor’s degree (47.9%) and master’s degree (45.5%). The rest is lower than bachelor degree at 3.3% and higher than master’s degree at 3.3%.

Most of the respondents have no experience or background in healthcare professional business at 62% and 38% has health care professional background. The percentages of monthly income of respondents who has income less than 20,000 baht, 20,001-50,000 baht, 50,001-100,000 baht and more than 100,000 baht are at 1.7%, 44.6%, 38.8% and 14.9% respectively.

**Table 4.1 Demographic profile of eligible respondents**

	Frequency (n)	Percent (%)
<b><i>Gender</i></b>		
Male	26	21.5%
Female	95	78.5%
<b><i>Age</i></b>		
20-30 years old	61	50.4%
31-40 years old	53	43.8%
41-50 years old	5	4.1%
Above 50 years old	2	1.7%
<b><i>Education</i></b>		
Lower than Bachelor's degree	4	3.3%
Bachelor's degree	58	47.9%
Master's degree	55	45.5%
Higher than Master's degree	4	3.3%
<b><i>Medical experience/background</i></b>		
Yes	46	38.0%
No	75	62.0%
<b><i>Income</i></b>		
Less than 20,000 baht	2	1.7%
20,001-50,000 baht	54	44.6%
50,001-100,000 baht	47	38.8%
More than 100,000 baht	18	14.9%

## 4.2 Thai Consumers Attitude Toward Celebrity and Perception of Household Remedies Endorsers in Pharmaceutical Business

The research reveals that respondents have a positive attitude toward celebrity which shows scores at 2.74 (out of 4) and they have familiar with celebrity at 2.63 (out of 4). They perceived that they strong in pharmaceutical product knowledge especially in household remedies at 3.04 (out of 4) which highest scored from considering themselves as an expert in household remedies products at scores 3.25 and a high score in knowing and interesting in household remedies products at 2.97, 2.90 respectively as well. (Table 4.2)

**Table 4.2 Descriptive table for Thai consumers background and attitude toward Celebrity & pharmaceutical**

	Mean	Std. Deviation
<b>Celebrity attitude</b>	2.74	.544
<b>Celebrity familiarity</b>	2.63	.685
<b>Product knowledge about pharmaceutical brand;</b>	3.04	.579
<b>household remedies</b>		
- Know more about household remedies brand	2.97	.730
- Consider myself to be expert in household remedies brand	3.25	.636
- Interested in household remedies brand	2.90	.735

\* Using Likert scale (1 = strongly disagree, 2 = disagree, 3 = agree, 4 strongly agree) with n =121

Perception toward household remedies endorser was represented by 121 respondents. Most of the respondents think that persons who suitable to be an endorser of household remedies brand should be a health care professional which means a doctor, pharmacist, nurse etc. with represents at 36.4%. Follow by 28.9% of respondents who think that typical person is suitable for household remedies brand, no need to be a celebrity or famous persons. Then, actor/actress/singer at 28.1% and less than 10% voted at athlete and reporter. (Table 4.3)

**Table 4.3 Thai consumers thinking about persons who suitable for being household remedies brand endorser**

	Frequency (n)	Percent (%)
Actor/Actress/Singers	34	28.1
Athlete	7	5.8
Reporter	1	0.8
Healthcare professionals	44	36.4
Typical person	35	28.9

### 4.3 Celebrity Endorsement, Household Remedies Brand Equity and Self-Brand Connection

Hypothesis testing by using simple regression and mediator analysis model, the result revealed that celebrity endorsement(X) has direct effect on household remedies brand equity(Y) with significant value ( $\beta = 0.303$ ,  $p < 0.001$ ) So, H1 is supported. Conversely, no indirect effect of celebrity endorsement(X) on household remedies brand equity(Y) through self-brand connection (M) as a mediator. Because the result represents no relation between celebrity endorsement (X) on self-brand connection(M) ( $\beta = 0.08$ ,  $P > 0.05$ ), hence to reject H2 and leading to reject H3, no ground for mediation. So, self-brand connection is variable that may not be associated with celebrity endorsement and household remedies brand equity. (Table 4.4)

**Table 4.4 Hypothesis test by regression and mediator analysis model**

Hypothesis effects	$\beta$	p	Hypothesis support
H1: Celebrity endorsement -> Brand equity	0.303	**	Supported
H2: Celebrity endorsement -> Self brand connection	0.080	NS	Rejected
H3: Celebrity endorsement -> brand equity through self-brand connection		NS	Rejected
- Self-brand connection	0.196		
- Endorser credibility	0.287		

Note :  $\beta$  refer to standardize beta coefficient; P refers to significance level, \*\* $P < 0.001$ ,

\*  $P > 0.05$ , NS=no significant

#### 4.4 Characteristic of Endorser with Household Remedies Brand Equity

As many questions represent household remedies brand equity and endorser characteristic, so using factor analysis to group and data mining information

##### 4.4.1 Grouping of Household remedies brand equity and celebrity characteristic

###### 4.4.1.1 Household remedies brand equity

For Household remedies brand equity, this research grouped it by using factor analysis as four groups; brand awareness, brand association, brand loyalty and perceived quality (Table 4.5). Then, using descriptive to analyze data each group of brand equity. The result shows that respondents are interested in perceived quality most which show scored at 3.48 (out of 5) and follow by brand association, brand awareness and brand loyalty at 3.06, 2.83 and 2.44 respectively. (Table 4.6)

**Table 4.5 Factor loading and commonalities based on rotated Component Matrix**

	Mean	Component			
		1	2	3	4
I can recognize household remedies brand	2.85	.895			
I am aware of household remedies brand	2.98	.880	.150		
Characteristics of household remedies brand come to my mind quickly.	2.59	.738		.324	
Household remedies Brand that I take need to have reliable	3.55		.841	.101	
Household remedies Brand that I take need to have consistent quality	3.47	.160	.825	.153	
Household remedies Brand that I take need to have high quality	3.37		.773	.155	.183
I like Household remedies brand	2.98		.142	.820	
I trust in Household remedies brand that I take	3.14	.103	.278	.789	-.192
I feel loyal to Household remedies brand that I've been taken	2.73	.283		.566	.318
If Pharmacist suggest switching brands, I won't switch and prefer to find other shops	2.20				.947



**Table 4.6 Descriptive analysis of group of brand equity**

	Mean	Std. Deviation
Brand Awareness	2.83	.479
Brand Association	3.06	.429
Brand Loyalty	2.44	.501
Perceived Quality	3.48	.443

#### 4.4.1.2 Characteristic of endorser/celebrity

For characteristic of endorser or celebrities, this research is grouped it as three groups from characteristic which is attractiveness, trustworthiness and expertise by using factor analysis (Table 4.7). Then using descriptive analysis, the result revealed Trustworthiness is the most characteristic of endorser that consumers would like to be pharmaceutical brand endorser which means at 3.52 and follow by Expertise and attractiveness at 3.21 and 2.68 respectively. (Table 4.8)

**Table 4.7 Factor loadings and commonalities based on the rotated component matrix. (Rotated Component Matrix)**

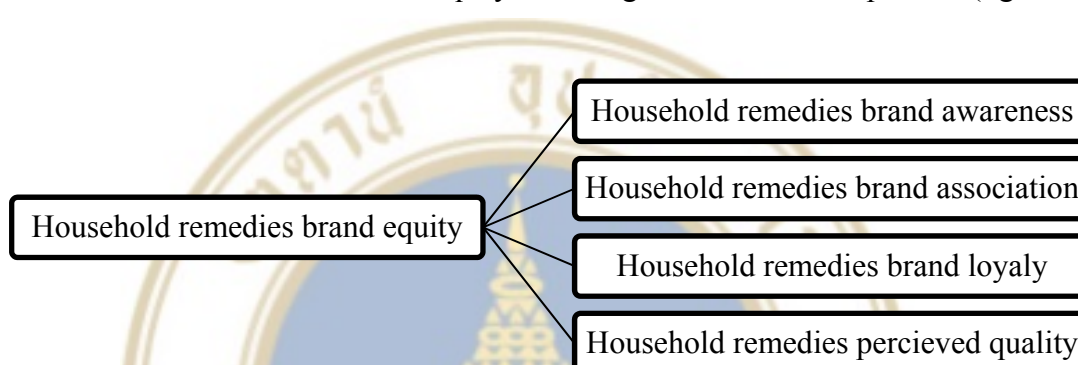
	Mean	Component		
		1	2	3
Reliable	3.60	.828	.203	-.145
Trustworthy	3.55	.736		.236
Sincere	3.41	.682	.181	
Expert	3.17		.903	-.102
Knowledgeable	3.18		.903	
Experience	3.28	.232	.693	
Attractive	2.82		-.103	.830
Sexy	1.81	-.512		.602
Good-looking	3.41	.497		.547

**Table 4.8 Descriptive analysis of group of endorser characteristic**

	Mean	Std. Deviation
Attractiveness	2.68	.400
Trustworthiness	3.52	.428
Expertise	3.21	.588

#### 4.4.2 Endorser characteristic with Household remedies brand equity

Pharmaceutical brand equity was categorized as four components (figure 4.1)



**Figure 4.1 Component of Household remedies brand equity**

##### 4.4.2.1 Endorser characteristic with Household Remedies Brand awareness

Referring factor analysis of endorser characteristic which shows three groups of characteristic consists attractiveness, trustworthiness and expertise. To find which endorsers characteristic most impacts on household remedies brand awareness, the result shows R square of this model is at 7.8%. So, it means 7.8% of the variance in household remedies brand awareness can be explained in terms of attractiveness, trustworthiness and expertise with the significance of R square value ( $P < 0.05$ ). So this model shows strong enough to analyze. However, the only endorser who is attractiveness has a positive impact toward household remedies brand awareness with significant value ( $P = 0.004$ ). So, if celebrity's attractiveness was increased one more point, it leads to increase household remedies brand awareness 0.316 points. While rising celebrity's trustworthiness and celebrity's expertise impact brand awareness with no significantly ( $P > 0.05$ ). (Table 4.9). In this result, the equation should be;

$$\text{Household remedies brand awareness} = 2.197 + 0.316(\text{Attractiveness})$$

**Table 4.9 Regression of Endorser characteristic with household remedies brand awareness**

Model	Unstandardized Coefficients		Sig.
	B	Std. Error	
(Constant)	2.197	.490	.000
Attractiveness	.316	.107	.004
Trustworthiness	-.106	.105	.312
Expertise	.051	.076	.503

a. Dependent variable: Household remedies brand awareness

#### 4.4.2.2 Endorser characteristic with household remedies brand association

Referring factor analysis of endorser characteristic which shows three groups of characteristic consists attractiveness, trustworthiness and expertise. To find the impact of Endorser characteristic to household remedies brand association, the result shows R square of this model is at 5.4%, it means 5.4% of the variance in household remedies brand association can be explained in terms of attractiveness, trustworthiness and expertise. However, the results reveal no significance of R square ( $P > 0.05$ ). So, data shows not strong enough to predict relation of endorser characteristic (Attractiveness, trustworthiness and expertise) on household remedies brand loyalty.

#### 4.4.2.3 Endorser characteristic with household remedies brand loyalty

Referring factor analysis of endorser characteristic which shows three groups of characteristic; Attractiveness, Expertise and Attractiveness. To find the impact of Endorser characteristic to brand loyalty, R square of this model is at 6.4%. It means 6.4% of the variance in household remedies brand association can be explained in terms of attractiveness, trustworthiness and expertise. However, results reveal no significance of R square ( $P > 0.05$ ). So, data shows not strong enough to predict relation of endorser characteristic (Attractiveness, trustworthiness and expertise) on household remedies brand loyalty.

#### 4.4.2.4 Endorser characteristic with household remedies perceived quality

Referring factor analysis of endorser characteristic which shows three groups of characteristic consists attractiveness, trustworthiness and expertise. To find which endorsers characteristic most impacts on household remedies brand perceived quality, the result shows R square of this model is at 18.4%. So, it means 18.4% of the variance in household remedies perceived quality can be explained in terms of attractiveness, trustworthiness and expertise with significance of R square value ( $P < 0.05$ ). So this model show strong enough to analysis. However, only endorser who is trustworthiness and expertise have positive impact toward household remedies perceived quality with significant value ( $P = 0.000$  of trustworthiness,  $P = 0.030$  of expertise). So, if celebrity's trustworthiness was increased one more point, it leads to increase household remedies perceived quality at 0.339 points. And if celebrity's expertise was increased one more point, it leads to increase household remedies brands perceived quality at 0.145 points While increasing celebrity's attractiveness has impact household remedies perceived quality with no significantly ( $P > 0.05$ ). (Table 4.10). In this result, the equation should be;

$$\text{Household remedies perceived quality} = 0.621 + 0.339 (\text{Trustworthiness}) + 0.145 (\text{Expertise})$$

**Table 4.10 Regression of Endorser characteristic with household remedies perceived quality**

Model	Unstandardized Coefficients		Sig.
	B	Std. Error	
(Constant)	1.612	.426	.000
Attractiveness	.077	.093	.407
Trustworthiness	.339	.091	.000
Expertise	.145	.066	.030

a. Dependent variable: Household remedies brand awareness

Next, Chapter V represent a conclusion by show summary results with comparing previous researchers. Then, provide recommendation which benefits for business practice especially marketers of a pharmaceutical company to decide using celebrity endorsement to promote household remedies to increase brand equity or not. And, suggest suitable endorser characteristic that most suitable to increase household remedies brand equity as well.



## **CHAPTER V**

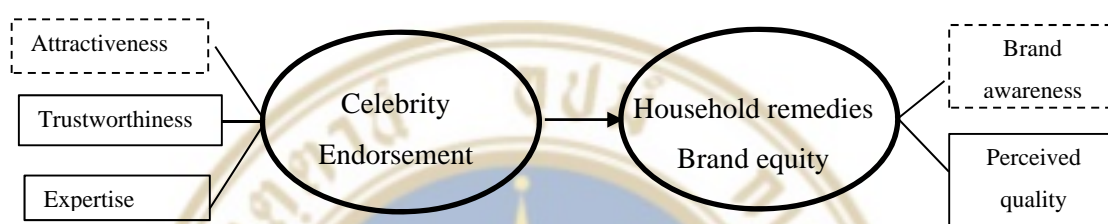
### **CONCLUSION AND RECOMMENDATION**

To decide using celebrity endorsement as a marketing tool to increase brand equity for household remedies brand in Thailand, all marketers should trade-off between the effectiveness of using celebrity and budget spending. So, this research will be a one data support to help them answer the question that "Do pharmaceutical company should use celebrities as an endorser to increase household remedies brand equity? and "Which characteristic of endorser that suitable?"

To conclude research results, found that celebrity endorsement has a positive impact to household remedies brand equity for direct pathway which is the same result as other categories in previous researchers (Sports drink, skin care market). But key difference results of pharmaceutical business that are focusing on household remedies with other business is this research revealed no impact through indirect pathway of celebrity endorsement toward brand equity through self-brand connection. So, no relation of self-brand connection with celebrity endorsement and household remedies brand equity, while sports drink and skin care market shows significant impact through indirect pathway.

However, once grouping components of celebrity endorsement or endorser credibility and Household remedies brand equity, Both are still aligning with previous researchers which is endorser characteristic consisted of Attractiveness, trustworthiness and expertise. While, Household remedies brand equity consisted of 4 key components; Brand awareness, brand association, brand loyalty and perceived quality. Besides, each component of household remedies brands equity needs a different kind of endorser characteristic. To increase household remedies brand awareness, endorser should have an attractiveness. And Endorser's trustworthiness and expertise will help increase household remedies perceived quality. And no related of endorser credibility with household remedies brand association and household remedies brand loyalty. So, to increasing household remedies brand equity, attractiveness, trustworthiness and perceived quality are needed. (Table 5.1)

The new framework of the impact of celebrity endorsement on household remedies brand from this research shows only direct pathway of celebrity endorsement on household remedies brand equity which endorser should have attractiveness, trustworthiness and expertise (Figure 5.1) Besides, Thai consumers quite have a positive attitude and familiar with celebrity. However, they perceived that Healthcare professionals (Doctors, pharmacists, nurse etc.) are the most suitable presenters to endorse household remedies brands and follow by typical persons.



**Figure 5.1** New framework of celebrity endorsement on Household remedies brand equity from this research

**Table 5.1** endorser's characteristic with each component of household remedies brand equity

Components of Brand equity	Characteristic of endorser	Remark
Household remedies brand awareness	Attractiveness	
Household remedies brand association	No relation	
Household remedies brand loyalty	No relation	
Household remedies perceived quality	Trustworthiness, expertise	Trustworthiness > expertise x2

## 5.1 Managerial and Theoretical Implications

As per this research results, marketers of pharmaceutical companies can use this study as preliminary research before implement a marketing plan for consideration to use celebrity endorsement to promote household remedies or not. This research shows not support to use celebrity endorsement as a tool for household remedies products to

increase purchasing intention in the short period. Controversy, its support to use celebrity endorsement for increases household remedies brand equity in the long run. So, it depends on company objective. If marketing objective of the company is building household remedies brand equity, using celebrity endorsement as a marketing tool will be reasonable and effective. It should be a part of strategy intent to associate the brand with the celebrity's value and build relevant brand equity over a long period. But no need to use celebrity's endorsement tools if company objective to peaking or increasing sales in a short-term period. Besides, to answer the question that how to choosing the right celebrity endorser to support each pharmaceutical brand equity, this studies shows component of brand equity in 4 components which need a different kind of celebrity characteristic to build a brand and most suitable with the brand. To choose appropriated endorser for pharmaceutical brands for pharmaceutical companies through applying research results.

First, if companies would like to build or increase household remedies brand awareness through celebrity using as one of marketing communication tools, key characteristic that endorser should have is an attractiveness to attract consumers and create more successful in influencing customers' attitude, belief, memorable recognition in the brand.

Secondly, if the company would like to increase household remedies brand association, this research suggests marketer to use other marketing tools to communicate and increase household remedies brand association. Celebrity endorsement is not properly marketing tools to use for this objective.

Third, to increase the brand loyalty of household remedies, it looks celebrity endorsement is not interesting marketing tools to support as well. Marketers should find other marketing strategies or tools to build brand loyalty which diversified a lot from previously and should aware that have customers loyalty on household remedies or not? Due to medicine is essential items, so it should consider or aware for the brand loyalty of drug category as well.

Fourth, in case the company would like to build perceived quality of household remedies, selecting endorsers characteristics should have two key criteria are trustworthiness and expertise which means endorsers should look strong in knowledge, professional, experience background and reliable to create trust from others. For example, endorser might be doctor or pharmacist who familiar with pharmaceutical background that has a trustworthiness and expertise.



Finally, to increase household remedies brand equity which consisted brand awareness and perceived quality. Characteristic of endorser should be endorsers who have attractiveness, trustworthiness, expertise. For example, celebrity endorsers who have a medical or pharmaceutical background (Doctor, pharmacist, nurse) to make consumers trust and feeling in skills and it would be great if endorser will be a celebrity or popular star in the same time to create attractiveness and make memorable to consumers.

All conclusions and recommendations are one source information for pharmaceutical companies to the scope and minimize risk as much as possible to investment spending in choosing celebrity to endorse brand equity of household remedies effectively.

## **5.2 Limitations and Future Research Directions**

The sampling size of this study is quite small which might not represent all population and not strong enough to interpret data which leading to some data shows no significant evaluation. Besides, as this research focuses on household remedies products which have many stages of the disease and different symptom, so the result might show alignment in all points. It might impact consumer's decision in a different kind of aspect as well. For example, in case consumers who think about medicine for acne might different aspect from a consumer who thinks about medicine for diarrhea which needs urgent treatment and the brand name might not be a key concern. So, the results might show reject.

For future researched should be increasing in terms of sampling size. Besides, it's better to scope down on specific brand instead of the category to make clear in consumers thought and come up with the good result. And use the qualitative study to understand in consumer insight through household remedies brand. Finally, it will be more beneficial to the marketer in other markets if we can find the impact of celebrity endorsement toward brand equity in other categorize or several markets as well.

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## Appendix A: Questionnaire

### IMPACT OF CELEBRITY ENDORSEMENT TOWARD HOUSEHOLD REMEDIES BRAND EQUITY IN THAILAND

This set of questionnaire has been developed by College Management of Mahidol students as a part of Thematic paper. The purpose of collecting data is to be able to analyze “The impact of celebrity endorsement toward household remedies brand equity in Thailand”. All data will be treated with high confidentiality and used for education purpose only. It takes about 10-30 minutes. Please be assured that your answer is confidential and results of this questionnaire will be used for educational purposes only. Please complete all question truthfully by mark “✓” in the space given below the following questions. Thank you for your participation.

There are 4 parts including in this set;

**Part 1:** Perception and attitude toward household remedies brand celebrity in Thailand

**Part 2:** Perception about characteristic of endorser for household remedies products.

**Part 3:** Perception about brand equity and self-brand connection for household remedies products.

**Part 4:** General Information

---

### Part 1: Perception and attitude toward household remedies brand celebrity in Thailand

1. Did you recognize advertising (TV, print ads, OOH etc.) of household remedies products that use celebrity as endorser in Thailand?

- Yes  
 No (Skip to question ...)

2. Which household remedies products advertising that you saw? (more than 1 answer is allowed)

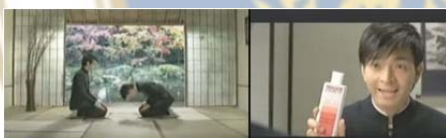
- SARA – Mario



- SELSUN - Bob Badin



- Nizoral shampoo- Paul Pattarapon



- Tiffey – Mai Davika



- FLY RABBIT –Min Pechaya



- Peppermint Field – Boy Pakorn



- Other. (Please specific...)

3. Which media channel do you normally advertising of household remedies brand with celebrity endorser.

- Television commercial
- Magazine
- OOH/ Billboard
- POPs at drugstores
- Others (Please specific...)

4. Do you think who is suitable for being household remedies products endorser?

- Actor/Actress
- Singers
- Athlete
- Model
- Doctor/Pharmacist/HCPs.
- Other

Please indicate to what extent you agree or disagree with each of the following statements.

Please mark ONLY one number for each statement that corresponds with your answer.

	Strongly disagree	Disagree	Agree	Strongly agree
<b><i>Endorser attitude</i></b>				
1. My attitude towards the endorser is very positive	(1)	(2)	(3)	(4)
<b><i>Endorser familiarity</i></b>				
2. I recognize household remedies brand that use celebrity as endorser	(1)	(2)	(3)	(4)
<b><i>Product knowledge</i></b>				
3. I know more about household remedies brand in Thailand than my friend do.	(1)	(2)	(3)	(4)
4. I would consider myself to be an expert in pharmaceutical business and can select medicine from own knowledge.	(1)	(2)	(3)	(4)
5. I usually find and pay a lot of attention to information about household remedies.	(1)	(2)	(3)	(4)

**Part 2: Perception and Attitude about characteristic of endorser for household remedies products.**

Please indicate to what extent you agree or disagree with each of the following statements. Please mark ONLY one number for each statement that corresponds with your answer.

	Strongly disagree	Disagree	Agree	Strongly agree
6. household remedies endorser should be good looking	(1)	(2)	(3)	(4)
7. household remedies endorser should be attractive	(1)	(2)	(3)	(4)
8. household remedies endorser should be sexy	(1)	(2)	(3)	(4)
9. household remedies endorser should be trustworthy	(1)	(2)	(3)	(4)
10. household remedies endorser should be honest	(1)	(2)	(3)	(4)
11. household remedies endorser should be dependable	(1)	(2)	(3)	(4)
12. household remedies endorser should be reliable	(1)	(2)	(3)	(4)
13. Pharmaceutical products endorser should be sincere	(1)	(2)	(3)	(4)
14. Pharmaceutical products endorser should be qualified to endorse it.	(1)	(2)	(3)	(4)
15. Pharmaceutical products endorser should be knowledgeable	(1)	(2)	(3)	(4)
16. Pharmaceutical products endorser should be and expert.	(1)	(2)	(3)	(4)
17. Pharmaceutical products endorser should be possessed good experience.	(1)	(2)	(3)	(4)
18. Pharmaceutical products endorser should be skilled in use.	(1)	(2)	(3)	(4)
19. Pharmaceutical products endorser should be relevancy with brand	(1)	(2)	(3)	(4)

**Part 3: Perception and Attitude of brand equity and self-brand connection for household remedies products.**

Please indicate to what extent you agree or disagree with each of the following statements. Focusing on medicine that allow to advertise direct to consumers. Please mark ONLY one number for each statement that corresponds with your answer.

	Strongly disagree	Disagree	Agree	Strongly agree
<b><i>Brand awareness</i></b>				
20. I am aware of household remedies brand.	(1)	(2)	(3)	(4)
21. I can recognize household remedies brand.	(1)	(2)	(3)	(4)
22. Some characteristics of household remedies brand come to mind quickly.	(1)	(2)	(3)	(4)
<b><i>Brand associations</i></b>				
23. I trust in household remedies brand that I take.	(1)	(2)	(3)	(4)
24. I like household remedies brand.	(1)	(2)	(3)	(4)
25. I would feel proud to own this brand.	(1)	(2)	(3)	(4)
<b><i>Brand loyalty</i></b>				
26. I feel loyal to household remedies brand that I've been taken.	(1)	(2)	(3)	(4)
27. household remedies brand is usually my first choice.	(1)	(2)	(3)	(4)
28. If Pharmacist suggest to switch brands, I won't switch and prefer to find other shops.	(1)	(2)	(3)	(4)
<b><i>Perceived quality</i></b>				
29. household remedies brand that I take need to have high quality	(1)	(2)	(3)	(4)
30. household remedies brand that I take need to have consistent quality	(1)	(2)	(3)	(4)
31. household remedies brand that I take need to have reliable	(1)	(2)	(3)	(4)
<b><i>Self-brand connection</i></b>				
32. household remedies brand helps me identify who I am.	(1)	(2)	(3)	(4)



	Strongly disagree	Disagree	Agree	Strongly agree
33. Household remedies brand reflects who I am.	(1)	(2)	(3)	(4)
34. I consider household remedies brand to be “me”	(1)	(2)	(3)	(4)
35. Feel a personal connection to the household remedies brand	(1)	(2)	(3)	(4)

If pharmaceutical business launch advertising of analgesic brand that use endorser as celebrity. please indicate to what extent you agree or disagree with each of the following statements. Please mark ONLY one number for each statement that corresponds with your answer.

	Strongly disagree	Disagree	Agree	Strongly agree
36. I think the household remedies product that use celebrity endorsement impact brand equity of household remedies.	(1)	(2)	(3)	(4)
37. I think the household remedies that use celebrity endorsement impact intention to buy brand of household remedies.	(1)	(2)	(3)	(4)

#### Part 4: General Information

1. What is your gender?

Male

Female

2. What is your age?

Under 20 years old

20-30 years old

31-40 years old

Above 40 years old

3. What is your marital status?

Single

Married

Other, please specify \_\_\_\_\_

4. What is your education level?

Lower than Bachelor's Degree

Bachelor's Degree

Master's Degree

Higher than Master's Degree

5. What is your occupation?

College/Graduate Student

Professional (doctor, pharmacist, etc.)

Housewife

Self-employed

Salaried

Unemployment

Other, please specify\_\_\_\_\_

6. What is your personal income per month?

Less than 20,000 Baht

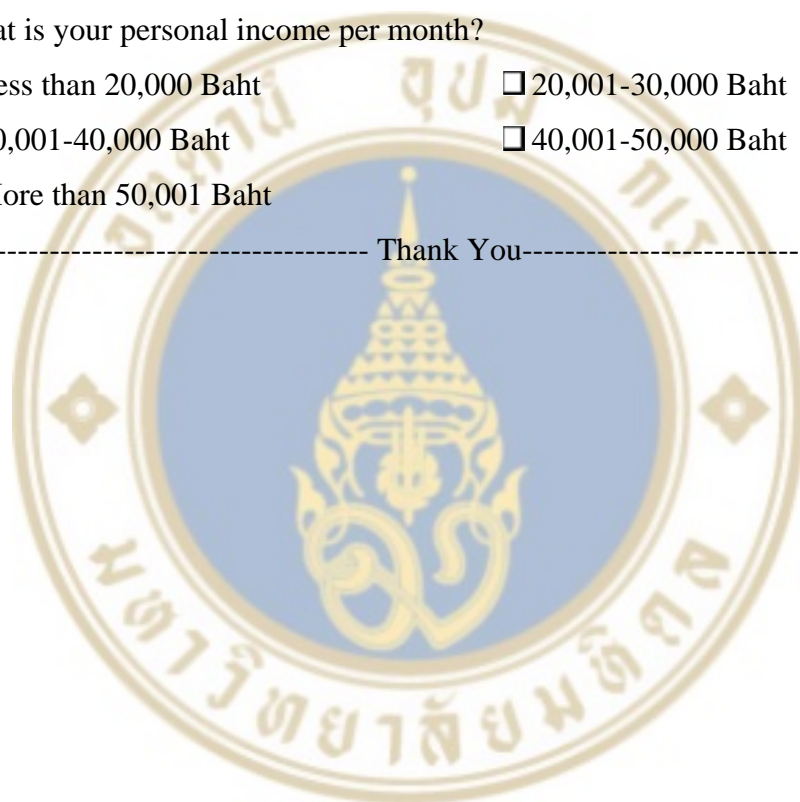
20,001-30,000 Baht

30,001-40,000 Baht

40,001-50,000 Baht

More than 50,001 Baht

----- Thank You -----



## Appendix B: Results and database from SPSS

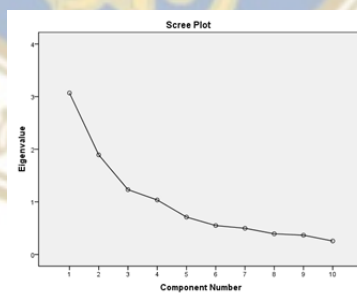
### Code of conduct

Coding	Meaning
Attract1	household remedies endorser should be good looking
Attract2	household remedies endorser should be attractive
Attract3	household remedies endorser should be sexy
Trust1	household remedies endorser should be trustworthy
Trust2	household remedies endorser should be reliable
Trust3	household remedies endorser should be sincere
Expert1	household remedies endorser should be knowledgeable
Expert2	household remedies endorser should be and expert
Expert3	household remedies endorser should be possessed good experience
SelfBrCon	household remedies endorser should be relevancy with brand
BE.Aware1	I am aware of household remedies
BE.Aware2	I can recognize household remedies
BE.Aware3	Some characteristics of household remedies come to mind quickly.
BE.Asso1	I trust in household remedies that I take
BE.Asso2	I like household remedies
BE.Asso3	I would feel proud to own this brand
BE.Loyal1	I feel loyal to household remedies that I've been taken.
BE.Loyal2	household remedies is usually my first choice.
BE.Loyal3	If Pharmacist suggest to switch brands, I won't switch and prefer to find other shops
BE.Qua1	household remedies that I take need to have high quality
BE.Qua2	household remedies that I take need to have consistent quality
BE.Qua3	household remedies that I take need to have reliable
SelfB1	The household remedies helps me identify who I am.
SelfB2	The household remedies rand reflects who I am
SelfB3	I consider household remedies to be "me"
SelfB4	Feel a personal connection to the household remedies

### Factor analysis (Brand equity)

#### Total Variance Explained

Component	Initial Eigenvalues			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.070	30.696	30.696	2.237	22.371	22.371
2	1.893	18.925	49.621	2.121	21.214	43.584
3	1.232	12.318	61.940	1.782	17.819	61.403
4	1.035	10.351	72.290	1.089	10.887	72.290
5	.711	7.108	79.399			
6	.549	5.490	84.889			
7	.497	4.975	89.864			
8	.392	3.922	93.785			
9	.366	3.659	97.444			
10	.256	2.556	100.000			



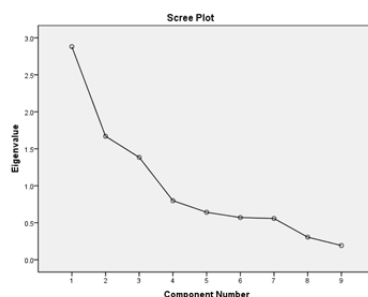
**Rotated Component Matrixa**

	Mean	Component			
		1	2	3	4
BE.Aware2	2.85	.895			
BE.Aware1	2.98	.880	.150		
BE.Aware3	2.59	.738		.324	
BE.Qua3	3.55		.841	.101	
BE.Qua2	3.47	.160	.825	.153	
BE.Qua1	3.37		.773	.155	.183
BE.Asso2	2.98		.142	.820	
BE.Asso1	3.14	.103	.278	.789	-.192
BE.Loyal1	2.73	.283		.566	.318
BE.Loyal3	2.20				.947

**Factor analysis (Endorser characteristic)**

## Total Variance Explained

Component	Initial Eigenvalues			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.881	32.016	32.016	2.268	25.200	25.200
2	1.670	18.551	50.567	2.203	24.476	49.676
3	1.384	15.379	65.946	1.464	16.270	65.946
4	.798	8.870	74.816			
5	.641	7.127	81.944			
6	.571	6.340	88.284			
7	.558	6.196	94.479			
8	.305	3.387	97.867			
9	.192	2.133	100.000			



### Rotated Component Matrix a

	Mean	Component		
		1	2	3
Reliable	3.60	.828	.203	-.145
Trustworthy	3.55	.736		.236
Sincere	3.41	.682	.181	
Expert	3.17		.903	-.102
Knowledgeable	3.18		.903	
Experience	3.28	.232	.693	
Attractive	2.82		-.103	.830
Sexy	1.81	-.512		.602
Good-looking	3.41	.497		.547

### Regression (endorser characteristic with Brand awareness)

#### Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.280	.078	.055	.46611

**ANOVA<sup>b</sup>**

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	2.163	3	.721	3.319	.022
Residual	25.420	117	.217		
Total	27.583	120			

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

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.197	.490		4.485	.000
	Attractiveness	.316	.107	.264	2.957	.004
	Trustworthiness	-.106	.105	-.095	-1.015	.312
	Expertise	.051	.076	.063	.671	.503

**Regression (endorser characteristic with Brand association)****Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.233	.054	.030	.42265

**ANOVA<sup>b</sup>**

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	1.195	3	.398	2.229	.088
Residual	20.900	117	.179		
Total	22.095	120			

**Coefficientsa**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.996	.444		4.493	.000
Attractiveness	.081	.097	.076	.840	.402
Trustworthiness	.199	.095	.199	2.100	.038
Expertise	.044	.069	.061	.643	.521

**Regression (endorser characteristic with Brand loyalty)****Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.252	.064	.040	.49076

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

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1.916	3	.639	2.652	.052
	Residual	28.179	117	.241		
	Total	30.095	120			

**Coefficientsa**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.485	.516		2.879	.005
Attractiveness	.263	.112	.210	2.338	.021
Trustworthiness	-.056	.110	-.048	-.511	.610
Expertise	.140	.080	.165	1.746	.083



### Regression (endorser characteristic with Perceived quality)

#### Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.429	.184	.163	.40505

#### ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4.336	3	1.445	8.810	.000
	Residual	19.196	117	.164		
	Total	23.532	120			

#### Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.612	.426		3.786	.000
	Attractiveness	.077	.093	.070	.832	.407
	Trustworthiness	.339	.091	.328	3.733	.000
	Expertise	.145	.066	.193	2.193	.030