

**CELEBRITY ENDORSEMENT'S EFFECTIVENESS TOWARD
CONSUMER PURCHASE INTENTION**



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entitled
**CELEBRITY ENDORSEMENT'S EFFECTIVENESS TOWARD
CONSUMER PURCHASE INTENTION**

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CELEBRITY ENDORSEMENT'S EFFECTIVENESS TOWARD CONSUMER PURCHASE INTENTION

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ABSTRACT

The purpose of this paper is to conceive the factors that influence celebrity endorsement's effectiveness toward consumer purchase intention. Secondly, to find out what celebrity endorsement can do to shift consumer's perception toward overall brand, brand awareness and brand image. Thirdly, what is consumer perception after celebrity endorsement activity. Hypotheses were tested by questionnaire and collect data from 400 respondents who has exposure with any celebrity endorsement with in the last 6 months especially in supplementary diet category.

The finding of this research showed that attitude toward celebrity, brand image, and brand awareness are the essential factors that mainly impact on the consumer purchase intention. In addition, older consumers are more receptive to celebrity endorsement compare to younger consumers.

KEY WORDS: Celebrity Endorsement / Purchase Intention/ TEARS Model

140 pages

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CHAPTER I

INTRODUCTION

1.1 Macro Environment

One person can become a celebrity overnight if they can make their name famous. Celebrities can range from A-listers (Hollywood actors or actresses) or, in some cases, celebrities can be normal people who become famous via social media platforms such as YouTube or Instagram (Jones, 2016). Some of them are placed at an international level, which gives them the opportunity to be in very important and influential roles. Once they are world famous person it is attractive for brands to be interested in their notoriety. Brands are interested in them and are willing to invest a fortune for these celebrities to exclusively endorse their brands. Being a famous person or celebrity can make consumers instantly recognize them and grab their attention or interest. However, authenticity should be found in celebrities as well. Therefore, with celebrities' authentic power, they can use it not only to provide credibility, but it can even change consumer buying habits (Sokolovska, 2016). For example, Pepsi used Britney Spears as part of their advertising campaign in the 2000's and then later continued the campaign with Beyoncé. The advertising campaigns became phenomena for Pepsi who also launched limited edition products (Jones, 2016).

Moreover, celebrity endorsement is not limited within the country of origin of brands. Celebrity endorsement can also help brands to be recognized at the global level as well. There are some studies in Taiwan that indicate that consumers tend to recall products that have been endorsed by celebrities regardless if those consumers are actual fans or not (Sokolovska, 2016). The way consumers recognize celebrities is not different from the way that they recognize their friends. Additionally, if consumers are very close friends, they seem to believe each other's advice with less doubt (Olenski, 2016). A similar process also applies when celebrities endorse brands. Celebrities' fans are viewed as having a different attitude and perspective toward certain products when those products are endorsed by celebrities. In other word, fans seem to perceive those products with a

higher value compared to other products in the same category that are not endorsed by celebrities.

Additionally, brands receive several benefits from celebrity endorsements as well. For instance, brands can gain more awareness, trust, and familiarity. These are some parts of the total benefits brands can get. These benefits also help and lead consumers' purchase intention. Likewise, celebrity endorsement can build emotion toward the brand too. As a result, consumers will gain a higher level of satisfaction and confidence to purchase the endorsed products. Moreover, celebrity endorsement assists with the feeling of consumers in terms of emotion. Consumers will feel more superior and satisfied when they purchase endorsed products. This can help brands to develop superiority, which could result in a clearer idea for brands that the higher the credibility of celebrities, the higher the consumer level of satisfaction and purchase intention (Chi, Yeh, & Tsai, 2011).

In addition, the ultimate objective for brands when employing celebrity endorsement is to increase their revenue or sales. There are several aftereffects which brands expect from celebrity endorsement. Brand awareness is one of them. Celebrities will actually function as a magnifying glass or spotlight to emphasize an advertising campaign (Olenski, 2016). Celebrity endorsements help brands to gain more attention which is a benefit that comes from celebrity itself. In another context, celebrities represent the ideal people for regular consumers who would dream to live or wish to have a life as a celebrity.

Another aftereffect of celebrity endorsement is consumer confidence. Likewise, consumer confidence will grow with the reputation of the brand. The reputation will be even more concrete when celebrities sign a contract to be the brand representative. Furthermore, these celebrities will even use their name as quality assurance; in other words, they use the power of their name to back up the product's reputation. Both parties, the celebrity and the brand, will benefit from this action. On the celebrity side, they will receive large amounts of money, while the brand can boost their sales and even gain in profit. Therefore, legitimacy is the result the brand and celebrity are aiming for (Olenski, 2016). Moreover, according to an article in Ad Age by Dean Crutchfield, using fame and celebrities with positive images gains more marketing exposure and

grabs more attention than standard advertisements that use only nicely dressed and beautiful people (Crutchfield, 2010).

Using celebrity is a good strategy, but sometimes it has drawbacks as well. First of all, hiring celebrities costs a lot of money, but if targeted accurately, it can be a very good tool. On the other hand, if it is not targeted accurately, it will drain a lot of money. Celebrities act as the influencer for consumers, so if the influencer has no relation to the target group then that target group will not pay much attention to the products that have been endorsed by the celebrity (Stevenson, n.d.).

For example, if a brand uses a professional athlete to promote their cosmetics or makeup, for which the main target group is women, it may seem that the athlete has no interest in the product. When they play sports, athletes do not care much about how pretty they are. They tend to focus on the result of the game rather than their appearance (Olenski, 2016). On the other hand, professional athletes shown playing their sports and using sports equipment to help them achieve results, will prove to be a more effective endorsement because those professional athletes are really using this product to help them win the game; the same goes for sports drink as well. This shows how targeting accurately is very important and can provide totally different results (Olenski, 2016).

Celebrity endorsements have been used a lot as one of the fundamental marketing strategies and has become very wide spread. It does not matter at what degree the product or service is promoted, celebrity endorsement can be found in at least one of many product categories (Schwab, 2015). In the global context, it is clear that celebrity has been very influential for global brands entering into other countries. Companies hope that using popular celebrities to endorse their products will at least make their brands recognizable to local consumers who can notice the brand and product because of one particular celebrity. Sometimes using a celebrity can also lower culture or language barriers in other countries as well. When a brand enters another country or market that has never seen its product before, it can be difficult for local consumers to understand the product. However, with the help of a celebrity, local consumers at least recognize this person which creates curiosity about what kind of product the celebrity is using (Crutchfield, 2010).

Finally, local consumers go into a trial period to at least try the product and this is where the purpose of using a celebrity finally pays off. It helps to reduce the gap

between the product and consumers. Furthermore, local consumers also feel that they use the same product that their favorite celebrity is using. Eventually, they perceive their lifestyle as the same as the celebrity. It creates even more value for the product or brand. This improves the brand's reputation based on the fame and the celebrity will benefit from being recognized from the brand as well. Celebrities can eventually be famous in those other countries as well (Crutchfield, 2010). It is not only one side that can benefit, but both parties. At the global level, it is easier to convince consumers to use a product or at least try the product. Using the reputation of the brand and the name of a celebrity are the most important things in the global context to convince consumers to use a product.

1.2 Micro Environment (Thai Context)

In the Thai context, celebrity has been a part of the media marketing scene for more than half of the last century. At any given time of day, consumers will have seen at least one celebrity endorsing a product. In this case, if consumers turn on any electronic device, they will see a celebrity advertisement (NATION, 2015). Additionally, celebrity endorsement has always been around Thai consumers and it has been the process in Thailand for brands that would like to promote their products or services. For Thai marketers, celebrity endorsement has always been one of the basic strategies where they spend a lot of their marketing budget. Even though there is no reason not to use the celebrity endorsement strategy, they can get at least gain the power of influence from the celebrity power itself. Sometimes, it even provides more influence towards credibility and profitability than the brand expected for their return on investment (NATION, 2015).

In addition, Thai celebrities have been a part of advertising campaigns on television for the last half century. However, the world has changed since the age when television was the only way for brands to communicate effectively with consumers. In present day, the age of social media has transformed the consumer perspective toward products. In the past, the only way to receive a message about a brand occurred when consumers saw an advertisement. Nowadays, consumers can even interact with the product itself through the phenomenon of "Reviews" or "Consumer Reviews" of the product. When a third party who is a regular consumer buys and tries a product, he or

she gives their opinion about the product. Social media makes advertising become borderless between the brand and consumers (NATION, 2015). This causes a paradigm shift for consumers. Consumers tend to value the words from the Reviews more than those from celebrities. This brings up the question of whether or not a brand or marketer still needs to rely on celebrities? The answer is Yes, however, celebrities will need to act in a different role than an influencer (NATION, 2015).

In the Thai context, celebrities still maintain and even gain more visibility, because this is what celebrities are known for. Each celebrity has their own fan base and more channels to expand visibility to consumers when compared to a regular influencer on social media who consumers can see only when they use or participate in social media platforms such as Facebook Live or a YouTube blog. Celebrities, on the other hand, have various channels to gain more visibility, such as TV, soap operas, their own social media, etc. Sometimes, their fan base can help them even more.

The usage of celebrity can also be useful when brands use celebrities to maximize awareness of the product or service by using online media and online channels (Boonpradub & Thechatakerng, 2015). Celebrity will act as a kick starter for a campaign in order to gain the most attention in the market. Their fan base also helps to spread the word. Brands can then use influencers to post about a product launch, which helps influence consumer opinion about a product and will provide totally different results for the product or service.

In Thailand, there is one particular scenario or situation where most major brands use the same celebrity to endorse various products in their advertising and marketing. This can be seen in television commercials or on social media platforms. This phenomenon has attracted famous super stars to be brand representatives not only for one single brand, but for promoting multiple brands at the same time. This creates controversy for consumers who receive the message from the brand that can lead to brand confusion and, even worse, negative brand recognition. In addition, a result is that all the marketing budget was wasted for no reason. Sometimes, consumers even recall the wrong brand (Vitayaveerasuk, 2013).

On the other hand, even in bad situations, there can be some positive benefits as well. When celebrities endorse products to the right target group then those targets will be the actual fans or users of those products. For all the marketing budget that major

brands spend, they expect some impact which will hopefully help them to gain something in return. In this case, they all believe that celebrities will help them to enhance their product credibility and consumer intention to buy the product (Vitayaveerasuk, 2013).

However, using the same celebrity for a lot of different brands can cause boredom for consumers and even more confusion. Advertising is something that consumers see every day. It is not only one single advertisement, but more than one hundred advertisements per day from the time consumers wake up and surf social media, to leaving their home to run errands, and again coming back home and surfing the internet even more. Another problem with celebrities in Thailand is that brands need to wait in a long queue until their chosen superstar is available. To employ a famous celebrity to endorse their product is very hard and complicated (Vitayaveerasuk, 2013). The details must be precise. Then, during the airing period, the brand also needs to pay a large part of their marketing budget to media channels in order to get the most exclusive time when most people who consume media will see the advertisement. Furthermore, there is also the issue of public image which is very sensitive for Thai celebrities. Thai perception toward a celebrity and their image or reputation is very important to Thai superstars or public figures. One single scandal, regardless of how big or small, can affect a celebrity's reputation and career. Furthermore, it can have major consequences that affect a brand's image and sales.

As mentioned previously, using one celebrity to promote various brands or products at the same can cause some drawbacks, such as creating confusion for consumers, in the context of Thai celebrity endorsement. The worst-case scenario is that instead of promoting one particular campaign for a certain product, it can actually end up promoting another brand instead.

All in all, in Thai context, there are many dimensions and reasons for using celebrities to communicate with consumers. These findings will look at the point of concern regarding consumer purchase intention after consumers have seen a product that is endorsed by a celebrity. The product category is not limited to one single product category, but rather the author would like to look this from a whole industry perspective.

1.3 Problem Statements

Firstly, people receive information differently from various brands in the market. As advertising surrounds consumers all the time, it is easy to notice that celebrities have slowly become part of the advertising industry. Eventually, the usage of celebrities has become the norm for advertising criteria. It helps products to gain more exposure with their target consumers. Therefore, it is very normal for a brand or marketer to invest heavily in celebrities to endorse their products (Jaiprakash, 2008). It is believed that using celebrity endorsements are the perfect remedy for helping the growth of a business.

Celebrity endorsement is one of the most popular forms of marketing strategy and seems to be a universal feature for a business to use as a marketing tool to promote a range of products, brands, and services. Since using celebrities first began, they have tended to become the image of the brand for either commercial or symbolic purposes. Celebrities tend to hold value and are defined as the brand itself (Knight & Hurmerinta, 2010).

On the other hand, the heavy use of celebrity endorsement can create unclear answers for the author about how businesses select or choose a celebrity to promote their product, as well as how the celebrity can have an effect on the purchase intention. These findings aim to clarify more about this unanswered question.

After a celebrity has been presented to the consumer market, the marketer, brand manager, or the business would expect some response from consumers, including brand awareness or increase of sales. However, to monitor and measure the results of using a celebrity is the main objective. This paper will not focus on the increase of sales after using the celebrity. Instead, it will focus on the intent of consumers to buy the products and how the attitude toward a celebrity from the consumer's point of view could affect the consumer's attitude toward a brand which can in turn lead to the reputation of the brand experiencing either positive or negative outcomes. Thus, how a brand is perceived can lead to the acceptance of the brand. Will people accept the brand into their mindset, and what kind of perception and attitude will consumers have toward the brand? Ultimately, will purchase intention happen if consumers have positive or negative perception and attitude toward the brand.

1.4 Research questions

Will people accept the brand into their mindset, and what kind of perception and attitude will consumers have toward the brand? The important factor of this finding is defining the key for consumers to justify their purchase intention. The author has listed several important factors that might positively or negatively affect consumer purchase intention

The first factor is attitude toward celebrity. This factor will discuss what kind of attitude consumers have toward the chosen celebrity and if the main criteria to choose or justify that celebrity will be suitable for one or more products. The criteria are as follows:

- Credibility/ Trustworthiness
- Expertise
- Physical attractiveness
- Respect
- Similarity

Each criterion was retrieved from Shimp (2003). It will help to find the suitable celebrities for a brand to use as their representative.

The second factor is attitude toward the brand. These findings will explore the idea that at some point the attitude toward a certain brand can change or not change after consumers see an advertisement that has been endorsed by a celebrity. The third factor is the brand's image. In what way can the brand image change with consumers after a celebrity becomes the brand representative. The last independent variable factor is brand awareness. Does celebrity endorsement help to increase or decrease brand awareness after the brand has been endorsed? If it increases or decreases, is celebrity the one causing the change or is it just consumer perception? The dependent variable is consumer purchase intention or the action that is caused by consumers who intend to buy one particular product. This intention can change at any time as long as the purchase process is not competing. These findings would like to focus on all the aforementioned independent factors above in order to help clarify the purchase intention throughout the purchase process to the point of purchase.

1.5 Objectives

1. To identify factors affecting consumer purchase intention.
2. To identify factors which have the highest influence on consumer purchase intention.
3. To identify factors that affect consumer perception toward a brand
4. To identify factors where celebrities can effectively help a brand to shift consumer perception
5. To identify factors where celebrities can positively or negatively affect a brand's image and brand awareness.

1.6 Benefits of Study

This study will help stakeholders who are in the industry of advertising and related industries that use celebrities in their marketing strategies or who need more clarification about how to use celebrity endorsement correctly and maximize their marketing budget. Also, if a stakeholder decides to use a celebrity, what would be the criteria to choose a suitable celebrity and what would be the benefit after using celebrity endorsement.

1.7 Scope of study

This study focuses on consumer purchase intention after the advertisement, product, services, or brands have been endorse by a celebrity. This study will take place in Thailand, which is the country of origin of this study and author. There have been very few studies related to this topic and the author would like to explore more on how it relates to Thai context. This will help stakeholders to have more understanding about the usage of celebrity endorsement and the product. As result, this study will take place in Thailand, focusing on Bangkok where most business is conducted. The target age group is between 18-45 or above. This will help to expand the data median and not limit research within one certain age group. The method to collect the data will be via questionnaire, which will help the author to collect the data at various times. The amount of data collection is 400 samples and market analysis has been carried out in the Thai market.

CHAPTER II

LITERATURE REVIEW

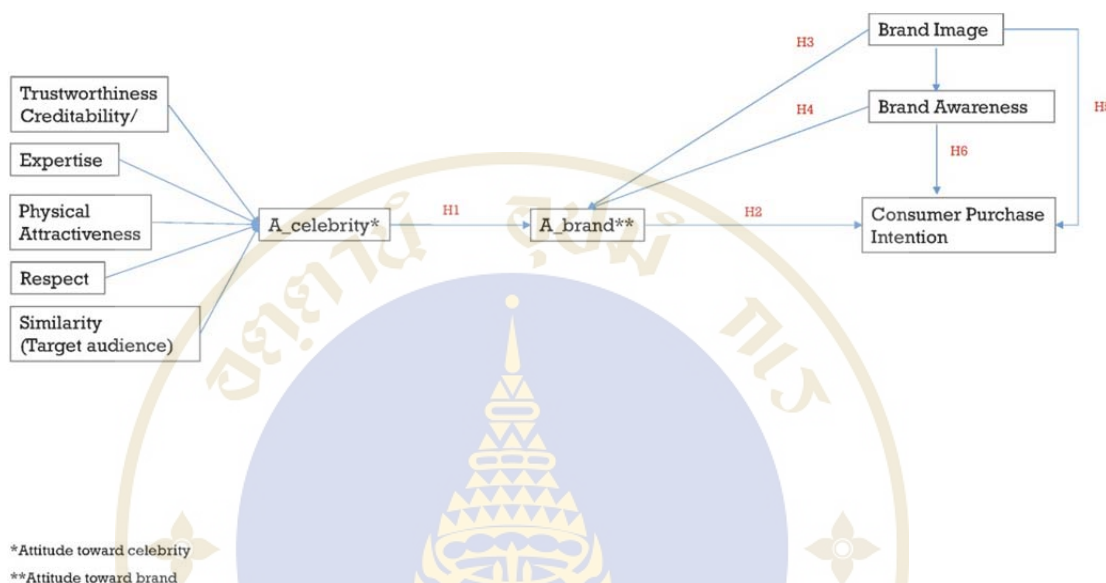


Figure 2.1 TEARS model toward consumer purchase intention

2.1 Attitude Toward Celebrity

Consumers form their attitude toward broad objectives and celebrities are one of those objects as well. This leads to how those consumers form their attitudes and which attribution theory can be applied to try to answer such a behavior. Attribution theory is trying to look at how the average person constructs a behavior based on his/her motive to the surrounding environment and existence of present knowledge (Brian D. Till, 2000). Basically, attribution theory is how people make sense of their world. What is the cause and effect that influences those certain behaviors. It is not only to find a positive cause and outcome, but also to try to predict and protect negative causes and outcomes as well. In addition, in these findings, the author would like to focus on the motive of consumers. What are consumers' motives to act or respond before and after they see celebrity endorsement commercials or advertisements. For instance, motive will help to determine whether an attribution will be made, seek understanding in an

open-minded way, interact with a particular causal message or question, and give clear explanation compared to other ads. Furthermore, motive will only answer some parts of the whole attitude toward celebrities. Applying the TEARS model will also help to clarify the attitude toward celebrity (Svend Hollensen, 2013).

The author would like to apply another model, which can provide the reason to choose a celebrity more precisely. The TEARS model is about the endorser's trustworthiness, expertise, physical attractiveness, respect, and similarity significance (Svend Hollensen, 2013). The reputation of a celebrity is very crucial. Before the brand will sign a certain celebrity, the brand would like to make sure that he or she is trustworthy enough to be their brand representative. Therefore, credibility is the main component to be considered because celebrities will act as an external cue from the consumers' point of view. The trustworthiness of a celebrity is the factor which can convince consumers to trust in the brand. Celebrities will communicate through their own reputation, such as belief, attitude, and behavior to consumers (Lars Bergkvist, 2016).

Therefore, celebrities will trigger a process in consumers called internalization. This process will happen when the receiver accepts the message and adapts their attitude that is then constructed in their memory node. Human memory can be described as "a network consisting of various nodes connected by associative links" (Spry, Pappu, & Cornwell, 2011). Each node is a piece of information which can connect via associated links and, once they are connected, memory activation is triggered when each node is activated. As a result, attitude toward celebrities can be part of this memory structure. Once, a celebrity endorsement has been seen by consumers, the memory will activate the node and the node will result in the attitude toward the celebrity because he or she is the one who has influence over consumers and who is recognized by consumers. Consumers will automatically consider the endorsed brand and vice versa (Lars Bergkvist, 2016).

Choosing a celebrity to fit with a product or brand and representing them is quite important as well. Matching a celebrity and a brand is one of the fundamental things to do, because if the product does not represent or is not recognized by consumers, there is no purpose to create the celebrity endorsement in the first place. From this perspective, the author would like to say that a celebrity's expertise is one of the main sources of credibility (Brian D. Till, 2000). The level of fitness between a product and

the brand can also have neither a positive nor negative effect on the brand as well. This leads the argument that high-credibility sources have greater persuasive effects than communication from a low credibility source. Expertise relates to a source's valid assertion.

Having credible celebrities to represent a brand is also important to the brand's image as well. It is one of two things that are important to the brand to be represented and established in a consumer's mind and attitude. There can be a great difference in effect between using any celebrity to represent the brand and carefully choosing the right celebrity who can blend well with the brand (Brian D. Till, 2000). Using the wrong celebrity to represent the brand produces a negative effect. For example, using an athlete to promote construction materials or even sometimes to promote functional drinks that are not related to sports. This kind of advertisement can create controversy between brand and product. Normally, athletes should promote sports apparel or sports equipment (Bergkvist L. R., 2009). This sense that an athlete really uses this product. For example, Nike paid Tiger Woods to present their golf apparel and in real life he used their products. Thus, using the expertise of the celebrity to represent a suitable brand will help to build the right attitude of the consumers toward the celebrity.

This will help the brand to increase brand image and association. By making the celebrity synonymous with the brand name, when consumers think about this brand they will think about this celebrity. However, sometimes using an unsuitable celebrity with a brand also creates brand recognition - but in a negative way. For example, Jenny and J Jettarin represented m-Presso, a new ready-to-drink coffee. Their celebrity images are totally different from the brand image, but in the end consumers were still able to associate Jenny and J Jettarin with the M-presso coffee brand.

These findings also examined physical attractiveness to see whether it will have greater influence on the receiver or not. Physical attractiveness acts as a visual transmission which is significantly based on the attitude, beliefs, and social awareness for the public. Consumers perceive a celebrity's value throughout any kind of advertisement and reference. Consumers will create an image in their mind as a natural extension of a certain look, attitude, or social position (Kamile Junokaite, 2007). Furthermore, using highly attractive celebrities can at the very least gain consumers' attention to focus on the product or be interested in the product as these superstars are people who consumers are obsessed with. These phenomena will finally turn into a habit. This is the task of

marketing. Additionally, some form of physical attractiveness also creates belief as well. For example, using properly selected female celebrity can trigger and lower the anxiety of receivers who have low self-esteem and eating disorders (Kamile Junokaite, 2007).

Matching the right celebrity with the right product is the best possible scenario. Both celebrity and product will enhance each other which links to the product memory and finally brand recall. Both a suitable celebrity and a suitable product can also create a stronger reputation and desire to purchase, while even enhancing the brand image. For example, Omega always appears in James Bond movies. Omega represents the chosen watch for the world's most attractive spy. Additionally, sex appeal is another important role that physical attractiveness plays. For example, an underwear or bikini company always makes their advertising look sexy and interesting for women to gain attention from men. It provokes the first look and then enhances the recall from this focus which leads to the result, which could be anything (Kamile Junokaite, 2007).

Using sex appeal in an advertisement can even reinforce the physical attractiveness to make it more tempting. However, not only sex appeal can be used as a form of physical attractiveness. Other concepts of beauty, such as cultures, nations, societies and individuals, can also be considered as physical attractiveness too. There are many kinds of celebrities in the market, such as actors and actresses, rich and good-looking famous people, and successful athletes. Respect refers to the quality of being admired or esteemed due to the endorser's accomplishments (Kamile Junokaite, 2007). These kinds of celebrities have earned respect due to their skills, including their acting abilities, athletic skills, appealing personalities, or contributions to society. For example, successful athletes like Messi, Ronaldo, and Beckham are admired because they are very good at playing sports. However, these football superstars are not only good at playing football, but they are admired for their physical appearance as well.

Another example is how Angelina Jolie has dedicated her personal life to help the UNHCR with refugee problems. For example, she has placed her interest behind and fought for people who have been affected by the war in Syria (Kamile Junokaite, 2007). Since, an endorsement relationship always requires two parties who are respected, like a celebrity and a brand, they are always linked together. Thus, it can help to create brand equity by using the positive effect or reputation of certain celebrities to enhance consumer attitude toward the brand. Consumers will perceive the brand as a caring brand

and are always willing to buy their products in order to help society. Using well-respect celebrities to act as a voice is far more effective than using ordinary celebrities who have no role or who are not respected by others. Any celebrity can deliver the meaning of an advertisement, but it not as powerful of a message compared to those celebrities who are well-respected. A well-respected celebrity can gain higher media exposure (Svend Hollensen, 2013).

Similarity or familiarity represents the relationship between a celebrity and the audience and includes characteristics like age, gender, ethnicity, etc. Audiences will naturally have preference of their own, while celebrities also have their own preferences. Similarity, in this case, means one who adjusts or prefers to be like others. Both will eventually have something in common since they are human being. People will choose to stay with others who are similar to them. (Svend Hollensen, 2013) There are a few things that can demonstrate this concept, such as lifestyle, personality traits, or background. In this context, when a celebrity endorses a product that can help consumers solve a problem, those consumers tend to trust the celebrity and the product.

TEARS Model

T = Trustworthiness

The property of being perceived as honest, believable, dependable – as someone who can be trusted but not an expert.

E = Expert

The characteristic of having specific skill, knowledge, or abilities with respect to the endorsed brand.

A = Attractiveness

The trait of being regarded as pleasant to look at in terms of particular group's concept of attractiveness.

R = Respect

The quality of being admired or even esteemed due to one's person qualities and accomplishments.

S = Similarity

The extent to which an endorser matches an audience in term of characteristic to the endorsement relationship (age, gender, ethnicity, etc.).

Figure 2.2 TEARS Model

2.2 Attitude Toward Brand

Kotler and Keller (2016) define brand as a name, form, sign, symbol, or design, or a combination thereof, which is intended to identify product or services from one seller or group of sellers, and to differentiate them from their competitor. The attitude toward brand was defined by Mitchell and Olson in 1981 as an 'individual's internal evaluation of the brand'. Furthermore, according to Assael (2004), consumers tend to evaluate a brand which leads to an attitude toward the brand so as to form an attitude about whether the brand is positive or not (Tanti & Wisandiko, 2017). To simplify this term, attitude toward brand is that kind of perception have toward or how people react or respond to the brand (Singh, 2004). For instance, MacBook users and Windows users are not familiar with the other's operating system and hardware. Most Windows users will claim that the OS operating system is hard to use and too expensive. In addition, Windows offers more software and flexibility, while MacBook users will claim that they require less maintenance and virus protection and that their hardware is higher quality. Moreover, the OS operating system is more stable ((Dachis, 2013). Thus, both users have a different attitude toward Windows and OS operating systems. This attitude can be used to differentiate the perception of the brand.

In addition, there are also two characteristics of attitude which incorporate with a brand. These two characteristics were stated by Giner-Sorolla in 1999 and still maintain the same consistency today. The first characteristic of attitude is that it is centered or directed at the object. In this case, it is the brand. The second characteristic is that attitude is evaluative in nature. As per the previous example, the attitude of the Windows user and Mac OS user can define their attitude toward the positives or negatives of the product. Further, Mitchell and Olson suggest that attitude is an internal state of evaluation (Singh, 2004), while Eagly and Chaiken state that an attitude is an enduring state. Even just a short period of time can drive attitude more than behavior (Sharp, xxxx). Attitude is not a feeling, because feelings are self-referent. They do not provide logical thinking, but it is the information about the external that could indicate and lead an attitude to be different than logical thinking. A feeling is a respondent's statement of praise or criticism of the characteristic of the message itself (Singh, 2004).

In this regard, the feeling of the brand is another point. For example, the feeling of love consists of passion, intimacy, and decision or commitment. These three

components are emotions which can be applied to various objects, especially with a brand. Consumers have feelings that they are keen to use certain brands because the brand is suited for their lifestyle. Feelings of love start to conceptualize when consumers have a stronger link to an interpersonal concept than to a brand or object concept (Noel, Dwight, & Pierre, 2009). Moreover, beliefs and feelings are formed after consumers receive the message that the brand would like to communicate. These beliefs and feelings link to the attitude toward the brand being advertised. Favorable or unfavorable feelings and beliefs are what develop from the communication or brand advertisement. (Kaushal & Rakesh, 2016). The advertising is necessary for the brand to carry out the message and information and gain more familiarity. Also, advertising will help to improve attitude toward a brand as well. It is the establishment or first impression when consumers perceive the existence of the brand. Also, not to mention confidence would be incorrect because advertising can be created through advertisement as well when consumers see a product. Excellent execution and direction can also make a significant impact and help consumers get connected with a product. Thus, attitude toward brand will improve from advertisements as well. Many studies indicate that attitude toward advertisement is the main factor that can affect attitude toward brand. In this case, the author would like to pay less attention to attitude toward advertisement and would like to focus on how celebrity endorsement can help to improve attitude toward brand. Additionally, celebrity endorsement is one form of advertisement as well. (Wahid & Methaq, 2011).

Having good advertising alone will not produce a positive attitude toward the brand, but consistent advertising should be considered as well. This will provide information that consumers need in case every consumer does not see the same advertisement. Sometimes, they see different advertisements that come from the same brand. If the message is not consistent, consumers will develop the wrong perception which can lead to misunderstanding. Plus, advertising also helps the brand to transfer value between itself and consumers. The possibility of creating confidence toward a brand can also be created from advertising consistency. As a result, this will produce a positive attitude for the brand and have a significant impact on the brand image. Consumers will perceive that this brand will help them to improve their skills (Wahid & Methaq, 2011). For example, Korean King always shows how cooking is so easy by using the Korean King skillet. It always demonstrates the smooth (non-stick) and health benefits that go along

with the delicious flavors. Every advertisement for Korean King keeps this consistency to create one perception about their brand: cooking is easy if they use the Korean King skillet. This perception connects to consumers.

Positive words, such as good, like, and useful, can also be linked back to attitude toward brand as well. Consumers need to evaluate the brand which allows them to justify their perception or attitude. In this case, if consumers like or think the brand is useful, they are likely to buy the product or the brand.

However, words also depend on the category of the brand as well (Rossiter & Bergkvist, 2009). For example, if the chosen category is wine, most consumers tend not to think that wine is useful. Another example is the non-traditional fan, or a fan without fan blades, from Dyson. Dyson introduced a fan that produces wind from motor. Thus, if consumers see this advertisement, they tend to develop positive attitude because Dyson is not a traditional fan. This will result in using words such as like or good because it is something totally new. Also, consumers do not need to clean the fan blades as well.

In this study, the author would like to find out how celebrity endorsement can affect attitude toward brand and whether celebrity endorsement will affect brand image, brand acceptance, and consumers purchase intention.

2.3 Brand Image

Brand image reflects the total personality of the brand itself. In other words, it is the impression in the consumers' mindset. Brand image accumulates over time and it appears in various ways, such as advertising campaigns with consistency and consumers' direct experience (BusinessDictionary.com, 2018). Especially in a turbulent, mature, and competitive market, brand image can create trust or credibility, differentiation, and consistency to make the brand outstanding (Anne Rindell, 2014). A well-established brand image can help consumers perceive the characteristics of the brand more easily. Moreover, brand is also associated with memory as well. The good brand tends to hold a concept or identity within a consumer's mind and then, once there is any trigger or signal consumers will become automatically aware of the brand (Keller p. 154, 2008). Furthermore, the brand will accumulate over time and be built into consumers' memories (Solms and Turnbull, pg 154, 2002). Also, the brand can be reflected as the overall

evaluation or attitude towards the brand, which can be a view of the rational thinking process of the consumers (Anjali Tumkur Jaiprakash, 2008). In addition, the brand also acts as a mediator to communicate the function and beliefs of what the brand can do for consumers.

Basically, brand image is how consumers address the meaning of or what a certain product or service represents (Johanudin Lahap, 2016). For example, when talking about Nike, most consumers spontaneously know that Nike is sports apparel. Another example is Bobbi Brown. Most women know and recognize this as a cosmetics brand. Moreover, brand image is crucial, because consumers will decide whether or not that brand is the one for them. It will be the identifier which will identify a consumer's personality and lifestyle. This can motivate consumer buying behavior and consumer purchase intention as well (Xuemei Bian, 2011).

Also, either positive or negative brand images are connected with a customer's memories via marketing campaigns. These need to establish a unique and strong brand association as well (Yi Zhang, 2015). Brand association is the information that consumers have in mind about the brand. It can be either a positive or negative image that consumers can construct in their memory. Brand association also acts as a collecting tool for consumers to collect information about the brand and then execute or express it in their own terminology. This causes brand differentiation and brand extension (Jumiati Sasmita, 2014). In addition, the higher the level of involvement of the product, the higher the recognition of the brand association. This can result in more recognition of the brand image (Jumiati Sasmita, 2014). Thus, consumers will recall those brand names more easily and use those brand images to reflect their preference, personality or even sense of style. Also, higher brand association tends to lead to brand loyalty as well.

In a competitive market, there are tons of brands waiting to be chosen by customers. However, to create brand saliency, the ability of distinction, intensity, and trust can occur with the choice of a good name that can describe the business or the brand to easily attach to a consumers' mind (Achmad Yanu Alif Fianto, 2014).

Additionally, to make a brand's image stand out in a competitive market, communication is essential. It will help the brand to establish and penetrate consumers' minds. It will insulate the brand from competition and improve market performance. In this case, the author would like to focus on the attitude toward a brand that comes

from celebrity endorsement, including how the celebrity can build or represent the brand image and attitude toward the product that particular celebrity is representing. To emphasize brand image in a celebrity context, every brand requires some kind of identity to identify what the brand stands for. This can happen in many contexts and ways. Brands can use a logo or marketing strategy to communicate the benefits and the meaning of the brand.

One of many ways for the brand gain a lot of exposure is using celebrities to endorse the brand. A celebrity is someone that every consumer has at least heard of or who is very well known. However, using celebrities alone is not enough for a brand to achieve outstanding exposure. A celebrity needs to fit or match with a brand image, so that he or she can produce a positive effect on brand image and brand association. If a celebrity can help to endorse the brand to consistently align with a consumer's self-concept, consumers tend to attach to those brands no matter the context (Yi Zhang, 2014). If consumers seem to have an attachment to the brand, then celebrities are used to represent the lifestyle which then allows consumers to make choices that fit and match with their preferences or not (Graeff, T.R., 1997).

To identify either a positive or negative brand image, the author would like to look at brand identity and brand personality. First, is seeing brand identity as an explicit characteristic. To simplify, it is the way that people generate their satisfaction with their rationale and cognitive thinking (Sampson, 1993). Brand identity is what the brand creates so that consumers have an identical idea and think that they belong to this brand and look for a similar group of consumers to be in their circle (Kapferer, 2012). It also causes resistance to change as well. On the other hand, a brand has personality which people build from their own ideas to form what the brand should look like. It is like developing the brand within the person. It is called a brand persona (Cohn, 2015).

How will people describe these brands in person? What will the brand persona look like? A tailored suit or comfortable hoodie and jeans? Emotive and irrational thinking processes for developing brand persona tend to come from a consumer's personal experience. (Sampson, 1993). Most consumers will think differently which may make create the wrong brand personality. The easiest way to create an instant personality for the brand is to give the brand a spokesperson or figurehead (Kapferer, 2012). In this context it would be a celebrity who represents the brand. Thus, brand personality also corresponds with the tone and style of advertising. It is where all messages that are

communicated via an advertisement carry out the brand personality as well. As a result, brand identity and brand personality will eventually reflect the brand image for consumers to perceive as they see fit.

2.4 Brand Awareness

Brand awareness is the subset toward the creation of brand equity and is defined by Aaker (1991) as the ability of consumers to recognize the brand or remember the name of the brand (Maja, Saura, & Mikulić, 2016). Some also define brand awareness as the degree of a particular brand recognition of certain consumers (Sharifi, 2014). Brand value is also referred to as brand equity, and brand equity comes from the judgment of a customer's perspective. It is not what a product can provide. In addition, brand awareness is somehow related to the strength of the brand in consumers' minds, which reflects the ability to immediately identify the brand with various conditions. It is how fast consumers can think of certain attributes of familiar products. The high awareness of the brand is likely to affect the consideration set which plays an important role in purchase intention (Chen, Kuang-Hui, Hsin, & Anastasia Papazafeiropoulou, 2015).

Consumers tend to use their familiarity with a brand to make purchase decisions rather than unfamiliarity with an unknown brand. This can refer to the quality of the brand and what consumers perceive. Extrinsic cues are given to represent an aggregate of information about the product or brand. Meanwhile, consumers will look for additional information from those particular brand and whether the brand is well-known or unknown. The source can be from a professional or through user experience. In the context of celebrity endorsement, celebrities will be the mediator to communicate between the brand and consumers. Celebrities will be the ones who generate brand awareness and brand exposure. As a result, using a celebrity will help to improve brand awareness and to be the brand icon as well. For example, when Nestle used George Clooney as a brand ambassador and the face of Nespresso coffee, it was very powerful. (Siegle, 2013). This is an example that shows how celebrities can be used to generate brand awareness.

There are different ways that brand awareness can be measured. Firstly, is brand recognition. This is when consumers are first exposed to the brand. Second is brand, when consumers can recall the brand spontaneously after seeing it – in other words,

top of mind. This is when a brand dominates and influences consumers to recall only that brand (Sharifi, 2014). According to Yodin (2002), the pre-planned recognition and awareness that particular brands can achieve is what shapes brand awareness.

There are three types of high-level brand awareness benefits, according to Keller in 2003 (Maja, Saura, & Mikulić, 2016). The first benefit of a high level of brand awareness is the learning advantage. This comes when the brand has a high involvement with a consumer's mindset and that they are eager to know more about the brand. In other words, they are willing to try the brand to see if it will solve their problems. The second benefit is the high visibility of the brand which can penetrate or go deep into the consideration set of a consumer's mind. The final benefit is a high level of brand awareness, which can affect the purchase decision more than a low level of brand awareness, which could be caused by the lack of purchase motivation.

In addition, there are two components which are used to measure brand awareness. The first component is the cue, which is related to the product category name. For example, which sportswear brands can you name? The second component is the item for retrieval which is the brand name itself. The level of brand awareness can be determined by the node of brand and product category. However, there is also some complexity that arises when measuring the level of item retrieval. The three most common brand awareness measurements are top of mind, unaided, and aided awareness. Moreover, Aaker also defined the level of brand awareness into three measurements (Romaniuk, Wight, & Margaret Faulkner, 2017). Top of mind is the highest level of brand awareness in which the brand pops up in someone's mind immediately without using any logic, but rather the subconscious. It is when consumers have been asked to name a brand in a certain category. Secondly, unaided brand recall is a reflection of awareness of the product category. Thirdly, brand recognition is the link and familiarity between past exposure with a brand that can help with aided brand recall. This study will use the definitions stated by Aaker (1991) to assert that a buyer's ability to recognize or recall a specific brand in a product category is through brand awareness.

Simply creating brand awareness is not adequate, because brand awareness itself can wear off over time. Also, there are other brands doing the same things as well. It is important to be able to measure brand awareness. Therefore, the brand will know when to remind consumers again. Measuring brand awareness is crucial for the future

development of areas like brand image, which is one of the subsets of brand equity or brand association. If a brand does not create generic brand awareness, the brand will not be in the consideration set of consumers. In other words, consumers will tend to forget the brand.

Brand awareness is important for new brands to establish the memory structure of consumers. On the other hand, brand awareness is not the only thing that is important. Brand knowledge and brand opinion can be relevant for a well-established brand memory structure as well. Brand awareness can facilitate also itself on its own without support from any other factors, such as brand association, brand recall, or brand recognition. Studies indicate that people without prior planning will search for well-known brands over high quality and do not focus on the price. Consumers with less or no experience tend to be less motivated and seek brands in a certain category. Moreover, brand awareness and familiarity can provide positive results for consumer acquisition and retention. These two consumers are the most important for a brand to grow (Romaniuk, Wight, & Margaret Faulkner, 2017). For brand growth, the brand needs to increase its customer base and must retain those customers. In order to retain recent customers, the brand needs to acquire new consumers as well. One way to do this is to create new brand awareness in a new market or an existing market where the brand already exists, but whose consumers use another brand.

Studies indicate that if a brand provides similarity to consumers, it tends to increase confidence which can lead to a high level of brand awareness. Moreover, consumers tend to trust the brand more (Chuan Lu, Chang, & Chang, 2014). Well-known brands will provide more trust and reliability than an unknown brand when it comes to choosing a certain product. A brand that has a high level of brand awareness seems to gain more trust from consumers, because consumers seem to believe that well-known brands are not tricking them or using special marketing tactics (Chuan Lu, Chang, & Chang, 2014). In the context where celebrities represent the brand, the brand also depends on their credibility and suitability for the product to emphasize to consumers that the brand can be trusted. This study will find out more about if a celebrity can provide a positive attitude toward the product.

2.5 Purchase Intention

Purchase intention is where consumers tend to buy the product based on a certain condition. It is the process of decision making for the consumer (Mirabi, Akbariyeh, & Tahmasebifard, 2015). The complexity of purchase intention is usually related to the behaviors, perceptions, and attitudes of consumers. The key point to predict the buying process is using purchase intention. However, purchase intention may change under any condition such as price, quality, and value. In addition, those motivations are not the only thing that can affect purchase intention. It is also affected by internal and external motivations throughout the purchasing process (Mirabi, Akbariyeh, & Tahmasebifard, 2015). Kotler and Armstrong proposed that there are six different stages before consumers decide to buy a product: awareness, knowledge, interest, preference, persuasion, and purchase (Kotler & Armstrong, 2016). According to Swinyard's measuring scale, purchase intention can be divided into: 1) Purchase propensity, "I would like to spend more time to get the relevant product information.;" 2) Product trial tendency, "I would like to try the product, and if I'm not satisfied with it then I can get a refund;" 3) Purchase intention, "I like the product," "I believe the product is worth purchasing;" and 4) Purchase behavior: "I would like to purchase the product." (Swinyard, 1993).

Purchase intention is not only associated with brand image and brand equity, but also brand personality as well. These factors are important for the brand's success in terms of choice and preference (Mirabi, Akbariyeh, & Tahmasebifard, 2015) (María de la Paz Toldos-Romero, 2015). Furthermore, the positive relationship between consumers and the brand will also result in the generation of a higher level of purchase intention (María de la Paz Toldos-Romero, 2015). While there are positives for purchase intention, there are negatives as well. In some cases, purchase intention will decrease due to the preference of the consumer. For example, a young generation does not want their life style or personality to look older than their age, so they try to find clothes that match their preferences. If those clothes do not match with their preferences, their purchase intention tends to decrease. Product involvement is another factor that can affect purchase intention too. If there is low product involvement, purchase intention tends to decrease due to the emotions of the consumers (María de la Paz Toldos-Romero, 2015). In addition, high product involvement will be higher if those products are important to have. This leads consumers to search for additional information and discover more about the product

and alternatives too. A trustworthy source of information will create a stronger bond between consumers and the product. This will even ease the willingness of consumers to purchase products. Previous experience, recommendations from friends, and word of mouth all facilitate the recognition of the product, which increases the probability of purchasing it (Lee, Cheng, & Shih, 2017).

Satisfaction can enhance purchase intention too. According to research done by Chunme and Weijun, “Satisfaction reflects users’ positive emotion and cognition toward social commerce sites. The satisfied users may perceive that using the social commerce sites is a wise decision and is satisfactory with the sites, thus they will be more likely to purchase through the sites and recommend them to others. Otherwise, when the users are not satisfied with the social commerce sites, they may not use them.” This indicates that there many factors that can affect purchase intention to shift from either positive or negative depending on not only one single factor, but both external and internal factors. An external factor is a factor which cannot be manipulated, such as certain situation or distraction, while an internal factor is a pattern of purchasing behavior caused by part emotion and part rationality to be expressed in the final action. This will lead to the purchasing stage (Gan & Wang, 2017).

Creating consumer experiences with the brand or product is also very important. First of all, consumers need to experience a product so the product or brand will land in the consumer’s consideration set. This action will increase the chance of purchase intention. The reason is that consumers will evaluate a product or brand based on their previous experience. As a result, purchase intention occurs before the buying stage. If the brand or product can capture this moment, it will help to increase sales, brand perception, and even brand loyalty (Foroudi, Jin, Gupta, Foroudi, & Kitchen, 2018). In these findings, celebrity endorsement will come in at this moment and try to capture as much as it can to help the brand to increase their visibility, brand perception, etc.

CHAPTER III

RESEARCH METHODOLOGY

This chapter discusses the research methodology. The research methodology is divided into five sections. The first two sections discuss the research method and sampling process, followed by the organization and research design. Lastly, data collection tools will be the last section in this chapter.

3.1 The Research Methods Used

Research design is important part in conducting a research study. A good research design ensures that the results of this study will be relevant to the research objective. Generally, research design can be classified into two types: exploratory research and conclusive research. Exploratory research aims to gain more understanding of the problem. In other words, the objective of exploratory research is to discover or to break broad or vague problem into smaller more precise sub problems. Then, the researcher will look at ideas or insight about the problem, but not find a definitive answer. The second type of research is conclusive research, which consists of two subtypes – a descriptive research and casual research. Descriptive research aims to describe the current state of the problem and seeks to answer the unanswered question. On the other hand, causal research attempts to understand the cause or the driver between the relationship of certain variables once those variables have been discovered.

Conclusive research was selected for this study as it happens when the research findings have already been defined. This study will try to explain the relationship between each variable which can be defined with the end result of consumer purchase intention. This research is implemented through the research question. The research question was developed based on various literature reviews, but it is in a different context. The author has made some adjustments to suit the field of study which is Bangkok, Thailand. The research question seeks to investigate celebrity endorsement and consumer purchase

intention. The data will be collected by using an online questionnaire and distributed via two main channels, LINE and Facebook.

3.2 Respondents and Sampling Procedures

The accuracy of the data is very essential for all research studies. One of the most important factors that have an effect on research results is the determination of the target population and the selected sample. A suitable population and sample can represent the accurate results of this study. Many criteria were applied in this research to determine the appropriate sample size.

3.3 Target Population

The target population of this study consists of Thai people living in Bangkok aged 18 to 60 years and above. Their behavior seems to be exposed to more media, such as television, internet, billboards, and social media. Accordingly, this population was assumed to be more aware of celebrity endorsement in advertising and any other media. Qualitative research was chosen and the Likert scale was chosen to be included in the questionnaire design.

3.4 Statistical Analysis

The hypothesis was ultimately tested with the linear regression model using SPSS. Based on Burmeister & Aitken (2012), the minimum sample size of the linear regression model is 100 samples. Consequently, 400 consumer samples were deemed sufficient for the current study. After the data collection was complete, the author used SPSS to analyze the basic descriptive statistics, independent samples t-test, one-way ANOVA, and linear regression analysis.

3.5 Research Instrument/ Questionnaire

The research instrument used to collect the data for this study was distributed via online channels, such as LINE and Facebook applications. The questionnaire was meant for individuals to fill in the answers and not meant to be bias based on the product when filling in questionnaire. The design of the questionnaire was developed along with the literature review. The author looked thoroughly at all relevant topics which the author then applied those as the way of measurement for similar variables as those studied.

However, other studies were not in the Thai context, so the rules and questions needed to be adjusted and made to be more suitable. Thus, a new questionnaire was developed based on these relevant surveys. For instance, the author selected the TEARS model for this study, which was introduced by Shimp (2003), and adapted questionnaires based on this model from Banytė, Stonkienė, & Piligrimienė (2011). In addition, attitude toward celebrity and attitude toward brand is adapted from A New Model of How Celebrity Endorsements Work: Attitude Toward the Endorsement as a Mediator of Celebrity (Bergkvist, Hjalmarson, & Magi 2016). Moreover another source was used regarding attitude toward celebrity and attitude toward brand, Influence of Attitude towards Advertisement on Purchase Intention: Exploring the Mediating Role of Attitude towards Brand Using SEM Approach (Kaushal & Kumar, 2016). Furthermore, brand image was adapted from Achmad Yanu Alif Fianto (2014). Brand awareness was another variable in this study and the question surrounding this topic was developed from Kim & Kim (2016). Lastly, consumer purchase intention was developed based on the question from Foroudi, Jin, Gupta, Foroudi, & Philip (2018). Every question was not fit for the purpose of this study, which is to investigate consumer purchase intention in Thailand and see which factors affect consumer purchase intention while using celebrity endorsement. Therefore, the author adapted the questions while still keeping the context of the questions as they were in the literature review to help to develop the questionnaire for this study.

The questionnaire for this research consisted of two major sections, as follows:

Section I is factor analysis. In this section, respondents were asked about each factor that might affect consumer purchase intention. It consists of five factors that can affect attitude toward celebrity, then attitude toward brand, brand image, and brand awareness. These factors are independent variables and the dependent variable will be consumers' purchase intention. The seven-point Likert scale, with rankings from 1 =

“strongly disagree” to 7 = “strongly agree”, was applied to this section as well. The reasoning for this was to avoid neutral answers which can cause the results to be interpreted incorrectly.

Section II involves the demographic questions. In this section, respondents were asked about their age range, income level, education level, and gender. This section helps the author to identify more accurate results after analysis and will be discussed more in depth later.

3.6 Pretest

Pre-testing for this research was conducted by collecting data to test the reliability of the questionnaire. Also, to see that the questionnaire was suitable for the chosen target group, which consists of Thai males and females aged 18 and above who live in Bangkok.

The researcher used 40 respondents from the considered target population for the pretest. For the pretest, the researcher delivered the questionnaire directly to the respondents. When the questionnaire was delivered, the researcher asked the respondents to comment on various aspects, such as wording, the length of the questionnaire, the question format, and the order of the factors, as well as the sequence. All respondents were asked whether there were problems or not, so that the communication was not biased. However, after all the questions and answers were reviewed, there were some points of concern. Therefore, the researcher made some adjustments to the abovementioned categories.

Overall, the researcher revised the questionnaire and asked for a second opinion before launching the final questionnaire.

3.7 Collection of Data/ Gathering Procedures

This section describes how the researcher collected the data. There were two main sources of data that the author chose. First, primary data was collected through the online questionnaire. In the questionnaire, the researcher provided both English and Thai versions for better understanding for the respondents. The researcher distributed

the questionnaire online and aimed to collect all data within a one-month period. The expected number of the data set is approximately 400 respondents. After all the data was received from the respondents, the questionnaire was verified and recorded onto SPSS software for analysis. All of the answers from the respondents were tested for reliability first before moving forward with further analysis.

3.8 Statistical Treatment of Data

After the data collection method is interpreted, it is essential to know how to treat the data properly. This section will explain appropriate the statistical techniques which were applied for the analysis of this study

Normally, there are various statistical methods for a researcher to choose from. However, one major concern is how to treat the data properly with valid and trustable results. One statistical method or technique that can be applied to this study is the Analysis of Variance (ANOVA). In addition, independent sample T-test and regression are other two statistical techniques that can be used. However, before taking any further steps into analysis, a reliability test must be conducted first. This technique ensures that each variable is valid and legitimate. The tool which helped to support the analysis in this study is the Statistic Package for Social Science Version 23.0 (SPSS for Mac).

3.9 Reliability Statistic (Cronbach's Alpha)

Cronbach's Alpha will be used for testing the reliability of each factor. The results will be the average of all possible split-half coefficients from the different ways of splitting the scale items. The range of Cronbach's Alpha will vary from 0 to 1, and if the value of the coefficient is less than or equal to 0.6, it generally indicates unsatisfactory internal consistency reliability. Also, the value of Cronbach's alpha seems to increase with the increased number of scale items (Malhotra & Birks, 2005).

3.10 Analysis of Variance (ANOVA)

Analysis of Variance (ANOVA) is used as a test for the mean of a population of two or more. ANOVA consists of two components which are the dependent variable and independent variable. Dependent variables are a metric, while independent variables are non-metric. In addition, independent variables are the factors which have an effect on the dependent variable. ANOVA involves one dependent variable and several independent variables. ANOVA is used for testing one dependent variable at a single time. If there is more than one dependent variable in testing, ANOVA cannot produce the results (Malhotra & Birks, 2005).

3.11 Independent sample T-test

The independent sample T-test is commonly used for parametric tests which are making a statement about the mean of parent populations. It is often making a statement about a single variable against a known or given standard (Malhotra & Birks, 2005).

3.12 Regression

Regression analysis is the test to indicate the relationship between one dependent with one or more independent variables. It is used to indicate whether the relationship exists or not and how much variation in the dependent variable can be explained by independent variables. In other words, regression analysis is used for seeing the strength of a relationship and the form of the relationship. In addition, it is used to predict the value of the dependent variable. Lastly, it is used to control other independent variables when those variables are being evaluated and contributing to specific variables or a set of variables (Malhotra & Birks, 2005). However, even though regression can explain about relationships among others, it does not necessarily imply causation. It only describes about the nature and degree of association between variables (Malhotra & Birks, 2005).

Table 3.1 Reliability

Variable	Cronbach's Alpha
CREDIT	0.920
EXP	0.927
PA	0.913
RES	0.898
SIM	0.936
ACELEB	0.838
ABRAND	0.916
BI	0.980
BA	0.922
CPI	0.870

Note: CREDIT – creditability, EXP – expertise, PA – physical attractiveness, RES – respect, SIM – similarity, ACELEB – attitude toward celebrity, ABRAND – attitude toward brand, BI – brand image, BA – brand awareness, CPI – consumers purchase intention

The reliability test was conducted for all the variable in this study while using SPSS software to generate the result. The reliability refers to the accuracy, consistency, and reliable of the questionnaire. The Cronbach's Alpha (α) reach between 0.838 to 0.980. In the end, most of item appeared to worthy of retention.

CHAPTER IV

RESEARCH FINDINGS

The purpose of this chapter is to present the results and analysis of the data collected in this study and the summary. The first part of this chapter will be the presentation, analysis and interpretation of data, and the second part will be the discussion of the research findings. This chapter will be the basic information, while the conclusion, implications, and discussion of future research will be in the next chapter.

The statistical techniques used in this analysis and interpretation of data are descriptive analysis and hypothesis testing, as these will discuss the results of this study with other empirical study. This will provide more optimum results and reliable statements of the problem and research objectives.

4.1 Profile Sample

The profile of the sample is to describe the demographics of the respondents, to predict the consumers' behavior, and to recommend the appropriate strategies which can be applied from this study. The data in this section will be present in the form of frequency distribution and percentage distribution.

The characteristics of the respondents are summarized in terms of

- Gender
- Age range
- Employment status
- Education level
- Monthly income

Table 4.1 shows the genders of 400 respondents, of which, 108 are male and 292 are female or 27% and 73% of the respondents, respectively. The result of gender in this study shows that there are more female respondents than male respondents. Because

the proportion is quite different, it can be implied that female respondents are more responsive to celebrity endorsement.

Table 4.1 Descriptive Analysis – Frequencies (Gender)

What is your gender?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	108	27.0	27.0	27.0
	Female	292	73.0	73.0	100.0
	Total	400	100.0	100.0	

Table 4.2 shows that the largest group of respondents is those who are 45 years or older, followed by those who are 25- 34 years old. These two group represent 176 and 116 persons, respectively. These two groups contain more than 73% of the total respondents.

Table 4.2 Descriptive Analysis – Frequencies (Age Range)

What is your age range?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-24 years old	32	8.0	8.0	8.0
	25-34 years old	116	29.0	29.0	37.0
	35-44 years old	76	19.0	19.0	56.0
	45 years or older	176	44.0	44.0	100.0
	Total	400	100.0	100.0	

Table 4.3 shows that more respondents are employed or self-employed, with the rest of the respondents being students, retired, unemployed, and other. The employed and self-employed represent 74% of respondents, while the rest of respondents represent 26%. The smallest group is those who are unemployed with 3% of total respondents.

Table 4.3 Descriptive Analysis – Frequencies (Employment Status)

What is your employment status?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Employed	183	45.8	45.8	45.8
	Self-Employed	113	28.3	28.3	74.0
	Student	27	6.8	6.8	80.8
	Retired	42	10.5	10.5	91.3
	Unemployed	12	3.0	3.0	94.3
	other	23	5.8	5.8	100.0
	Total	400	100.0	100.0	

Table 4.4 indicates that the majority of respondents have either a Bachelor's or Master's degree which represent 45% and 46%, respectively. In comparison, those who hold lower than a Bachelor's degree is the smallest group at only 9%.

Table 4.4 Descriptive Analysis – Frequencies (Education Level)

What is your education level?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Lower Bachelor's	36	9.0	9.0	9.0
	Bachelor's	180	45.0	45.0	54.0
	Master's or higher	184	46.0	46.0	100.0
	Total	400	100.0	100.0	

Table 4.5 indicates that 28% of respondents have a monthly income greater than 60,000 THB followed by 15,001-30,000 THB and 30,001-45,000 THB, which are 24.8% and 21.8%, respectively. The table also shows that those who have a monthly income of more than 60,000 is the largest group, and second largest group is those who have a monthly income of 15,001 – 30,000 THB. Additionally, the third largest group is those who have a monthly income of 30,001- 45,000 THB.

From table 4.4, the range of monthly income between 15,001-45,000 seems to relate to an education level of a Bachelor's degree, while those who have a monthly income greater than 45,001 THB seem to hold a Master's degree or higher. Moreover, those who hold lower than a Bachelor's degree seems to have monthly incomes less than 15,000 THB as well. In conclusion, education level seems to be related to the monthly income.

Table 4.5 Descriptive Analysis – Frequencies (Monthly Income)

What is your monthly income?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 15,000	36	9.0	9.0	9.0
	15,001-30,000	99	24.8	24.8	33.8
	30,001-45,000	87	21.8	21.8	55.5
	45,001-60,000	66	16.5	16.5	72.0
	More than 60,000	112	28.0	28.0	100.0
	Total	400	100.0	100.0	

4.2 Independence Sample t-Test

The independent t-Test was conducted to determine if a difference existed between the mean celebrity endorsement and the consumer purchase intention of males and females.

There are only two variables which show the difference in this study. The first variable is that a celebrity's self-image is important and the second variable is a high purchase intention of this brand caused by the celebrity (Malhotra & Birks, 2005).

Table 4.6 Independent sample t-Test

Group Statistics										
What is your gender?		N	Mean	Std. Deviation	Std. Error Mean					
High purchase interest of this brand caused by a celebrity		Male	108	4.94	1.584	.152				
		Female	292	4.47	2.040	.119				
Independent Samples Test										
		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
								Lower	Upper	
High purchase interest in this brand caused by a celebrity	Equal variances assumed	18.834	.000	2.146	398	.032	.466	.217	.039	.893
	Equal variances not assumed			2.407	244.622	.017	.466	.194	.085	.847

Since $p < 0.005$ is less than the chosen significance level $\alpha = 0.05$, it can reject the null hypothesis and summarize that the mean high purchase interest of this brand caused by celebrity for males and females is significantly different. Based on the results, it can be stated that there was significant difference in the mean of a celebrity's self-image between males and females ($t_{244.662} = 2.407$, $p = 0.017$). The average for a male's mean was 0.47 higher than the average for a female's mean.

In summary, the rest of the data reported as not significant. In this case, it can be concluded that the difference between males and females when brands use celebrity endorsement with their product or service is not significantly different. It can be assumed that celebrity endorsement cannot differentiate products or services when it comes to choosing between genders.

4.3 ANOVA

The One – Way ANOVA (analysis of variance) was conducted to compare the mean of two or more independent group. It use to point out the association between group neither significantly different nor insignificantly different with the support of statistical evidence (Malhotra & Birks, 2005). In this study, ANOVA was conducted to compare the mean of credibility, expertise, physical attractiveness, respect, similarity, attitude toward celebrity, attitude toward brand, brand image, brand awareness, and consumers purchase intention to age, employment status, educational level, and monthly income.

Table 4.7 ANOVA: celebrity is trustworthy with Age group

ANOVA							
		Sum of Squares	df	Mean Square	F	Sig.	
Celebrity is trustworthy	Between Groups	27.800	3	9.267	3.181	.024	
	Within Groups	1153.710	396	2.913			
	Total	1181.510	399				
Dependent Variable		Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval		
					Lower Bound	Upper Bound	
Celebrity is trustworthy	25-34 years old	18-24 years old	-.232	.341	1.000	-1.14	.67
		35-44 years old	-.743*	.252	.020	-1.41	-.08
		45 years or older	-.439	.204	.193	-.98	.10

A one-way between subject ANOVA was conducted to compare the effect of a celebrity's credibility and age group. There was a significant effect on celebrity credibility on age group where the $p < 0.05$ level three condition [$F(3,396) = 3.181$, $p = 0.024$]. Post hoc comparison using the Bonferroni test indicated the mean score for a celebrity's credibility and age group between 25 – 34 years old and 35-44 years old. The mean difference is ± 0.743 and $p = 0.020$. To conclude, the result is a significant difference. On the other hand, the rest of a celebrity's credibility factors are not significantly different with the age group.

Table 4.8 ANOVA expertise with Age group> delete

ANOVA								
				Sum of Squares	df	Mean Square	F	Sig.
Celebrity is skillful		Between Groups		21.667	3	7.222	2.952	.033
		Within Groups		968.770	396	2.446		
		Total		990.438	399			
Dependent Variable			Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval		
						Lower Bound	Upper Bound	
Celebrity is trustworthy	18-24 years old	25-34 years old	-.763	.312	.090	-1.59	.07	
		35-44 years old	-.875*	.330	.050	-1.75	.00	
		45 years or older	-.511	.301	.538	-1.31	.29	

A one-way between subject ANOVA was conducted to compare the effect of a celebrity's expertise and age group. There was a significant effect of celebrity credibility on age group where the $p < 0.05$ level three condition [$F(3,396) = 2.952, p = 0.033$]. Post hoc comparison using the Bonferroni test indicated that mean score for a celebrity's expertise and age group between 18 – 24 years old and 35 – 44 years old. The mean difference is ± 0.875 and $p = 0.050$. As a result, the skill of a celebrity is the only factor which showed a significant difference. However, the rest of a celebrity's expertise factors are not significantly different.

Table 4.9 ANOVA respect with Age group

ANOVA								
				Sum of Squares	df	Mean Square	F	Sig.
Accomplishment of celebrity is essential		Between Groups		13.517	3	4.506	2.718	.044
		Within Groups		656.473	396	1.658		
		Total		669.990	399			
Dependent Variable			Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval		
						Lower Bound	Upper Bound	
Accomplishment of celebrity is essential	18-24 years old	25-34 years old	-.502	.257	.309	-1.18	.18	
		35-44 years old	-.641	.271	.111	-1.36	.08	
		45 years or older	-.682*	.247	.037	-1.34	-.03	

one-way between subject ANOVA was conducted to compare the effect of a celebrity's respect and age group. There was a significant effect on celebrity's respect on age group where the $p < 0.05$ level three condition [$F(3,396) = 2.718, p = 0.044$]. Post hoc comparison using the Bonferroni test indicated the mean score for a celebrity's

respect and age group between 18 – 24 years old and 45 years or older. The mean difference is ± 0.682 and $p = 0.037$. As a result, the accomplishment of a celebrity is the only factor which indicated a significant difference. On the other hand, the rest of a celebrity's expertise factors are not significantly different.

Table 4.10 ANOVA Similarity with Age group

ANOVA							
			Sum of Squares	df	Mean Square	F	Sig.
Celebrity and I have similar lifestyle		Between Groups	50.682	3	16.894	4.936	.002
		Within Groups	1355.295	396	3.422		
		Total	1405.978	399			
Dependent Variable			Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Celebrity and I have similar lifestyle	25-34 years old	18-24 years old	.762	.369	.239	-.22	1.74
		35-44 years old	.675	.273	.083	-.05	1.40
		45 years or older	.822*	.221	.001	.23	1.41

ANOVA							
			Sum of Squares	df	Mean Square	F	Sig.
My characteristics are influenced by celebrity		Between Groups	31.676	3	10.559	2.823	.039
		Within Groups	1480.964	396	3.740		
		Total	1512.640	399			
Dependent Variable			Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
My characteristics are influenced by celebrity	25-34 years old	18-24 years old	.417	.386	1.000	-.61	1.44
		35-44 years old	.475	.285	.583	-.28	1.23
		45 years or older	.670*	.231	.024	.06	1.28

ANOVA							
			Sum of Squares	df	Mean Square	F	Sig.
I have similar preference with celebrity		Between Groups	58.620	3	19.540	5.127	.002
		Within Groups	1509.378	396	3.812		
		Total	1567.998	399			
Dependent Variable			Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
I have similar preference with celebrity	25-34 years old	18-24 years old	.787	.390	.266	-.25	1.82
		35-44 years old	.790*	.288	.038	.03	1.55
		45 years or older	.872*	.233	.001	.25	1.49

ANOVA							
			Sum of Squares	df	Mean Square	F	Sig.
I perceive the same value of celebrity		Between Groups	33.235	3	11.078	3.333	.020
		Within Groups	1316.202	396	3.324		
		Total	1349.438	399			
Dependent Variable			Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
I perceive the same value of celebrity	25-34 years old	18-24 years old	.654	.364	.439	-.31	1.62
		35-44 years old	.692	.269	.063	-.02	1.41
		45 years or older	.600*	.218	.037	.02	1.18

A one-way between subject ANOVA was conducted to compare the effect of a celebrity's similarity and age group. There was a significant effect on celebrity's similarity on age group where the $p < 0.05$ level three condition [$F(3,396) = 4.936, p = 0.002$]. Post hoc comparison using the Bonferroni test indicated the mean score for a celebrity's similarity and age group between 25 – 34 years old and 45 years or older. The mean difference is ± 0.822 and $p = 0.001$. As a result, similar lifestyle is significantly different.

A one-way between subject ANOVA was conducted to compare the effect of a celebrity's similarity and age group. There was a significant effect on celebrity's similarity on age group where the $p < 0.05$ level three condition [$F(3,396) = 2.823, p = 0.039$]. Post hoc comparison using the Bonferroni test indicated the mean score for a celebrity's similarity and age group between 25 – 34 years old and 45 years or older. The mean difference is ± 0.670 and $p = 0.024$. Hence, the characteristics of consumers that are influenced by celebrity is significantly different.

A one-way between subject ANOVA was conducted to compare the effect of a celebrity's similarity and age group. There was a significant effect on celebrity's similarity on age group where the $p < 0.05$ level three condition [$F(3,396) = 5.127, p = 0.002$]. Post hoc comparison using the Bonferroni test indicated the mean score for a celebrity's similarity and age group between 25 – 34 years old, 35 – 44 years old, and 45 years or older. The mean differences are ± 0.790 and $p = 0.038$, and ± 0.872 and $p = 0.001$ as follows. We can see that consumer preference is significantly different.

A one-way between subject ANOVA was conducted to compare the effect of a celebrity's similarity and age group. There was a significant effect on celebrity's similarity on age group where the $p < 0.05$ level three condition [$F(3,396) = 3.333, p = 0.020$]. Post hoc comparison using the Bonferroni test indicated the mean score for a celebrity's similarity and age group between 25 – 34 years old and 45 years or older. The mean difference is ± 0.600 and $p = 0.037$. Therefore, due to the information above, it shows that value of celebrity is significantly different.

Due to the information above, it can be concluded that consumers aged 25 – 34 years old and 45 years old are most affected by a celebrity endorsement, especially in similarity between both parties. The impact of celebrity endorsement reflects several factors as follows: lifestyle, characteristics, preference, values of products or services.

If both parties do not have these similarities, it can be assumed that celebrity endorsement is not successful.

Table 4.11 ANOVA attitude toward celebrity with Age group

Dependent Variable			Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
The public image of celebrity are kind of work ethic and behavior that I try to imitate	25-34 years old	18-24 years old	.434	.377	1.000	-.57	1.43
		35-44 years old	.597	.279	.197	-.14	1.34
		45 years or older	.858*	.226	.001	.26	1.46
This celebrity is my role model which I want to follow	25-34 years old	18-24 years old	.356	.377	1.000	-.64	1.35
		35-44 years old	.675	.278	.095	-.06	1.41
		45 years or older	.992*	.226	.000	.39	1.59
Celebrity has influence over me to buy the brand	25-34 years old	18-24 years old	.510	.376	1.000	-.49	1.51
		35-44 years old	.748*	.278	.044	.01	1.48
		45 years or older	1.086*	.225	.000	.49	1.68

A one-way between subject ANOVA was conducted to compare the effect of attitude toward celebrity and age group. There was a significant effect on attitude toward celebrity on age group where the $p < 0.05$ level three condition [$F(3,396) = 4.869$, $p = 0.002$]. Post hoc comparison using the Bonferroni test indicated the mean score for attitude toward celebrity and age group between 25 – 34 years old and 45 years or older. The mean difference is ± 0.858 and $p = 0.001$. Thus, the result is significantly different.

A one-way between subject ANOVA was conducted to compare the effect of attitude toward celebrity and age group. There was a significant effect on attitude toward a celebrity on age group where the $p < 0.05$ level three condition [$F(3,396) = 6.658$, $p = 0.000$]. Post hoc comparison using the Bonferroni test indicated the mean score for attitude toward celebrity and age group between 25 – 34 years old and 45 years or older. The mean difference is ± 0.992 and $p = 0.000$. The result is significantly different.

A one-way between subject ANOVA was conducted to compare the effect of attitude toward a celebrity and age group. There was a significant effect on attitude

toward a celebrity on age group where the $p < 0.05$ level three condition [$F(3,396) = 7.901$, $p = 0.000$]. Post hoc comparison using the Bonferroni test indicated the mean score for attitude toward celebrity and age group between 25 – 34 years old, 35 – 44 years old, and 45 years or older. The mean differences are ± 0.748 and $p = 0.044$, and ± 1.086 and $p = 0.000$. The result is significantly different.

As a result, attitude toward celebrities seems to affect consumers aged 25 – 34 years old and 45 years old. As well as similarity, this information points out that these consumers act according to their attitude toward celebrity. Having a positive attitude toward a celebrity seems to be one factor that leads to consumers' purchase intention.

Table 4.12 NOVA attitude toward brand with Age group

ANOVA							
			Sum of Squares	df	Mean Square	F	Sig.
This brand is favorable for me	Between Groups		52.610	3	17.537	3.518	.015
	Within Groups		1973.888	396	4.985		
	Total		2026.498	399			
Dependent Variable			Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
This brand is favorable for me	25-34 years old	18-24 years old	-.263	.446	1.000	-1.45	.92
		35-44 years old	-.901*	.329	.039	-1.77	-.03
		45 years or older	-.735*	.267	.037	-1.44	-.03
ANOVA							
			Sum of Squares	df	Mean Square	F	Sig.
I think the brand is different from another brand	Between Groups		37.859	3	12.620	3.176	.024
	Within Groups		1573.501	396	3.973		
	Total		1611.360	399			

A one-way between subject ANOVA was conducted to compare the effect of attitude toward brand and age group. There was a significant effect on attitude toward brand on age group where the $p < 0.05$ level three condition [$F(3,396) = 3.518$, $p = 0.015$]. Post hoc comparison using the Bonferroni test indicated the mean score for attitude toward brand and age group between 25 – 34 years old, 35-44 years old, and 45 years or older. The mean differences are ± 0.901 and $p = 0.039$, and ± 0.735 and $p = 0.037$. Therefore, the result is significantly different. On the contrary, the rest of the factors do not show significant difference.

Thus, attitude toward a brand does not seem important to age group. It is only defined that neither brand is good nor bad. It is still not important for consumers.

A one-way between subject ANOVA was conducted to compare the effect of brand image and age group. There was a significant effect on attitude toward brand on age group where the $p < 0.05$ level three condition [$F(3,396) = 3.176, p = 0.024$]. Post hoc comparison using the Bonferroni test indicated the mean score for attitude toward celebrity and age group between 25 – 34 years old and 35-44 years old. The mean difference is ± 0.798 and $p = 0.042$. Therefore, the result is significantly different. However, the rest of the factors do not show significant difference.

Thus, brand image is just a small part of consumers' consideration when it comes to age group.

Table 4.13 ANOVA consumers purchase intention with Age group

		Sum of Squares	df	Mean Square	F	Sig.
I would consider celebrity first before I buy the brand	Between Groups	40.312	3	13.437	3.629	.013
	Within Groups	1466.478	396	3.703		
	Total	1506.790	399			

A one-way between subject ANOVA was conducted to compare the effect of consumer purchase intention and age group. There was a significant effect on attitude toward brand on age group where the $p < 0.05$ level three condition [$F(3,396) = 3.629, p = 0.013$]. Post hoc comparison using the Bonferroni test indicated the mean score for consumer purchase intention and age group between 25 – 34 years old and 45 years or older. The mean difference is ± 0.728 and $p = 0.010$. Therefore, the result is significantly different. However, the rest of the factors do not show significant difference.

The presentation of celebrity can reflect consumers' purchase intention. Consumers aged 25 – 34 years and 45 years or older, will use celebrity as a filter before making a purchase decision. Ultimately, similarity and attitude toward celebrity seem to have the most effect when it come age group. Consumers aged 25 – 34 years and 45 years or older, seem to accept celebrity endorsement activity. On the other hand, the rest of the factors seem to show little effect on age group.

Table 4.14 ANOVA credibility with Employment Status

ANOVA							
			Sum of Squares	df	Mean Square	F	Sig.
Celebrity is trustworthy		Between Groups	43.457	5	8.691	3.009	.011
		Within Groups	1138.053	394	2.888		
		Total	1181.510	399			
Dependent Variable			Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Celebrity is trustworthy	Retired	Employed	.770	.291	.126	-.09	1.63
		Self-Employed	.587	.307	.850	-.32	1.49
		Student	.889	.419	.519	-.35	2.13
		Unemployed	1.083	.556	.783	-.56	2.73
		other	1.580*	.441	.006	.28	2.88

A one-way between subject ANOVA was conducted to compare the effect of credibility and employment status. There was a significant effect on attitude toward brand on age group where the $p < 0.05$ level three condition [F (5,394) = 3.009, $p = 0.011$]. Post hoc comparison using the Bonferroni test indicated the mean score for credibility and employment status between retired and other. The mean difference is ± 1.580 and $p = 0.006$. Therefore, the result is significantly different. However, the rest of the factors do not show significant difference.

Table 4.15 ANOVA expertise with Employment Status

ANOVA							
			Sum of Squares	df	Mean Square	F	Sig.
Celebrity is qualified to endorse the brand		Between Groups	33.041	5	6.608	2.810	.017
		Within Groups	926.519	394	2.352		
		Total	959.560	399			
Dependent Variable			Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Celebrity is qualified to endorse the brand	Retired	Employed	.447	.262	1.000	-.33	1.22
		Self-Employed	.414	.277	1.000	-.40	1.23
		Student	.638	.378	1.000	-.48	1.75
		Unemployed	1.202	.502	.256	-.28	2.68
		other	1.307*	.398	.017	.13	2.48

A one-way between subject ANOVA was conducted to compare the effect of expertise and employment status. There was a significant effect on attitude toward brand on age group where the $p < 0.05$ level three condition [F (5,394) = 2.810, $p = 0.017$]. Post hoc comparison using the Bonferroni test indicated the mean score for expertise and employment status between retired and other. The mean difference is ± 1.307 and

$p = 0.017$. Therefore, the result is significantly different. However, the rest of the factors do not show significant difference.

Table 4.16 ANOVA Physical Attractiveness with Employment Status

ANOVA							
		Sum of Squares	df	Mean Square	F	Sig.	
Celebrity is stylish		Between Groups	21.296	5	4.259	2.353	.040
		Within Groups	713.182	394	1.810		
		Total	734.478	399			
Dependent Variable		Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval		
					Lower Bound	Upper Bound	
Celebrity is stylish	Retired	Employed	.259	.230	1.000	-.42	.94
		Self-Employed	.254	.243	1.000	-.46	.97
		Student	.172	.332	1.000	-.81	1.15
		Unemployed	1.357*	.440	.033	.06	2.66
		other	.676	.349	.802	-.35	1.71
ANOVA							
		Sum of Squares	df	Mean Square	F	Sig.	
Celebrity is classy		Between Groups	35.265	5	7.053	2.725	.020
		Within Groups	1019.813	394	2.588		
		Total	1055.078	399			
Dependent Variable		Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval		
					Lower Bound	Upper Bound	
Celebrity is classy	Employed	Self-Employed	.214	.192	1.000	-.35	.78
		Student	.233	.332	1.000	-.75	1.21
		Retired	-.013	.275	1.000	-.83	.80
		Unemployed	1.094	.479	.345	-.32	2.51
		other	1.054*	.356	.049	.00	2.11

A one-way between subject ANOVA was conducted to compare the effect of physical attractiveness and employment status. There was a significant effect on physical attractiveness and employment status where the $p < 0.05$ level three condition [$F(5,394) = 2.353, p = 0.040$]. Post hoc comparison using the Bonferroni test indicated the mean score for physical attractiveness and employment status between retired and unemployed respondents. The mean difference is ± 1.357 and $p = 0.033$. Therefore, the result is significantly different. However, the rest of the factors do not show significant difference.

A one-way between subject ANOVA was conducted to compare the effect of physical attractiveness and employment status. There was a significant effect on physical attractiveness and employment status where the $p < 0.05$ level three condition [$F(5,394) = 2.725, p = 0.020$]. Post hoc comparison using the Bonferroni test indicated the mean score for physical attractiveness and employment status between employed and other.

The mean difference is ± 1.054 and $p = 0.049$. Therefore, the result is significantly different. However, the rest of the factors do not show significant difference.

Table 4.17 ANOVA Respect with Employment Status

ANOVA							
		Sum of Squares	df	Mean Square	F	Sig.	
Accomplishment of celebrity is essential	Between Groups	23.465	5	4.693	2.860	.015	
	Within Groups	646.525	394	1.641			
	Total	669.990	399				
Dependent Variable		Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval		
					Lower Bound	Upper Bound	
Accomplishment of celebrity is essential	Unemployed	Employed	-.917	.382	.252	-2.04	.21
		Self-Employed	-1.206*	.389	.031	-2.35	-.06
		Student	-.991	.444	.395	-2.30	.32
		Retired	-1.298*	.419	.032	-2.54	-.06
		other	-.728	.456	1.000	-2.08	.62
ANOVA							
		Sum of Squares	df	Mean Square	F	Sig.	
Celebrity's selfesteem is important	Between Groups	20.179	5	4.036	2.445	.034	
	Within Groups	650.319	394	1.651			
	Total	670.498	399				
Dependent Variable		Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval		
					Lower Bound	Upper Bound	
Celebrity's selfesteem is important	Unemployed	Employed	-1.027	.383	.114	-2.16	.10
		Self-Employed	-1.183*	.390	.039	-2.33	-.03
		Student	-1.370*	.446	.034	-2.69	-.05
		Retired	-1.286*	.421	.036	-2.53	-.04
ANOVA							
		Sum of Squares	df	Mean Square	F	Sig.	
Celebrity's selfesteem is important	Between Groups	25.131	5	5.026	3.048	.010	
	Within Groups	649.659	394	1.649			
	Total	674.790	399				
Dependent Variable		Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval		
					Lower Bound	Upper Bound	
Celebrity's selfesteem is important	Unemployed	Employed	-1.344*	.383	.007	-2.47	-.21
		Self-Employed	-1.463*	.390	.003	-2.61	-.31
		Student	-1.481*	.446	.014	-2.80	-.17
		Retired	-1.524*	.420	.005	-2.77	-.28
		other	-1.275	.457	.083	-2.63	.08

A one-way between subject ANOVA was conducted to compare the effect of respect and employment status. There was a significant effect of respect on employment status where the $p < 0.05$ level three condition [$F(5,394) = 2.860, p = 0.015$]. Post hoc comparison using the Bonferroni test indicated the mean score for respect and employment status between self-employed and unemployed, and unemployed and retired. The mean difference is ± 1.206 and $p = 0.031$, and ± 1.298 and $p = 0.032$, respectively. Therefore,

the result is significantly different. However, the rest of the factors do not show significant difference.

A one-way between subject ANOVA was conducted to compare the effect of respect and employment status. There was a significant effect on respect on employment status where the $p < 0.05$ level three condition [$F(5,394) = 2.445, p = 0.034$]. Post hoc comparison using the Bonferroni test indicated the mean score for respect and employment status between self-employed and unemployed, student and unemployed, and retired and unemployed. The mean differences are ± 1.183 and $p = 0.039$, ± 1.370 and $p = 0.034$ and, ± 1.286 and $p = 0.036$, respectively. Therefore, the result is significantly different. However, the rest of the factors do not show significant difference.

A one-way between subject ANOVA was conducted to compare the effect of respect and employment status. There was a significant effect on respect on employment status where the $p < 0.05$ level three condition [$F(5,394) = 3.048, p = 0.010$]. Post hoc comparison using the Bonferroni test indicated the mean score for respect and employment status between employed and unemployed, self-employed and unemployed, student and unemployed, and retired and unemployed. The mean differences are ± 1.344 and $p = 0.007$, ± 1.463 and $p = 0.003$, ± 1.481 and $p = 0.014$, and ± 1.524 and $p = 0.005$, respectively. Therefore, the result is significantly different. However, the rest of the factors do not show significant difference.

Table 4.18 ANOVA similarity with Employment Status

ANOVA							
		Sum of Squares	df	Mean Square	F	Sig.	
Celebrity and I have similar lifestyle	Between Groups	47.426	5	9.485	2.751	.019	
	Within Groups	1358.551	394	3.448			
	Total	1405.978	399				
Dependent Variable		Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval		
					Lower Bound	Upper Bound	
Celebrity and I have similar lifestyle	Employed	Self-Employed	.569	.222	.162	-.09	1.23
		Student	.300	.383	1.000	-.83	1.43
		Retired	.996*	.318	.028	.06	1.93
		Unemployed	.115	.553	1.000	-1.52	1.75
		other	-.001	.411	1.000	-1.21	1.21

Table 4.18 ANOVA similarity with Employment Status (cont.)

ANOVA							
			Sum of Squares	df	Mean Square	F	Sig.
My characteristics are influenced by celebrity		Between Groups	46.783	5	9.357	2.515	.029
		Within Groups	1465.857	394	3.720		
		Total	1512.640	399			
Dependent Variable			Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
My characteristics are influenced by celebrity	Employed	Self-Employed	.788*	.231	.011	.11	1.47
		Student	.066	.398	1.000	-1.11	1.24
		Retired	.442	.330	1.000	-.53	1.42
		Unemployed	.585	.575	1.000	-1.11	2.28
		other	.237	.427	1.000	-1.02	1.50

A one-way between subject ANOVA was conducted to compare the effect of similarity and employment status. There was a significant effect on similarity on employment status where the $p < 0.05$ level three condition $[F(5,394) = 2.751, p = 0.019]$. Post hoc comparison using the Bonferroni test indicated the mean score for respect and employment status between employed and retired. The mean difference is ± 0.996 and $p = 0.028$. Therefore, the result is significantly different. However, the rest of the factors do not show significant difference.

A one-way between subject ANOVA was conducted to compare the effect of similarity and employment status. There was a significant effect on similarity on employment status where the $p < 0.05$ level three condition $[F(5,394) = 2.515, p = 0.029]$. Post hoc comparison using the Bonferroni test indicated the mean score for respect and employment status between employed and self-employed. The mean difference is ± 0.788 and $p = 0.011$. Therefore, the result is significantly different. However, the rest of the factors do not show significant difference.

Table 4.19 ANOVA attitude toward celebrity with Employment Status

ANOVA							
			Sum of Squares	df	Mean Square	F	Sig.
My attitude toward celebrity is positive	Between Groups		35.633	5	7.127	3.214	.007
	Within Groups		873.665	394	2.217		
	Total		909.298	399			
Dependent Variable			Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
My attitude toward celebrity is positive	Employed	Self-Employed	.306	.178	1.000	-.22	.83
		Student	.384	.307	1.000	-.52	1.29
		Retired	.964*	.255	.003	.21	1.72
		Unemployed	.607	.444	1.000	-.70	1.92
		other	.389	.329	1.000	-.58	1.36

			Sum of Squares	df	Mean Square	F	Sig.
I like the celebrity who endorses my preferred brand	Between Groups		59.593	5	11.919	3.957	.002
	Within Groups		1186.647	394	3.012		
	Total		1246.240	399			
Dependent Variable			Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
I like the celebrity who endorses my preferred brand	Employed	Self-Employed	.769	.297	.150	-.11	1.65
		Student	.749	.314	.261	-.18	1.68
		Retired	.680	.428	1.000	-.58	1.94
		Unemployed	1.893*	.568	.014	.22	3.57
		other	1.686*	.450	.003	.36	3.02

			Sum of Squares	df	Mean Square	F	Sig.
The public image of celebrity are kind of work ethic and behavior that I try to imitate	Between Groups		46.844	5	9.369	2.604	.025
	Within Groups		1417.716	394	3.598		
	Total		1464.560	399			
Dependent Variable			Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
The public image of celebrity are kind of work ethic and behavior that I try to imitate	Employed	Self-Employed	.757*	.227	.014	.09	1.43
		Student	-.029	.391	1.000	-1.18	1.13
		Retired	.558	.325	1.000	-.40	1.52
		Unemployed	.582	.565	1.000	-1.09	2.25
		other	.357	.420	1.000	-.88	1.60

			Sum of Squares	df	Mean Square	F	Sig.
This celebrity is my role model which I want to follow	Between Groups		46.060	5	9.212	2.529	.029
	Within Groups		1434.940	394	3.642		
	Total		1481.000	399			
Dependent Variable			Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
This celebrity is my role model which I want to follow	Employed	Self-Employed	.686*	.228	.043	.01	1.36
		Student	-.168	.393	1.000	-1.33	.99
		Retired	.698	.327	.499	-.27	1.66
		Unemployed	.221	.569	1.000	-1.46	1.90
		other	.156	.422	1.000	-1.09	1.40

Table 4.19 ANOVA attitude toward celebrity with Employment Status (cont.)

ANOVA							
			Sum of Squares	df	Mean Square	F	Sig.
Celebrity has influence over me to buy the brand		Between Groups	66.344	5	13.269	3.686	.003
		Within Groups	1418.333	394	3.600		
		Total	1484.678	399			
Dependent Variable			Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Celebrity has influence over me to buy the brand	Employed	Self-Employed	.867*	.227	.002	.20	1.54
		Student	-.075	.391	1.000	-1.23	1.08
		Retired	.624	.325	.831	-.33	1.58
		Unemployed	.814	.565	1.000	-.86	2.48
		other	.727	.420	1.000	-.51	1.97

A one-way between subject ANOVA was conducted to compare the effect of attitude toward celebrity and employment status. There was a significant effect on attitude toward celebrity and employment status where the $p < 0.05$ level three condition [F (5,394) = 3.214, $p = 0.007$]. Post hoc comparison using the Bonferroni test indicated the mean score for attitude toward celebrity and employment status between employed and retired. The mean difference is ± 0.964 and $p = 0.003$. Therefore, the result is significantly different. However, the rest of the factors do not show significant difference.

A one-way between subject ANOVA was conducted to compare the effect of attitude toward celebrity and employment status. There was a significant effect on attitude toward celebrity and employment status where the $p < 0.05$ level three condition [F (5,394) = 3.957, $p = 0.002$]. Post hoc comparison using the Bonferroni test indicated the mean score for attitude toward celebrity and employment status between retired, unemployed, and other. The mean difference are ± 1.893 and $p = 0.014$, and ± 1.686 and $p = 0.003$. Therefore, the result is significantly different. However, the rest of the factors do not show significant difference.

A one-way between subject ANOVA was conducted to compare the effect of attitude toward celebrity and employment status. There was a significant effect on attitude toward celebrity and employment status where the $p < 0.05$ level three condition [F (5,394) = 2.604, $p = 0.025$]. Post hoc comparison using the Bonferroni test indicated the mean score for attitude toward celebrity and employment status between employed and self-employed. The mean difference is ± 0.757 and $p = 0.014$. Therefore, the result is significantly different. However, the rest of the factors do not show significant difference.

A one-way between subject ANOVA was conducted to compare the effect of attitude toward celebrity and employment status. There was a significant effect on attitude toward celebrity and employment status where the $p < 0.05$ level three condition [F (5,394) = 2.529, $p = 0.029$]. Post hoc comparison using the Bonferroni test indicated the mean score for attitude toward celebrity and employment status between employed and self-employed. The mean difference is ± 0.686 and $p = 0.043$. Therefore, the result is significantly different. However, the rest of the factors do not show significant difference.

A one-way between subject ANOVA was conducted to compare the effect of attitude toward celebrity and employment status. There was a significant effect on attitude toward celebrity and employment status where the $p < 0.05$ level three condition [F (5,394) = 3.686, $p = 0.003$]. Post hoc comparison using the Bonferroni test indicated the mean score for attitude toward celebrity and employment status between employed and self-employed. The mean difference is ± 0.867 and $p = 0.002$. Therefore, the result is significantly different. However, the rest of the factors do not show significant difference.

Table 4.20 ANOVA attitude toward brand with Employment Status

ANOVA							
		Sum of Squares	df	Mean Square	F	Sig.	
I like this brand	Between Groups	108.620	5	21.724	5.030	.000	
	Within Groups	1701.540	394	4.319			
	Total	1810.160	399				
Dependent Variable		Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval		
					Lower Bound	Upper Bound	
I like this brand	Retired	Employed	1.223*	.356	.010	.17	2.27
		Self-Employed	.930	.376	.205	-.18	2.04
		Student	1.008	.513	.750	-.51	2.52
		Unemployed	2.452*	.680	.005	.44	4.46
		other	2.235*	.539	.001	.64	3.83

ANOVA							
		Sum of Squares	df	Mean Square	F	Sig.	
This brand is favorable for me	Between Groups	144.932	5	28.986	6.070	.000	
	Within Groups	1881.565	394	4.776			
	Total	2026.498	399				
Dependent Variable		Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval		
					Lower Bound	Upper Bound	
This brand is favorable for me	Retired	Employed	1.591*	.374	.000	.49	2.70
		Self-Employed	1.282*	.395	.019	.12	2.45
		Student	1.474	.539	.098	-.12	3.07
		Unemployed	2.881*	.715	.001	.77	4.99
		other	2.504*	.567	.000	.83	4.18

Table 4.20 ANOVA attitude toward brand with Employment Status (cont.)

ANOVA							
		Sum of Squares	df	Mean Square	F	Sig.	
This is good brand	Between Groups	97.745	5	19.549	4.879	.000	
	Within Groups	1578.693	394	4.007			
	Total	1676.438	399				
Dependent Variable		Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval		
					Lower Bound	Upper Bound	
This is good brand	Retired	Employed	1.134*	.342	.015	.12	2.15
		Self-Employed	.960	.362	.124	-.11	2.03
		Student	1.167	.494	.279	-.29	2.62
		Unemployed	2.500*	.655	.002	.57	4.43
		other	2.065*	.519	.001	.53	3.60

		Sum of Squares	df	Mean Square	F	Sig.	
This brand is pleasant	Between Groups	118.752	5	23.750	6.208	.000	
	Within Groups	1507.238	394	3.825			
	Total	1625.990	399				
Dependent Variable		Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval		
					Lower Bound	Upper Bound	
This brand is pleasant	Retired	Employed	1.275*	.335	.002	.29	2.26
		Self-Employed	1.151*	.353	.018	.11	2.19
		Student	.950	.482	.746	-.48	2.37
		Unemployed	2.774*	.640	.000	.88	4.66
		other	2.256*	.507	.000	.76	3.75

		Sum of Squares	df	Mean Square	F	Sig.	
This brand is appealing	Between Groups	101.219	5	20.244	5.325	.000	
	Within Groups	1497.878	394	3.802			
	Total	1599.098	399				
Dependent Variable		Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval		
					Lower Bound	Upper Bound	
This brand is appealing	Retired	Employed	1.060*	.334	.024	.07	2.04
		Self-Employed	1.047*	.352	.047	.01	2.09
		Student	1.003	.481	.566	-.42	2.42
		Unemployed	2.595*	.638	.001	.71	4.48
		other	2.117*	.506	.001	.62	3.61

A one-way between subject ANOVA was conducted to compare the effect of attitude toward brand and employment status. There was a significant effect on attitude toward brand and employment status where the $p < 0.05$ level three condition [F (5,394) = 5.030, $p = 0.000$]. Post hoc comparison using the Bonferroni test indicated the mean score for attitude toward brand and employment status between employed, retired, unemployed, and other. The mean differences are ± 1.223 and $p = 0.010$, ± 2.452 and $p = 0.005$, and ± 2.235 and $p = 0.001$, respectively. Therefore, the result is significantly different. However, the rest of the factors do not show significant difference.

A one-way between subject ANOVA was conducted to compare the effect of attitude toward brand and employment status. There was a significant effect on attitude toward brand and employment status where the $p < 0.05$ level three condition [F (5,394) = 6.070, $p = 0.000$]. Post hoc comparison using the Bonferroni test indicated the mean score for attitude toward brand and employment status between employed, retired, self-employed, unemployed, and other. The mean differences are ± 1.591 and $p = 0.000$, ± 1.282 and $p = 0.019$, ± 2.881 and $p = 0.001$, and ± 2.504 and $p = 0.000$, respectively. Therefore, the result is significantly different. However, the rest of the factors do not show significant difference.

A one-way between subject ANOVA was conducted to compare the effect of attitude toward brand and employment status. There was a significant effect on attitude toward brand and employment status where the $p < 0.05$ level three condition [F (5,394) = 4.879, $p = 0.000$]. Post hoc comparison using the Bonferroni test indicated the mean score for attitude toward brand and employment status between employed, retired, unemployed, and other. The mean differences are ± 1.134 and $p = 0.015$, ± 2.500 and $p = 0.002$, and ± 2.065 and $p = 0.001$, respectively. Therefore, the result is significantly different. However, the rest of the factors do not show significant difference.

A one-way between subject ANOVA was conducted to compare the effect of attitude toward brand and employment status. There was a significant effect on attitude toward brand and employment status where the $p < 0.05$ level three condition [F (5,394) = 6.208, $p = 0.000$]. Post hoc comparison using the Bonferroni test indicated the mean score for attitude toward brand and employment status between employed, self-employed, retired, unemployed, and other. The mean differences are ± 1.275 and $p = 0.002$, ± 1.151 and $p = 0.018$, ± 2.774 and $p = 0.000$, and ± 2.256 and $p = 0.000$, respectively. Therefore, the result is significantly different. However, the rest of the factors do not show significant difference.

A one-way between subject ANOVA was conducted to compare the effect of attitude toward brand and employment status. There was a significant effect on attitude toward brand and employment status where the $p < 0.05$ level three condition [F (5,394) = 5.325, $p = 0.000$]. Post hoc comparison using the Bonferroni test indicated the mean score for attitude toward brand and employment status between employed, self-employed, retired, unemployed, and other. The mean differences are ± 1.060 and $p = 0.024$, ± 1.047

and $p = 0.047$, ± 2.595 and $p = 0.001$, and ± 2.117 and $p = 0.001$, respectively. Therefore, the result is significantly different. However, the rest of the factors do not show significant difference.

Table 4.21 ANOVA brand image with Employment Status

ANOVA							
		Sum of Squares	df	Mean Square	F	Sig.	
I care about using brands	Between Groups	45.902	5	9.180	3.391	.005	
	Within Groups	1066.676	394	2.707			
	Total	1112.578	399				
Dependent Variable		Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval		
					Lower Bound	Upper Bound	
I care about using brands	Retired	Employed	.824	.282	.054	-.01	1.66
		Self-Employed	.359	.297	1.000	-.52	1.24
		Student	.450	.406	1.000	-.75	1.65
		Unemployed	1.690*	.539	.027	.10	3.28
		other	.669	.427	1.000	-.59	1.93
ANOVA							
		Sum of Squares	df	Mean Square	F	Sig.	
I trust in brand	Between Groups	110.148	5	22.030	5.913	.000	
	Within Groups	1467.849	394	3.726			
	Total	1577.998	399				
Dependent Variable		Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval		
					Lower Bound	Upper Bound	
I trust in brand	Retired	Employed	1.180*	.330	.006	.20	2.16
		Self-Employed	.967	.349	.088	-.06	2.00
		Student	1.077	.476	.364	-.33	2.48
		Unemployed	2.345*	.632	.004	.48	4.21
		other	2.378*	.501	.000	.90	3.86
ANOVA							
		Sum of Squares	df	Mean Square	F	Sig.	
I think the brand is different from another brand	Between Groups	107.753	5	21.551	5.647	.000	
	Within Groups	1503.607	394	3.816			
	Total	1611.360	399				
Dependent Variable		Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval		
					Lower Bound	Upper Bound	
I think the brand is different from another brand	Retired	Employed	1.402*	.334	.001	.42	2.39
		Self-Employed	.979	.353	.087	-.06	2.02
		Student	1.087	.482	.369	-.34	2.51
		Unemployed	2.226*	.639	.008	.34	4.11
		other	2.165*	.507	.000	.67	3.66

Table 4.21 ANOVA brand image with Employment Status (cont.)

			Sum of Squares	df	Mean Square	F	Sig.
This brand makes me look good	Between Groups		103.455	5	20.691	5.898	.000
	Within Groups		1382.223	394	3.508		
	Total		1485.678	399			
Dependent Variable			Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
This brand makes me look good	Retired	Employed	1.198*	.320	.003	.25	2.14
		Self-Employed	1.029*	.338	.038	.03	2.03
		Student	.952	.462	.599	-.41	2.32
		Unemployed	2.452*	.613	.001	.64	4.26
		other	2.199*	.486	.000	.76	3.63

			Sum of Squares	df	Mean Square	F	Sig.
The design of this brand's ads is really well done	Between Groups		36.608	5	7.322	2.774	.018
	Within Groups		1039.952	394	2.639		
	Total		1076.560	399			
Dependent Variable			Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
The design of this brand's ads is really well done	Retired	Employed	.662	.278	.266	-.16	1.48
		Self-Employed	.488	.294	1.000	-.38	1.36
		Student	.439	.401	1.000	-.74	1.62
		Unemployed	1.643*	.532	.032	.07	3.21
		other	1.099	.421	.142	-.15	2.34

A one-way between subject ANOVA was conducted to compare the effect of brand image and employment status. There was a significant effect on brand image and employment status where the $p < 0.05$ level three condition $[F(5,394) = 3.391, p = 0.05]$. Post hoc comparison using the Bonferroni test indicated the mean score for brand image and employment status between retired and unemployed. The mean difference is ± 1.690 and $p = 0.027$. Therefore, the result is significantly different. However, the rest of the factors do not show significant difference.

A one-way between subject ANOVA was conducted to compare the effect of brand image and employment status. There was a significant effect on brand image and employment status where the $p < 0.05$ level three condition $[F(5,394) = 3.391, p = 0.005]$. Post hoc comparison using the Bonferroni test indicated the mean score for brand image and employment status between retired and unemployed. The mean difference is ± 1.690 and $p = 0.027$. Therefore, the result is significantly different. However, the rest of the factors do not show significant difference.

A one-way between subject ANOVA was conducted to compare the effect of brand image and employment status. There was a significant effect on brand image

and employment status where the $p < 0.05$ level three condition [$F(5,394) = 5.647, p = 0.000$]. Post hoc comparison using the Bonferroni test indicated the mean score for brand image and employment status between employed, retired, unemployed and other. The mean differences are ± 1.402 and $p = 0.001$, ± 2.226 and $p = 0.008$, and ± 2.165 and $p = 0.000$. Therefore, the result is significantly different. However, the rest of the factors do not show significant difference.

A one-way between subject ANOVA was conducted to compare the effect of brand image and employment status. There was a significant effect on brand image and employment status where the $p < 0.05$ level three condition [$F(5,394) = 5.898, p = 0.000$]. Post hoc comparison using the Bonferroni test indicated the mean score for brand image and employment status between employed, self-employed retired, unemployed and other. The mean differences are ± 1.198 and $p = 0.033$, ± 1.029 and $p = 0.038$, ± 2.452 and $p = 0.001$, and ± 2.199 and $p = 0.000$. Therefore, the result is significantly different. However, the rest of the factors do not show significant difference.

A one-way between subject ANOVA was conducted to compare the effect of brand image and employment status. There was a significant effect on brand image and employment status where the $p < 0.05$ level three condition [$F(5,394) = 2.774, p = 0.018$]. Post hoc comparison using the Bonferroni test indicated the mean score for brand image and employment status between employed, self-employed, retired, unemployed and other. The mean difference is ± 1.643 and $p = 0.032$. Therefore, the result is significantly different. However, the rest of the factors do not show significant difference.

Table 4.22 ANOVA Brand awareness with Employment Status

ANOVA							
		Sum of Squares	df	Mean Square	F	Sig.	
I can recognize the brand	Between Groups	56.695	5	11.339	2.738	.019	
	Within Groups	1631.545	394	4.141			
	Total	1688.240	399				
Dependent Variable		Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval		
					Lower Bound	Upper Bound	
I can recognize the brand	Retired	Employed	.732	.348	.543	-.30	1.76
		Self-Employed	.648	.368	1.000	-.44	1.73
		Student	.706	.502	1.000	-.78	2.19
		Unemployed	1.762	.666	.127	-.21	3.73
		other	1.682*	.528	.023	.12	3.24

Table 4.22 ANOVA Brand awareness with Employment Status (cont.)

			Sum of Squares	df	Mean Square	F	Sig.	
I am aware of the brand			Between Groups	79.871	5	15.974	4.011	.001
			Within Groups	1569.207	394	3.983		
			Total	1649.078	399			
Dependent Variable			Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval		
						Lower Bound	Upper Bound	
I am aware of the brand	Retired	Employed	.813	.341	.265	-.19	1.82	
		Self-Employed	.701	.361	.791	-.36	1.77	
		Student	.931	.492	.889	-.52	2.39	
		Unemployed	2.357*	.653	.005	.43	4.29	
		other	1.785*	.518	.009	.26	3.31	

			Sum of Squares	df	Mean Square	F	Sig.	
I am aware of the brand			Between Groups	79.871	5	15.974	4.011	.001
			Within Groups	1569.207	394	3.983		
			Total	1649.078	399			
Dependent Variable			Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval		
						Lower Bound	Upper Bound	
I am aware of the brand	Retired	Employed	.813	.341	.265	-.19	1.82	
		Self-Employed	.701	.361	.791	-.36	1.77	
		Student	.931	.492	.889	-.52	2.39	
		Unemployed	2.357*	.653	.005	.43	4.29	
		other	1.785*	.518	.009	.26	3.31	

			Sum of Squares	df	Mean Square	F	Sig.	
Some characteristics of the brand come to my mind quickly			Between Groups	105.932	5	21.186	5.456	.000
			Within Groups	1529.818	394	3.883		
			Total	1635.750	399			
Dependent Variable			Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval		
						Lower Bound	Upper Bound	
Some characteristics of the brand come to my mind quickly	Unemployed	Employed	-1.913*	.587	.018	-3.65	-.18	
		Self-Employed	-2.156*	.598	.005	-3.92	-.39	
		Student	-2.222*	.684	.019	-4.24	-.20	
		Retired	-2.929*	.645	.000	-4.83	-1.02	
		other	-1.159	.702	1.000	-3.23	.91	

			Sum of Squares	df	Mean Square	F	Sig.	
I prefer the brand that I know			Between Groups	31.799	5	6.360	3.052	.010
			Within Groups	820.991	394	2.084		
			Total	852.790	399			
Dependent Variable			Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval		
						Lower Bound	Upper Bound	
I prefer the brand that I know	Unemployed	Employed	-1.158	.430	.111	-2.43	.11	
		Self-Employed	-1.077	.438	.217	-2.37	.22	
		Student	-1.519*	.501	.039	-3.00	-.04	
		Retired	-1.548*	.473	.017	-2.94	-.15	
		other	-.681	.514	1.000	-2.20	.84	

Table 4.22 ANOVA Brand awareness with Employment Status (cont.)

		Sum of Squares	df	Mean Square	F	Sig.	
I know this brand, so I trust this brand		Between Groups	5	22.022	5.961	.000	
		Within Groups	394	3.694			
		Total	399				
Dependent Variable		Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval		
					Lower Bound	Upper Bound	
I know this brand, so I trust this brand	Unemployed	Employed	-1.820*	.573	.024	-3.51	-.13
		Self-Employed	-1.920*	.584	.016	-3.64	-.20
		Student	-1.630	.667	.225	-3.60	.34
		Retired	-2.786*	.629	.000	-4.64	-.93
		other	-.696	.684	1.000	-2.72	1.33

A one-way between subject ANOVA was conducted to compare the effect of brand awareness and employment status. There was a significant effect on brand awareness and employment status where the $p < 0.05$ level three condition [$F(5,394) = 2.738$, $p = 0.019$]. Post hoc comparison using the Bonferroni test indicated the mean score for brand awareness and employment status between retired and others. The mean difference is ± 1.682 and $p = 0.023$. Therefore, the result is significantly different. However, the rest of the factors do not show significant difference.

A one-way between subject ANOVA was conducted to compare the effect of brand awareness and employment status. There was a significant effect on brand awareness and employment status where the $p < 0.05$ level three condition [$F(5,394) = 4.001$, $p = 0.001$]. Post hoc comparison using the Bonferroni test indicated the mean score for brand awareness and employment status between retired, unemployed and other. The mean differences are ± 2.357 and $p = 0.005$, and ± 1.765 and $p = 0.009$. Therefore, the result is significantly different. However, the rest of the factors do not show significant difference.

A one-way between subject ANOVA was conducted to compare the effect of brand awareness and employment status. There was a significant effect on brand awareness and employment status where the $p < 0.05$ level three condition [$F(5,394) = 5.456$, $p = 0.000$]. Post hoc comparison using the Bonferroni test indicated the mean score for brand awareness and employment status between employed, self-employed, retired, and unemployed. The mean differences are ± 1.913 and $p = 0.018$, ± 2.156 and $p = 0.005$, ± 2.222 and $p = 0.019$, and ± 2.929 and $p = 0.000$. Therefore, the result is significantly different. However, the rest of the factors do not show significant difference.

A one-way between subject ANOVA was conducted to compare the effect of brand awareness and employment status. There was a significant effect on brand awareness and employment status where the $p < 0.05$ level three condition [$F(5,394) = 3.052$, $p = 0.0100$]. Post hoc comparison using the Bonferroni test indicated the mean score for brand awareness and employment status between, retired, student and unemployed. The mean differences are ± 1.519 and $p = 0.039$, ± 1.548 and $p = 0.017$. Therefore, the result is significantly different. However, the rest of the factors do not show significant difference.

A one-way between subject ANOVA was conducted to compare the effect of brand awareness and employment status. There was a significant effect on brand awareness and employment status where the $p < 0.05$ level three condition [$F(5,394) = 5.961$, $p = 0.000$]. Post hoc comparison using the Bonferroni test indicated the mean score for brand awareness and employment status between employed, self-employed, and retired. The mean differences are ± 1.820 and $p = 0.024$, ± 1.920 and $p = 0.016$, and ± 2.786 and $p = 0.000$. Therefore, the result is significantly different. However, the rest of the factors do not show significant difference.

Table 4.23 ANOVA Consumer Purchase Intention with Employment Status

ANOVA							
		Sum of Squares	df	Mean Square	F	Sig.	
High purchase interest of this brand cause by celebrity	Between Groups	73.185	5	14.637	4.052	.001	
	Within Groups	1423.205	394	3.612			
	Total	1496.390	399				
Dependent Variable		Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval		
					Lower Bound	Upper Bound	
High purchase interest of this brand cause by celebrity	Retired	Employed	.617	.325	.875	-.34	1.58
		Self-Employed	.855	.343	.197	-.16	1.87
		Student	.778	.469	1.000	-.61	2.16
		Unemployed	2.250*	.622	.005	.41	4.09
		other	1.638*	.493	.015	.18	3.09

A one-way between subject ANOVA was conducted to compare the effect of consumer purchase intention and employment status. There was a significant effect on consumer purchase intention and employment status where the $p < 0.05$ level three condition [$F(5,394) = 4.052$, $p = 0.001$]. Post hoc comparison using the Bonferroni test indicated the mean score for consumers purchase intention and employment status between retired, unemployed, and other. The mean differences are ± 2.250 and $p = 0.005$, and ± 1.638

and $p = 0.015$. Therefore, the result is significantly different. However, the rest of the factors do not show significant difference.

Table 4.24 ANOVA Physical attractiveness with Education level

ANOVA								
			Sum of Squares	df	Mean Square	F	Sig.	
Celebrity is stylish			Between Groups	16.137	2	8.069	4.459	.012
			Within Groups	718.340	397	1.809		
			Total	734.478	399			
Dependent Variable			Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval		
						Lower Bound	Upper Bound	
Celebrity is stylish	Master's or higher	Lower Bachelor's	-.092	.245	1.000	-.68	.50	
		Bachelor's	.385*	.141	.020	.05	.72	

A one-way between subject ANOVA was conducted to compare the effect of physical attractiveness and education level. There was a significant effect on physical attractiveness and education level where the $p < 0.05$ level three condition [$F(2,397) = 4.459$, $p = 0.012$]. Post hoc comparison using the Bonferroni test indicated the mean score for physical attractiveness and education level between Bachelor's and Master's or higher. The mean difference is ± 0.385 and $p = 0.020$. Therefore, the result is significantly different. However, the rest of the factors do not show significant difference.

Table 4.25 ANOVA Respect with Education level

ANOVA								
			Sum of Squares	df	Mean Square	F	Sig.	
Accomplishment of celebrity is essential			Between Groups	13.755	2	6.878	4.161	.016
			Within Groups	656.235	397	1.653		
			Total	669.990	399			
Dependent Variable			Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval		
						Lower Bound	Upper Bound	
Accomplishment of celebrity is essential	Master's or higher	Lower Bachelor's	.007	.234	1.000	-.56	.57	
		Bachelor's	.374*	.135	.017	.05	.70	

A one-way between subject ANOVA was conducted to compare the effect of respect and education level. There was a significant effect on respect and education level where the $p < 0.05$ level three condition [$F(2,397) = 4.161$, $p = 0.016$]. Post hoc comparison using the Bonferroni test indicated the mean score for respect and education level between Bachelor's and Master's or higher. The mean difference is ± 0.374 and

$p = 0.017$. Therefore, the result is significantly different. However, the rest of the factors do not show significant difference.

Table 4.26 ANOVA Brand Image with Education level

ANOVA							
			Sum of Squares	df	Mean Square	F	Sig.
I care about using brands		Between Groups	35.528	2	17.764	6.548	.002
		Within Groups	1077.050	397	2.713		
		Total	1112.578	399			
Dependent Variable		Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval		
					Lower Bound	Upper Bound	
I care about using brands	Bachelor's	Lower Bachelor's	-.950*	.301	.005	-1.67	-.23
		Master's or higher	-.450*	.173	.029	-.87	-.03

ANOVA							
			Sum of Squares	df	Mean Square	F	Sig.
This brand makes me look good		Between Groups	29.324	2	14.662	3.997	.019
		Within Groups	1456.354	397	3.668		
		Total	1485.678	399			
Dependent Variable		Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval		
					Lower Bound	Upper Bound	
This brand makes me look good	Master's or higher	Lower Bachelor's	-.192	.349	1.000	-1.03	.65
		Bachelor's	.502*	.201	.038	.02	.99

A one-way between subject ANOVA was conducted to compare the effect of brand image and education level. There was a significant effect on brand image and education level where the $p < 0.05$ level three condition [$F(2,397) = 6.548, p = 0.002$]. Post hoc comparison using the Bonferroni test indicated the mean score for brand image and education level between lower Bachelor's, Bachelor's, and Master's or higher. The mean difference is ± 0.950 and $p = 0.005$, and ± 0.450 and $p = 0.029$. Therefore, the result is significantly different. However, the rest of the factors do not show significant difference.

A one-way between subject ANOVA was conducted to compare the effect of brand image and education level. There was a significant effect on brand image and education level where the $p < 0.05$ level three condition [$F(2,397) = 3.997, p = 0.019$]. Post hoc comparison using the Bonferroni test indicated the mean score for brand image and education level between Bachelor's and Master's or higher. The mean difference is ± 0.502 and $p = 0.038$, Therefore, the result is significantly different. However, the rest of the factors do not show significant difference.

Table 4.27 ANOVA Brand Awareness with Education level

ANOVA								
			Sum of Squares	df	Mean Square	F	Sig.	
I care about using brands			Between Groups	54.872	2	27.436	6.669	.001
			Within Groups	1633.368	397	4.114		
			Total	1688.240	399			
Dependent Variable			Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval		
						Lower Bound	Upper Bound	
I care about using brands	Master's or higher	Lower Bachelor's	.123	.370	1.000	-.77	1.01	
		Bachelor's	.761*	.213	.001	.25	1.27	

ANOVA								
			Sum of Squares	df	Mean Square	F	Sig.	
I am aware of the brand			Between Groups	55.167	2	27.583	6.870	.001
			Within Groups	1598.911	397	4.015		
			Total	1649.078	399			
Dependent Variable			Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval		
						Lower Bound	Upper Bound	
I am aware of the brand	Master's or higher	Lower Bachelor's	.193	.365	1.000	-.69	1.07	
		Bachelor's	.770*	.210	.001	.27	1.28	

ANOVA								
			Sum of Squares	df	Mean Square	F	Sig.	
Some characteristics of the brand come to my mind quickly			Between Groups	37.133	2	18.566	4.611	.010
			Within Groups	1598.617	397	4.027		
			Total	1635.750	399			
Dependent Variable			Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval		
						Lower Bound	Upper Bound	
Some characteristics of the brand come to my mind quickly	Master's or higher	Lower Bachelor's	.073	.366	1.000	-.81	.95	
		Bachelor's	.623*	.210	.010	.12	1.13	

ANOVA								
			Sum of Squares	df	Mean Square	F	Sig.	
I prefer the brand that I know			Between Groups	13.845	2	6.923	3.276	.039
			Within Groups	838.945	397	2.113		
			Total	852.790	399			
Dependent Variable			Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval		
						Lower Bound	Upper Bound	
I prefer the brand that I know	Master's or higher	Lower Bachelor's	.311	.265	.723	-.33	.95	
		Bachelor's	.383*	.152	.037	.02	.75	

ANOVA								
			Sum of Squares	df	Mean Square	F	Sig.	
I know this brand, so I trust this brand			Between Groups	27.502	2	13.751	3.549	.030
			Within Groups	1538.176	397	3.874		
			Total	1565.678	399			
Dependent Variable			Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval		
						Lower Bound	Upper Bound	
I know this brand, so I trust this brand	Master's or higher	Lower Bachelor's	.032	.359	1.000	-.83	.89	
		Bachelor's	.532*	.206	.031	.04	1.03	

A one-way between subject ANOVA was conducted to compare the effect of brand awareness and education level. There was a significant effect on brand awareness and education level where the $p < 0.05$ level three condition [$F(2,397) = 6.669, p = 0.001$]. Post hoc comparison using the Bonferroni test indicated the mean score for brand awareness and education level between Bachelor's and Master's or higher. The mean difference is ± 0.761 and $p = 0.001$. Therefore, the result is significantly different.

A one-way between subject ANOVA was conducted to compare the effect of brand awareness and education level. There was a significant effect on brand awareness and education level where the $p < 0.05$ level three condition [$F(2,397) = 6.870, p = 0.001$]. Post hoc comparison using the Bonferroni test indicated the mean score for brand awareness and education level between Bachelor's and Master's or higher. The mean difference is ± 0.770 and $p = 0.001$. Therefore, the result is significantly different.

A one-way between subject ANOVA was conducted to compare the effect of brand awareness and education level. There was a significant effect on brand awareness and education level where the $p < 0.05$ level three condition [$F(2,397) = 4.611, p = 0.010$]. Post hoc comparison using the Bonferroni test indicated the mean score for brand awareness and education level between Bachelor's and Master's or higher. The mean difference is ± 0.623 and $p = 0.010$. Therefore, the result is significantly different.

A one-way between subject ANOVA was conducted to compare the effect of brand awareness and education level. There was a significant effect on brand awareness and education level where the $p < 0.05$ level three condition [$F(2,397) = 3.276, p = 0.039$]. Post hoc comparison using the Bonferroni test indicated the mean score for brand awareness and education level between Bachelor's and Master's or higher. The mean difference is ± 0.383 and $p = 0.037$. Therefore, the result is significantly different.

A one-way between subject ANOVA was conducted to compare the effect of brand awareness and education level. There was a significant effect on brand awareness and education level where the $p < 0.05$ level three condition [$F(2,397) = 3.549, p = 0.030$]. Post hoc comparison using the Bonferroni test indicated the mean score for brand awareness and education level between Bachelor's and Master's or higher. The mean difference is ± 0.523 and $p = 0.031$. Therefore, the result is significantly different.

Table 4.28 ANOVA Credibility with Monthly income

ANOVA							
			Sum of Squares	df	Mean Square	F	Sig.
Celebrity is trustworthy		Between Groups	44.588	4	11.147	3.873	.004
		Within Groups	1136.922	395	2.878		
		Total	1181.510	399			
Dependent Variable			Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Celebrity is trustworthy	45,001-60,000	Less than 15,000	.864	.352	.144	-.13	1.86
		15,001-30,000	.768*	.270	.046	.01	1.53
		30,001-45,000	.881*	.277	.016	.10	1.66
		More than 60,000	.974*	.263	.002	.23	1.72

A one-way between subject ANOVA was conducted to compare the effect of credibility and monthly income. There was a significant effect on credibility and monthly income where the $p < 0.05$ level three condition [$F(4,395) = 3.873, p = 0.004$]. Post hoc comparison using the Bonferroni test indicated the mean score for credibility and monthly income between 15,000 – 30,001, 30,001 – 45,000, 45,001 – 60,000, and more than 60,000. The mean differences are ± 0.768 and $p = 0.046$, ± 0.881 and $p = 0.016$, and ± 0.974 and $p = 0.002$. Therefore, the result is significantly different.

Table 4.29 ANOVA expertise with Monthly income

ANOVA							
			Sum of Squares	df	Mean Square	F	Sig.
Celebrity is qualified to endorse the brand		Between Groups	26.506	4	6.627	2.805	.026
		Within Groups	933.054	395	2.362		
		Total	959.560	399			
Dependent Variable			Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Celebrity is qualified to endorse the brand	45,001-60,000	Less than 15,000	.614	.318	.547	-.29	1.51
		15,001-30,000	.551	.244	.247	-.14	1.24
		30,001-45,000	.703	.251	.053	-.01	1.41
		More than 60,000	.748*	.238	.019	.07	1.42

A one-way between subject ANOVA was conducted to compare the effect of expertise and monthly income. There was a significant effect on expertise and monthly income where the $p < 0.05$ level three condition [$F(4,395) = 2.805, p = 0.026$]. Post hoc comparison using the Bonferroni test indicated the mean score for expertise and monthly income between 45,001 - 60,000, and more than 60,000. The mean difference is ± 0.748 and $p = 0.019$. Therefore, the result is significantly different.

Table 4.30 ANOVA physical attractiveness with Monthly income

ANOVA								
			Sum of Squares	df	Mean Square	F	Sig.	
Celebrity is good looking			Between Groups	17.431	4	4.358	2.679	.031
			Within Groups	642.506	395	1.627		
			Total	659.938	399			
Dependent Variable			Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval		
						Lower Bound	Upper Bound	
Celebrity is good looking	45,001-60,000	Less than 15,000	.568	.264	.321	-.18	1.31	
		15,001-30,000	.348	.203	.863	-.22	.92	
		30,001-45,000	.433	.208	.381	-.15	1.02	
		More than 60,000	.622*	.198	.018	.06	1.18	

ANOVA								
			Sum of Squares	df	Mean Square	F	Sig.	
Celebrity is attractive			Between Groups	21.970	4	5.493	3.348	.010
			Within Groups	648.030	395	1.641		
			Total	670.000	399			
Dependent Variable			Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval		
						Lower Bound	Upper Bound	
Celebrity is attractive	45,001-60,000	Less than 15,000	.727	.265	.064	-.02	1.48	
		15,001-30,000	.465	.204	.230	-.11	1.04	
		30,001-45,000	.601*	.209	.043	.01	1.19	
		More than 60,000	.653*	.199	.011	.09	1.21	

ANOVA								
			Sum of Squares	df	Mean Square	F	Sig.	
Celebrity is stylish			Between Groups	24.736	4	6.184	3.442	.009
			Within Groups	709.742	395	1.797		
			Total	734.478	399			
Dependent Variable			Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval		
						Lower Bound	Upper Bound	
Celebrity is stylish	45,001-60,000	Less than 15,000	.510	.278	.670	-.27	1.29	
		15,001-30,000	.621*	.213	.037	.02	1.22	
		30,001-45,000	.679*	.219	.021	.06	1.30	
		More than 60,000	.708*	.208	.007	.12	1.29	

ANOVA								
			Sum of Squares	df	Mean Square	F	Sig.	
Celebrity is appealing			Between Groups	24.389	4	6.097	3.815	.005
			Within Groups	631.288	395	1.598		
			Total	655.678	399			
Dependent Variable			Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval		
						Lower Bound	Upper Bound	
Celebrity is appealing	45,001-60,000	Less than 15,000	.811*	.262	.021	.07	1.55	
		15,001-30,000	.343	.201	.881	-.22	.91	
		30,001-45,000	.497	.206	.164	-.09	1.08	
		More than 60,000	.662*	.196	.008	.11	1.22	

A one-way between subject ANOVA was conducted to compare the effect of physical attractiveness and monthly income. There was a significant effect on physical attractiveness and monthly income where the $p < 0.05$ level three condition [F (4,395) = 2.679, $p = 0.031$]. Post hoc comparison using the Bonferroni test indicated the mean score for physical attractiveness and monthly income between 45,001 - 60,000, and more than 60,000. The mean difference is ± 0.622 and $p = 0.018$. Therefore, the result is significantly different.

A one-way between subject ANOVA was conducted to compare the effect of physical attractiveness and monthly income. There was a significant effect on physical attractiveness and monthly income where the $p < 0.05$ level three condition [F (4,395) = 3.348, $p = 0.010$]. Post hoc comparison using the Bonferroni test indicated the mean score for physical attractiveness and monthly income between 30,001 – 45,000, 45,001 – 60,000, and more than 60,000. The mean differences are ± 0.601 and $p = 0.043$, and ± 0.653 and $p = 0.011$. Therefore, the result is significantly different.

A one-way between subject ANOVA was conducted to compare the effect of physical attractiveness and monthly income. There was a significant effect on physical attractiveness and monthly income where the $p < 0.05$ level three condition [F (4,395) = 3.442, $p = 0.009$]. Post hoc comparison using the Bonferroni test indicated the mean score for physical attractiveness and monthly income between 15,001 – 30,000, 30,001 – 45,000, 45,001 – 60,000, and more than 60,000. The mean differences are ± 0.621 and $p = 0.037$, ± 0.679 and $p = 0.021$, and ± 0.708 and $p = 0.007$, respectively. Therefore, the result is significantly different.

A one-way between subject ANOVA was conducted to compare the effect of physical attractiveness and monthly income. There was a significant effect on physical attractiveness and monthly income where the $p < 0.05$ level three condition [F (4,395) = 3.815, $p = 0.005$]. Post hoc comparison using the Bonferroni test indicated the mean score for physical attractiveness and monthly income between less than 15,000 and more than 60,000. The mean differences are ± 0.811 and $p = 0.021$, and ± 0.662 and $p = 0.008$, respectively. Therefore, the result is significantly different.

Table 4.31 ANOVA attitude toward brand with Monthly income

ANOVA								
			Sum of Squares	df	Mean Square	F	Sig.	
I like this brand			Between Groups	63.769	4	15.942	3.606	.007
			Within Groups	1746.391	395	4.421		
			Total	1810.160	399			
Dependent Variable			Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval		
						Lower Bound	Upper Bound	
I like this brand	45,001-60,000	Less than 15,000	.581	.436	1.000	-.65	1.81	
		15,001-30,000	1.005*	.334	.028	.06	1.95	
		30,001-45,000	.688	.343	.457	-.28	1.66	
		More than 60,000	1.163*	.326	.004	.24	2.08	

ANOVA								
			Sum of Squares	df	Mean Square	F	Sig.	
This brand is favorable for me			Between Groups	65.059	4	16.265	3.275	.012
			Within Groups	1961.438	395	4.966		
			Total	2026.498	399			
Dependent Variable			Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval		
						Lower Bound	Upper Bound	
This brand is favorable for me	45,001-60,000	Less than 15,000	.944	.462	.415	-.36	2.25	
		15,001-30,000	1.061*	.354	.029	.06	2.06	
		30,001-45,000	.885	.364	.154	-.14	1.91	
		More than 60,000	1.188*	.346	.007	.21	2.16	

ANOVA								
			Sum of Squares	df	Mean Square	F	Sig.	
This is good brand			Between Groups	65.642	4	16.410	4.024	.003
			Within Groups	1610.796	395	4.078		
			Total	1676.438	399			
Dependent Variable			Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval		
						Lower Bound	Upper Bound	
This is good brand	45,001-60,000	Less than 15,000	.775	.418	.646	-.41	1.96	
		15,001-30,000	1.051*	.321	.012	.14	1.96	
		30,001-45,000	.924	.330	.053	-.01	1.85	
		More than 60,000	1.196*	.313	.002	.31	2.08	

ANOVA								
			Sum of Squares	df	Mean Square	F	Sig.	
This brand is appealing			Between Groups	55.760	4	13.940	3.568	.007
			Within Groups	1543.337	395	3.907		
			Total	1599.098	399			
Dependent Variable			Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval		
						Lower Bound	Upper Bound	
This brand is appealing	45,001-60,000	Less than 15,000	.735	.410	.735	-.42	1.89	
		15,001-30,000	.884	.314	.051	.00	1.77	
		30,001-45,000	.766	.323	.180	-.14	1.68	
		More than 60,000	1.140*	.307	.002	.27	2.01	

A one-way between subject ANOVA was conducted to compare the effect of attitude toward brand and monthly income. There was a significant effect on attitude toward brand and monthly income where the $p < 0.05$ level three condition $[F(4,395) =$

3.606, $p = 0.007$]. Post hoc comparison using the Bonferroni test indicated the mean score for attitude toward brand and monthly income between 15,001 – 30,000, 45,001 – 60,000, and more than 60,000. The mean differences are ± 1.005 and $p = 0.028$, and ± 1.163 and $p = 0.004$, respectively. Therefore, the result is significantly different.

A one-way between subject ANOVA was conducted to compare the effect of attitude toward brand and monthly income. There was a significant effect on attitude toward brand and monthly income where the $p < 0.05$ level three condition [$F(4,395) = 3.275$, $p = 0.012$]. Post hoc comparison using the Bonferroni test indicated the mean score for attitude toward brand and monthly income between 15,001 – 30,000, 45,001 – 60,000, and more than 60,000. The mean differences are ± 1.061 and $p = 0.029$, and ± 1.188 and $p = 0.007$, respectively. Therefore, the result is significantly different

A one-way between subject ANOVA was conducted to compare the effect of attitude toward brand and monthly income. There was a significant effect on attitude toward brand and monthly income where the $p < 0.05$ level three condition [$F(4,395) = 4.024$, $p = 0.003$]. Post hoc comparison using the Bonferroni test indicated the mean score for attitude toward brand and monthly income between 15,001 – 30,000, 45,001 – 60,000, and more than 60,000. The mean differences are ± 1.051 and $p = 0.012$, and ± 1.196 and $p = 0.002$, respectively. Therefore, the result is significantly different

A one-way between subject ANOVA was conducted to compare the effect of attitude toward brand and monthly income. There was a significant effect on attitude toward brand and monthly income where the $p < 0.05$ level three condition [$F(4,395) = 3.586$, $p = 0.007$]. Post hoc comparison using the Bonferroni test indicated the mean score for attitude toward brand and monthly income between 15,001 – 30,000, 30,001 – 45,000, 45,001 – 60,000, and more than 60,000. The mean differences are ± 1.030 and $p = 0.012$, ± 0.950 and $p = 0.036$, and ± 1.203 and $p = 0.001$, respectively. Therefore, the result is significantly different.

Table 4.32 ANOVA brand image with Monthly income

ANOVA								
			Sum of Squares	df	Mean Square	F	Sig.	
I trust in brand			Between Groups	58.026	4	14.506	3.770	.005
			Within Groups	1519.972	395	3.848		
			Total	1577.998	399			
Dependent Variable			Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval		
						Lower Bound	Upper Bound	
I trust in brand	45,001-60,000	Less than 15,000	.508	.406	1.000	-.64	1.65	
		15,001-30,000	.904*	.312	.039	.02	1.78	
		30,001-45,000	.775	.320	.160	-.13	1.68	
		More than 60,000	1.133*	.304	.002	.27	1.99	
ANOVA								
			Sum of Squares	df	Mean Square	F	Sig.	
I think the brand is different from another brand			Between Groups	49.281	4	12.320	3.115	.015
			Within Groups	1562.079	395	3.955		
			Total	1611.360	399			
Dependent Variable			Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval		
						Lower Bound	Upper Bound	
I think the brand is different from another brand	45,001-60,000	Less than 15,000	.316	.412	1.000	-.85	1.48	
		15,001-30,000	.808	.316	.109	-.08	1.70	
		30,001-45,000	.684	.325	.356	-.23	1.60	
		More than 60,000	1.014*	.309	.011	.14	1.89	

A one-way between subject ANOVA was conducted to compare the effect of brand image and monthly income. There was a significant effect on brand image and monthly income where the $p < 0.05$ level three condition [$F(4,395) = 3.770, p = 0.005$]. Post hoc comparison using the Bonferroni test indicated the mean score for brand image and monthly income between 15,001 – 30,000, 45,001 – 60,000, and more than 60,000. The mean differences are ± 0.904 and $p = 0.039$, and ± 1.133 and $p = 0.002$, respectively. Therefore, the result is significantly different.

A one-way between subject ANOVA was conducted to compare the effect of brand image and monthly income. There was a significant effect on brand image and monthly income where the $p < 0.05$ level three condition [$F(4,395) = 3.115, p = 0.015$]. Post hoc comparison using the Bonferroni test indicated the mean score for brand image and monthly income between 45,001 – 60,000, and more than 60,000. The mean difference is ± 1.014 and $p = 0.011$. Therefore, the result is significantly different.

Table 4.33 ANOVA brand awareness with Monthly income

ANOVA							
			Sum of Squares	df	Mean Square	F	Sig.
I can recognize the brand		Between Groups	102.570	4	25.642	6.388	.000
		Within Groups	1585.670	395	4.014		
		Total	1688.240	399			
Dependent Variable			Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
I can recognize the brand	30,001-45,000	Less than 15,000	.177	.397	1.000	-.94	1.30
		15,001-30,000	.271	.294	1.000	-.56	1.10
		45,001-60,000	-.517	.327	1.000	-1.44	.41
		More than 60,000	.971*	.286	.008	.16	1.78

			Sum of Squares	df	Mean Square	F	Sig.
I am aware of the brand		Between Groups	73.864	4	18.466	4.631	.001
		Within Groups	1575.213	395	3.988		
		Total	1649.078	399			
Dependent Variable			Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
I am aware of the brand	More than 60,000	Less than 15,000	-.572	.383	1.000	-1.65	.51
		15,001-30,000	-.421	.275	1.000	-1.20	.36
		30,001-45,000	-.645	.285	.243	-1.45	.16
		45,001-60,000	-1.310*	.310	.000	-2.18	-.44

			Sum of Squares	df	Mean Square	F	Sig.
Some characteristics of the brand come to my mind quickly		Between Groups	58.104	4	14.526	3.637	.006
		Within Groups	1577.646	395	3.994		
		Total	1635.750	399			
Dependent Variable			Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Some characteristics of the brand come to my mind quickly	More than 60,000	Less than 15,000	-.464	.383	1.000	-1.55	.62
		15,001-30,000	-.300	.276	1.000	-1.08	.48
		30,001-45,000	-.369	.286	1.000	-1.18	.44
		45,001-60,000	-1.169*	.310	.002	-2.04	-.29

			Sum of Squares	df	Mean Square	F	Sig.
I prefer the brand that I know		Between Groups	23.292	4	5.823	2.773	.027
		Within Groups	829.498	395	2.100		
		Total	852.790	399			
Dependent Variable			Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
I prefer the brand that I know	More than 60,000	Less than 15,000	-.148	.278	1.000	-.93	.64
		15,001-30,000	-.337	.200	.924	-.90	.23
		30,001-45,000	-.486	.207	.194	-1.07	.10
		45,001-60,000	-.676*	.225	.028	-1.31	-.04

Table 4.33 ANOVA brand awareness with Monthly income (cont.)

			Sum of Squares	df	Mean Square	F	Sig.
I know this brand, so I trust this brand			Between Groups	4	16.130	4.244	.002
			Within Groups	395	3.800		
			Total	399			
Dependent Variable			Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
I know this brand, so I trust this brand	45,001-60,000	Less than 15,000	1.111	.404	.062	-.03	2.25
		15,001-30,000	1.000*	.310	.014	.13	1.87
		30,001-45,000	.793	.318	.131	-.11	1.69
		More than 60,000	1.176*	.303	.001	.32	2.03

A one-way between subject ANOVA was conducted to compare the effect of brand awareness and monthly income. There was a significant effect on brand awareness and monthly income where the $p < 0.05$ level three condition [F (4,395) = 6.388, $p = 0.000$]. Post hoc comparison using the Bonferroni test indicated the mean score for brand awareness and monthly income between 30,001 – 45,000, 45,001 – 60,000, and more than 60,000. The mean differences are ± 0.971 and $p = 0.008$, and ± 1.488 and $p = 0.000$. Therefore, the result is significantly different.

A one-way between subject ANOVA was conducted to compare the effect of brand awareness and monthly income. There was a significant effect on brand awareness and monthly income where the $p < 0.05$ level three condition [F (4,395) = 4.631, $p = 0.001$]. Post hoc comparison using the Bonferroni test indicated the mean score for brand awareness and monthly income between 45,001 – 60,000, and more than 60,000. The mean difference is ± 1.310 and $p = 0.000$. Therefore, the result is significantly different.

A one-way between subject ANOVA was conducted to compare the effect of brand awareness and monthly income. There was a significant effect on brand awareness and monthly income where the $p < 0.05$ level three condition [F (4,395) = 3.637, $p = 0.006$]. Post hoc comparison using the Bonferroni test indicated the mean score for brand awareness and monthly income between 45,001 – 60,000, and more than 60,000. The mean difference is ± 1.169 and $p = 0.002$. Therefore, the result is significantly different.

A one-way between subject ANOVA was conducted to compare the effect of brand awareness and monthly income. There was a significant effect on brand awareness and monthly income where the $p < 0.05$ level three condition [F (4,395) = 2.773, $p = 0.027$]. Post hoc comparison using the Bonferroni test indicated the mean score for brand awareness

and monthly income between 45,001 – 60,000, and more than 60,000. The mean difference is ± 0.676 and $p = 0.028$. Therefore, the result is significantly different.

A one-way between subject ANOVA was conducted to compare the effect of brand awareness and monthly income. There was a significant effect on brand awareness and monthly income where the $p < 0.05$ level three condition [$F(4,395) = 4.244$, $p = 0.002$]. Post hoc comparison using the Bonferroni test indicated the mean score for brand awareness and monthly income between 15,001 – 30,000, 45,001 – 60,000, and more than 60,000. The mean differences are ± 1.000 and $p = 0.014$, and ± 1.176 and $p = 0.001$. Therefore, the result is significantly different.

Table 4.34 ANOVA Consumer Purchase Intention with Monthly income

			Sum of Squares	df	Mean Square	F	Sig.
High purchase interest of this brand cause by celebrity		Between Groups	42.559	4	10.640	2.891	.022
		Within Groups	1453.831	395	3.681		
		Total	1496.390	399			
Dependent Variable		Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval		
					Lower Bound	Upper Bound	
High purchase interest of this brand cause by celebrity	45,001-60,000	Less than 15,000	.904	.397	.235	-.22	2.03
		15,001-30,000	.424	.305	1.000	-.44	1.28
		30,001-45,000	.642	.313	.411	-.24	1.53
		More than 60,000	.932*	.298	.019	.09	1.77

A one-way between subject ANOVA was conducted to compare the effect of consumer purchase intention and monthly income. There was a significant effect on consumer purchase intention and monthly income where the $p < 0.05$ level three condition [$F(4,395) = 4.244$, $p = .002$]. Post hoc comparison using the Bonferroni test indicated the mean score for consumers purchase intention and monthly income 45,001 – 60,000, and more than 60,000. The mean difference is ± 0.932 and $p = .019$. Therefore, the result is significantly different.

4.4 Regression

In this part, there are key factors presented in codes, as follows:

- Credit_Mean is credibility mean
- Expt_Mean is expertise mean
- Pa_Mean is physical attractiveness mean
- Res_Mean is respect mean
- Sim_Mean is similarity mean
- Aceleb_Mean is attitude toward celebrity mean
- Abrand_Meand is attitude toward brand
- Bi_Mean is brand image mean
- Ba_Mean is brand awareness mean
- CPI_Mean is consumer purchase intention

In all regression models, Durbin Watson is close to 2 while all VIF values are less than 10.

4.4.1 Regression 1

Table 4.35 Descriptive statistic for TEARS model and attitude toward celebrity

Descriptive Statistics			
	Mean	Std. Deviation	N
Aceleb_Mean	3.9130	1.41571	400
Credit_Mean	4.3155	1.41965	400
Expt_Mean	4.4975	1.38867	400
Pa_Mean	5.6680	1.18410	400
res_Mean	5.6305	1.09717	400
Sim_Mean	3.6105	1.70248	400

The total sample size for each variable is 400. The table above describes how the set of data values have been spread. The first variable is attitude toward celebrity. The attitude toward celebrity is average ($M = 3.91$, $SD = 1.41$). Additionally, both the mean of credibility and expertise are a little bit over average ($M = 4.31$, $SD = 1.41$, and

M = 4.49, SD = 1.38, respectively). Furthermore, physical attractiveness and respect of celebrity show the highest value (M = 5.66, SD = 1.18, and M = 5.63, SD = 1.09, respectively). On the other hand, mean of similarity shows the lowest value (M = 3.61, SD = 1.7). The data above indicates that the dispersion of data does not spread much out to either strongly disagree (1) or strongly agree (7) according to the Likert scale and questionnaire design.

Table 4.36 Correlation between TEARS model and attitude toward celebrity

		Correlations					
		Aceleb_Mean	Credit_Mean	Expt_Mean	Pa_Mean	res_Mean	Sim_Mean
Pearson Correlation	Aceleb_Mean	1.000	.561	.544	.372	.343	.814
	Credit_Mean	.561	1.000	.783	.430	.326	.481
	Expt_Mean	.544	.783	1.000	.627	.500	.420
	Pa_Mean	.372	.430	.627	1.000	.756	.134
	res_Mean	.343	.326	.500	.756	1.000	.138
	Sim_Mean	.814	.481	.420	.134	.138	1.000
Sig. (1-tailed)	Aceleb_Mean		.000	.000	.000	.000	.000
	Credit_Mean	.000		.000	.000	.000	.000
	Expt_Mean	.000	.000		.000	.000	.000
	Pa_Mean	.000	.000	.000		.000	.004
	res_Mean	.000	.000	.000	.000		.003
	Sim_Mean	.000	.000	.000	.004	.003	
N	Aceleb_Mean	400	400	400	400	400	400
	Credit_Mean	400	400	400	400	400	400
	Expt_Mean	400	400	400	400	400	400
	Pa_Mean	400	400	400	400	400	400
	res_Mean	400	400	400	400	400	400
	Sim_Mean	400	400	400	400	400	400

A Pearson product moment correlation coefficient was computed to assess the relationship between attitude toward celebrity and credibility. There was a positive correlation between the two variables, $r = .561$, $n = 400$, $p = .000$. Overall, there was moderate positive correlation between attitude toward celebrity and a celebrity's credibility. On the other hand, celebrity expertise shows quite a strong relationship with credibility, $r = .783$, $n = 400$, $p = .000$. It can be assumed that credibility of celebrity is built upon

expertise. As a result, credibility alone cannot completely justify the relationship of attitude toward celebrity.

The second pair comparing the relationship in this model is attitude toward celebrity and celebrity expertise. A Pearson product moment correlation coefficient was computed. As a result, there was positive correlation between the two variables, $r = .544$, $n = 400$, $p = .000$. In summary, there was moderate positive correlation between attitude toward celebrity and a celebrity's expertise. Consequently, if a celebrity is an expert in a particular area, attitude toward the celebrity from a consumer's perspective seem to be more positive as well. However, expertise alone cannot determine a perfect relationship with attitude toward celebrity. Since expertise of celebrity has a strong correlation with physical attractiveness, $r = .627$, $n = 400$, $p = .000$, physical attractiveness is one variable that supports the expertise of a celebrity. As a result, a stronger relationship for expertise requires support from physical attractiveness.

The third pair is comparing attitude toward celebrity and a celebrity's physical attractiveness. Once again, a Pearson product moment correlation coefficient was computed. There was positive correlation between the two variables, $r = .372$, $n = 400$, $p = .000$. In conclusion, there was positive correlation between attitude toward celebrity and a celebrity's physical attractiveness, but the relationship is quite below the average. Hence, building a strong relationship between attitude toward celebrity and physical attractiveness requires respect of the celebrity to support physical attractiveness. Once these two variables are together, they can help to build a strong relationship. If a celebrity's physical attractiveness is in a suitable condition with respect, the attitude toward a celebrity will be good as well.

The fourth pair in this correlation table is attitude toward celebrity and respect. A Pearson product moment correlation coefficient was computed. In summary, there was a positive correlation between the two variables, $r = .343$, $n = 400$, $p = .000$. There was a weak positive correlation between attitude toward celebrity and respect. However, without support from physical attractiveness, respect alone cannot achieve the goal of determining the relationship between attitude toward celebrity.

The last pair in this correlation table is attitude toward celebrity and similarity. A Pearson product moment correlation coefficient was computed. The result is reported as a positive correlation between the two variables, $r = .814$, $n = 400$, $p = .000$. There

was a strong positive correlation between attitude toward celebrity and similarity. It shows that from the consumer's point of view, similarity is the most important factor when forming their attitude toward a celebrity. Consumers will determine either a positive or negative attitude using their similarity with celebrity.

In conclusion, forming a positive attitude toward celebrity requires consumers' similarity or consumers' preference which can be achieved by building the credibility of a celebrity using his or her expertise and showing consumers that the celebrity is trustworthy. Also, physical attractiveness will help to enhance respect for a celebrity. If a celebrity is in suitable physical condition, including a good appearance, it will help him or her to be respected even more. All the variables show a positive relationship which means if one of these increases, it will affect the other variables as well.

Table 4.37 ANOVA for TEARS model and attitude toward celebrity

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.863 ^a	.745	.741	.71981	2.102

a. Predictors: (Constant), Sim_Mean, Pa_Mean, Credit_Mean, res_Mean, Expt_Mean
b. Dependent Variable: Aceleb_Mean

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	595.551	5	119.110	229.886	.000 ^b
	Residual	204.142	394	.518		
	Total	799.692	399			

a. Dependent Variable: Aceleb_Mean
b. Predictors: (Constant), Sim_Mean, Pa_Mean, Credit_Mean, res_Mean, Expt_Mean

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-.448	.205		-2.185	.029		
	Credit_Mean	.103	.043	.103	2.410	.016	.355	2.818
	Expt_Mean	.021	.049	.021	.430	.667	.276	3.620
	Pa_Mean	.187	.052	.156	3.565	.000	.337	2.968
	res_Mean	.105	.050	.081	2.080	.038	.426	2.350
	Sim_Mean	.602	.025	.724	24.515	.000	.743	1.346

a. Dependent Variable: Aceleb_Mean

A multiple linear regression that was calculated to predict attitude toward celebrity based on the regression equation found [$F(5,394) = 229.886, P = .000$], with an adjusted R of .741, on their credibility, expertise, physical attractiveness, respect, and similarity. A significant for similarity with standardized coefficients (β) of .724 with $P = .000$, it was found that similarity is the most influential factor for attitude toward celebrity. This means that consumers require similar preferences as the celebrity before they can form either a positive or negative attitude toward that celebrity.

Physical attractiveness was found to be the second most influential factor with standardized coefficients (β) of .156 with $P = .000$. Credibility is ranked as the third most influential factor with standardized coefficients (β) of .103 with $P = .016$, while respect is the fourth most influential factor on the regression model. The reason why respect is fourth is due to its standardized coefficients (β) of .081 with $P = .038$. Finally, the expertise standardized coefficient (β) is .21, which is the lowest standardized coefficient (β) in this model with $P = .667$.

Consequently, expertise not only reported as not significant, but it also has the lowest rate of influential factors where attitude toward celebrity is the dependent variable. Interestingly, the TEARS model had given each of these variables equal value without regard of a product or service. It can be implied that expertise is not important at all for consumers in forming their attitude toward a celebrity.

4.4.2 Regression 2

Table 4.38 Descriptive statistic between brand image and attitude toward celebrity

Descriptive Statistics			
	Mean	Std. Deviation	N
bi_Mean	4.3955	2.01231	400
Aceleb_Mean	3.9130	1.41571	400

The total sample size for each variable is 400. The table above describes how the set of data values have been spread. The first variable is brand image. The brand image is at the average ($M = 4.39, SD = 2.01$). Another variable is attitude toward celebrity. Attitude toward celebrity is at the average ($M = 3.91, SD = 1.41$). The data above indicates

that the dispersion does not spread much to either strongly disagree (1) or strongly agree (7) according to the Likert scale and questionnaire design.

Table 4.39 Correlation between brand image and attitude toward celebrity

Correlations			
		bi_Mean	Aceleb_Me an
Pearson Correlation	bi_Mean	1.000	.339
	Aceleb_Mean	.339	1.000
Sig. (1-tailed)	bi_Mean		.000
	Aceleb_Mean	.000	
N	bi_Mean	400	400
	Aceleb_Mean	400	400

A Pearson product moment correlation coefficient was computed to assess the relationship between attitude toward celebrity and credibility. There was a positive correlation between the two variables, $r = .339$, $n = 400$, $p = .000$. Overall, there was low positive correlation between brand image and attitude toward celebrity. As a result, brand image does have a relationship which may affect attitude toward celebrity. It can be assumed that the attitude toward celebrity will change according to brand image of a certain product or service.

Table 4.40 ANOVA for brand image and attitude toward celebrity

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.339 ^a	.115	.113	1.89557	1.178

a. Predictors: (Constant), Aceleb_Mean
b. Dependent Variable: bi_Mean

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	185.625	1	185.625	51.660	.000 ^b
	Residual	1430.086	398	3.593		
	Total	1615.712	399			

a. Dependent Variable: bi_Mean
b. Predictors: (Constant), Aceleb_Mean

Table 4.40 ANOVA for brand image and attitude toward celebrity (cont.)

Coefficients ^a								
Model		zed Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2.510	.279		9.001	.000		
	Aceleb_Mean	.482	.067	.339	7.188	.000	1.000	1.000

a. Dependent Variable: bi_Mean

A multiple linear regression that was calculated to predict brand image based on attitude found an adjusted R^2 of .113. With standardized toward celebrity. A significant regression equation was found [$F(1,398) = 51.660, P = .000$], coefficients (β) of .339 with $P = .000$, attitude toward celebrity showed that it does have an effect on brand image. It can be assumed that consumers will form their attitude toward a celebrity according to a brand's image. In this regression model, brand image shows a more superior effect over attitude toward celebrity. Moreover, consumers tend to depend on the brand image of the products or services in order to make their justification about the celebrity who endorses the brand. As a result, brand image represents a brand's reputation which consumers later perceive. On the contrary, attitude toward celebrity does not significantly have influence over the brand.

4.4.3 Regression 3

Table 4.41 Descriptive statistic for attitude toward celebrity, brand image, and brand awareness to attitude toward brand

Descriptive Statistics			
	Mean	Std. Deviation	N
Abrand_Mean	4.9790	1.66562	400
Aceleb_Mean	3.9130	1.41571	400
bi_Mean	4.3955	2.01231	400
ba_Mean	4.6595	1.62059	400

The total sample size for each variable is 400. The table above describes how the set of data values have been distributed. The first variable is attitude toward

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

Table 4.42 Correlation between attitude toward celebrity, brand image, and brand awareness to attitude toward brand

Correlations					
		Abrand_Mean	Aceleb_Mean	bi_Mean	ba_Mean
Pearson Correlation	Abrand_Mean	1.000	.310	.828	.809
	Aceleb_Mean	.310	1.000	.339	.356
	bi_Mean	.828	.339	1.000	.915
	ba_Mean	.809	.356	.915	1.000
Sig. (1-tailed)	Abrand_Mean	.000	.000	.000	.000
	Aceleb_Mean	.000	.000	.000	.000
	bi_Mean	.000	.000	.000	.000
	ba_Mean	.000	.000	.000	.000
N	Abrand_Mean	400	400	400	400
	Aceleb_Mean	400	400	400	400
	bi_Mean	400	400	400	400
	ba_Mean	400	400	400	400

A Pearson product moment correlation coefficient was computed to assess the relationship between attitude toward brand and attitude toward celebrity. There was a positive correlation between the two variables, $r = .310$, $n = 400$, $p = .000$. Overall, there was low positive correlation between attitude toward brand and attitude toward celebrity. On the other hand, brand image and brand awareness show quite a strong relationship with attitude toward brand, $r = .828$, $n = 400$, $p = .000$, and $r = .809$, $n = 400$, $p = .000$. These can demonstrate that brand image and brand awareness are important in forming an attitude for a brand. As a result, brand image and brand awareness are the components for building brand attitude.

The second comparison in this model is attitude toward celebrity with brand image and brand awareness. A Pearson product moment correlation coefficient was computed. As a result, there was positive correlation between the three variables, $r = .339$, $n = 400$, $p = .000$, and $r = .356$, $n = 400$, $p = .000$, respectively. In summary, there was also low positive correlation between attitude toward celebrity and brand image and brand awareness. Consequently, attitude toward brand, brand image, and brand awareness can help to improve attitude toward celebrity. Attitude toward celebrity seems to rely on a celebrity's reputation or profession more than the brand which the celebrity has endorsed. However, expertise alone cannot determine a perfect relationship with attitude toward celebrity.

The third pair compares brand image and attitude toward brand. Once again, a Pearson product moment correlation coefficient was computed. There was a positive correlation between the two variables, $r = .828$, $n = 400$, $p = .000$. In conclusion, there was a strong positive correlation between brand image and attitude toward brand. Therefore, building a strong relationship between brand image and attitude toward brand requires brand awareness, when a Pearson product moment correlation coefficient was computed, $r = .915$, $n = 400$, $p = .000$. Once these two variables are together, they can help to build strong relationships. Without using celebrity endorsement, brand image and brand awareness seem to be enough for the brand to be in the market.

The last comparison in this correlation table is brand awareness, attitude toward brand, and attitude toward celebrity. A Pearson product moment correlation coefficient was computed. In summary, there was positive correlation between the two variables, $r = .809$, $n = 400$, $p = .000$, and $r = .356$, $n = 400$, $p = .000$, respectively. There was a weak positive correlation between brand awareness and attitude toward celebrity. However, brand image still provides strong support for brand awareness. Additionally, without support from attitude toward brand, brand awareness alone cannot help attitude toward celebrity.

In conclusion, for the brand itself the correlation table shows that the brand does not need celebrity endorsement activity to gain or improve brand image, brand awareness, or attitude toward brand. The brand only needs the brand to speak for itself or build their own reputation in the market place.

Table 4.43 ANOVA for attitude toward celebrity, brand image, and brand awareness to attitude toward brand

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.838 ^a	.702	.699	.91313	1.974

a. Predictors: (Constant), ba_Mean, Aceleb_Mean, bi_Mean
b. Dependent Variable: Abrand_Mean

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	776.760	3	258.920	310.531	.000 ^b
	Residual	330.184	396	.834		
	Total	1106.944	399			

a. Dependent Variable: Abrand_Mean
b. Predictors: (Constant), ba_Mean, Aceleb_Mean, bi_Mean

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.449	.172		8.438	.000		
	Aceleb_Mean	.020	.035	.017	.590	.556	.872	1.147
	bi_Mean	.441	.056	.533	7.807	.000	.162	6.178
	ba_Mean	.325	.071	.316	4.598	.000	.160	6.263

a. Dependent Variable: Abrand_Mean

A multiple linear regression that was calculated to predict attitude toward brand based on brand found [F (3,396) = 310.531, P = .000], with an adjusted R² of .702. In addition, with brand awareness, attitude toward celebrity, and brand image. A significant regression equation was image standardized coefficients (β) of .533 with P = .000, it was found that brand image is the most influential factor for attitude toward celebrity. This means that consumers need to consider brand image before they can form either a positive or negative attitude toward a brand. This is followed by brand awareness with standardized coefficients (β) of .316 with P = .000, making brand awareness the second most influential factor. Finally, attitude toward celebrity ranked as the lowest influential factor with standardized coefficients (β) of .017 with P = .556. As a result, brand image is important for consumers to form their attitude toward a brand.

Consumers make their own opinion about whether a brand is good or bad, and this depends on the image of the brand. Image of brand acts as the first layer of

total brand equity. Consumers will see the brand image first along with brand awareness. However, this situation will depend on the context of time and place of occurrence. Both of them are equally important and cannot be separated from each other. As a result, attitude toward brand usually builds upon the two factors of brand image and brand awareness. On the other hand, with $P > 0.5$, attitude toward celebrity shows insignificant results. Attitude toward celebrity does not have a relationship with attitude toward brand. In this regression model, attitude toward brand is the dependent variable. Interestingly, according to the conceptual model, attitude toward celebrity would seem to have an effect on attitude toward brand.

4.4.4 Regression 4

Table 4.44 Descriptive statistic for attitude toward brand, attitude toward celebrity, brand image, and brand awareness toward consumer purchase intention

Descriptive Statistics			
	Mean	Std. Deviation	N
Cpi_Mean	3.6600	1.56650	400
Aceleb_Mean	3.9130	1.41571	400
Abrand_Mean	4.9790	1.66562	400
bi_Mean	4.3955	2.01231	400
ba_Mean	4.6595	1.62059	400

The total sample size for each variable is 400. The table above describes how the set of data values have been spread. The first variable is consumer purchase intention. The consumer purchase intention is slightly above average ($M = 3.66$, $SD = 1.56$). Additionally, the mean of attitude toward brand, brand image and brand awareness are also above average ($M = 4.97$, $SD = 1.66$, $M = 4.39$, $SD = 2.01$ and $M = 4.6$, $SD = 1.6$ respectively). On the other hand, mean of attitude toward celebrity shows the lowest value ($M = 3.91$, $SD 1.4$). The data above indicates that the dispersion of data does not spread much to either strongly disagree (1) or strongly agree (7) according to the Likert scale and questionnaire design.

Table 4.45 Correlation between attitude toward brand, attitude toward celebrity, brand image, and brand awareness toward consumer purchase intention

		Correlations				
		Cpi_Mean	Aceleb_Mean	Abrand_Mean	bi_Mean	ba_Mean
Pearson Correlation	Cpi_Mean	1.000	.717	.496	.568	.581
	Aceleb_Mean	.717	1.000	.310	.339	.356
	Abrand_Mean	.496	.310	1.000	.828	.809
	bi_Mean	.568	.339	.828	1.000	.915
	ba_Mean	.581	.356	.809	.915	1.000
Sig. (1-tailed)	Cpi_Mean	.000	.000	.000	.000	.000
	Aceleb_Mean	.000	.000	.000	.000	.000
	Abrand_Mean	.000	.000	.000	.000	.000
	bi_Mean	.000	.000	.000	.000	.000
	ba_Mean	.000	.000	.000	.000	.000
N	Cpi_Mean	400	400	400	400	400
	Aceleb_Mean	400	400	400	400	400
	Abrand_Mean	400	400	400	400	400
	bi_Mean	400	400	400	400	400
	ba_Mean	400	400	400	400	400

A Pearson product moment correlation coefficient was computed to assess the relationship between consumer purchase intention and attitude toward celebrity. There was a positive correlation between the two variables, $r = .717$, $n = 400$, $p = .000$. Overall, there was high positive correlation between consumer purchase intention and attitude toward celebrity. In addition, attitude toward brand, brand image, and brand awareness have a strong relationship with consumer purchase intention with $r = .496$, $n = 400$, $p = .000$, $r = .568$, $n = 400$, $p = .000$, and $r = .581$, $n = 400$, $p = .000$, respectively. It can be assumed that a high correlation with consumer purchase intention requires support from attitude toward brand, brand image, and brand awareness.

The second comparison in this model is attitude toward celebrity and consumer purchase intention, brand image, and brand awareness. A Pearson product moment correlation coefficient was computed. As a result, there was positive correlation between the three variables, $r = .310$, $n = 400$, $p = .000$, $r = .339$, $n = 400$, $p = .000$, and $r = .356$, $n = 400$, $p = .000$, respectively. Therefore, the three variables of attitude toward brand,

brand image, and brand awareness, indicate a low level of positive correlation. On the contrary, the variables which had the highest correlation level with consumer purchase intention with $r = .717$, $n = 400$, $p = .000$.

In summary, consumer purchase intention indicates a relationship with attitude toward celebrity. This means using celebrity endorsement is more effective for the products or services that use celebrities in their marketing campaigns. On the other hand, the attitude toward brand, brand image, and brand awareness variable have low correlation. It can be concluded that these three variables are important to the attitude toward a celebrity when in the context of purchase intention.

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

The fourth comparison is brand image and consumer purchase intention, attitude toward celebrity, attitude toward brand, and brand awareness. A Pearson product moment correlation coefficient was computed and found brand awareness has the highest correlation, $r = .910$, $n = 400$, $p = .000$. This is followed by attitude toward brand, $r = .828$, $n = 400$, $p = .000$. Consumer purchase intention does contribute a moderate correlation, $r = .568$, $n = 400$, $p = .000$, compared to attitude toward celebrity which has the lowest correlation level, $r = .339$, $n = 400$, $p = .000$. All in all, attitude toward brand and brand awareness are the most important components in building a strong brand image. Brand image does have an effect on consumer purchase intention, which means consumers seem to consider a brands before a purchase will happen. Moreover, attitude toward celebrity seems play a small role in the consideration or purchase process.

The comparison is brand awareness and consumer purchase intention, attitude toward celebrity, attitude toward brand and brand image. Brand image reported the highest correlated variable, $r = .915$, $n = 400$, $p = .000$; attitude toward brand is the second highest correlated variable, $r = .809$, $n = 400$, $p = .000$; and consumer purchase intention is also important for brand awareness, $r = .581$, $n = 400$, $p = .000$. However, it is still only moderately correlated. Lastly, the lowest correlated variable is attitude toward celebrity with $r = .356$, $n = 400$, $p = .000$.

In general, brand awareness and brand image are very important for a consumer's attitude, whether positive or negative. To compare, in the context of purchase intention attitude toward celebrity seems to play an important role along with the rest of variables. If there is only one of these variables in the context of consumer purchase intention, then it may not be effective. However, if all the variables play a role at the same time, it very clear that celebrity endorsement is effective.

Table 4.46 ANOVA for attitude toward brand, attitude toward celebrity, brand image, and brand awareness toward consumer purchase intention

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.800 ^a	.640	.637	.94401	1.684

a. Predictors: (Constant), ba_Mean, Aceleb_Mean, Abrand_Mean, bi_Mean
b. Dependent Variable: Cpi_Mean

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	627.116	4	156.779	175.929	.000 ^b
	Residual	352.004	395	.891		
	Total	979.120	399			

a. Dependent Variable: Cpi_Mean
b. Predictors: (Constant), ba_Mean, Aceleb_Mean, Abrand_Mean, bi_Mean

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

a. Dependent Variable: Cpi_Mean

A multiple linear regression was calculated to predict consumer purchase intention based on brand awareness, attitude toward celebrity, attitude toward brand and brand image. A significant regression equation found [$F(4,395) = 175.929, P = .000$], with an adjusted R^2 of .640. In addition, with standardized coefficients (β) of .581 with $P = .000$, attitude toward celebrity is found to be the most influential factor for consumer purchase intention as the dependent variable. This means that consumers will consider their attitude toward a celebrity before they determine their purchase intention.

Brand awareness is the second most influential factor with standardized coefficients (β) of .216 with $P = .006$. Brand awareness makes consumers aware of the brand before they consider buying products or service. Brand image has the least influence where standardized coefficients are (β) of .183 with $P = .024$. As a result, brand image is the least important factor for consumers when it comes to purchase intention.

Brand image seems to be importance when it comes to attitude alone, but if it is in the context of whether consumers are willing to purchase products or services, it seems that brand image is of the least concern. In other words, when it comes time to spend money, consumers will think more carefully about a product or service. Furthermore, attitude toward brand seems unimportant at all where standardized coefficients are (β) of -.010 with $P = .850$. Since, $P > 0.05$, attitude toward celebrity already is rejected by this regression model. When consumers are about to spend money, it seems that their attitude toward a brand disappears if they feel it is not worth the money. Consumers consider their money first, regardless of how well the brand is represented. Eventually their own interests come first.

4.4.5 Regression 5

Table 4.47 Descriptive statistic for attitude toward brand, attitude toward celebrity, and brand awareness toward brand image

Descriptive Statistics			
	Mean	Std. Deviation	N
bi_Mean	4.3955	2.01231	400
Aceleb_Mean	3.9130	1.41571	400
Abrand_Mean	4.9790	1.66562	400
ba_Mean	4.6595	1.62059	400

The total sample size for each variable is 400. The table above describes how the set of data values have been spread. The first variable is brand image. The brand image is above average ($M = 4.39$, $SD = 2.01$). Additionally, both the mean of attitude toward brand and brand awareness are also above average ($M = 4.97$, $SD = 1.66$, and $M = 4.6$, $SD = 1.6$, respectively). On the other hand, the mean of attitude toward celebrity shows the lowest value ($M = 3.91$, $SD = 1.4$). The data above indicates that the dispersion of data does not spread much to either strongly disagree (1) or strongly agree (7) according to the Likert scale and questionnaire design.

Table 4.48 Correlation between attitude toward brand, attitude toward celebrity, and brand awareness toward brand image

Correlations					
		bi_Mean	Aceleb_Me an	Abrand_Mean	ba_Mean
Pearson Correlation	bi_Mean	1.000	.339	.828	.915
	Aceleb_Mean	.339	1.000	.310	.356
	Abrand_Mean	.828	.310	1.000	.809
	ba_Mean	.915	.356	.809	1.000
Sig. (1-tailed)	bi_Mean	.000	.000	.000	.000
	Aceleb_Mean	.000	.000	.000	.000
	Abrand_Mean	.000	.000	.000	.000
	ba_Mean	.000	.000	.000	.000
N	bi_Mean	400	400	400	400
	Aceleb_Mean	400	400	400	400
	Abrand_Mean	400	400	400	400
	ba_Mean	400	400	400	400

A Pearson product moment correlation coefficient was computed to assess the relationship between brand image and attitude toward celebrity. There was a positive correlation between the two variables, $r = .339$, $n = 400$, $p = .000$. Overall, there was high positive correlation between attitude toward brand, brand image, and brand awareness. In addition, the relationship is quite strong, $r = .828$, $n = 400$, $p = .000$, $r = .915$, $n = 400$, $p = .000$. It can be assumed that to have a brand requires support from attitude toward brand and brand awareness in order for there to be a high correlation.

The second comparison in this model is attitude toward celebrity and attitude toward brand, brand image, and brand awareness. A Pearson product moment correlation coefficient was computed. As a result, there was positive correlation between the three variables, $r = .339$, $n = 400$, $p = .000$, $r = .310$, $n = 400$, $p = .000$, and $r = .356$, $n = 400$, $p = .000$, respectively. Therefore, the three variables of attitude toward brand, brand image, and brand awareness indicate a low level of positive correlation. In summary, attitude toward celebrity has very little effect on the brand. Additionally, attitude toward brand, brand image, and brand awareness have low correlation. It can be concluded that these three variables are not very important with regard to attitude toward celebrity.

The third comparison is between attitude toward brand and attitude toward celebrity, brand image, and brand awareness. The table above reports that brand image and brand awareness indicate the highest correlation level, $r = .828$, $n = 400$, $p = .000$, $r = .310$, $n = 400$, $p = .000$, and $r = .809$, $n = 400$, $p = .000$, respectively. It can be concluded that attitude toward brand, brand image, and brand awareness need to all be present in order to build a strong brand perception.

The last comparison in this table is between brand awareness and brand image, attitude toward brand and brand image. A Pearson product moment correlation coefficient was computed. In summary, brand image has the highest correlation, $r = .915$, $n = 400$, $p = .000$. This is followed by attitude toward brand, $r = .809$, $n = 400$, $p = .000$. Lastly, attitude toward celebrity contributes a low correlation, $r = .356$, $n = 400$, $p = .000$. All in all, brand image and attitude toward brand are the components needed to build strong brand awareness. In comparison, attitude toward celebrity does not have a significant effect on brand awareness, which mean consumers do not put a lot of focus on celebrity endorsement activity.

Consumers are more concerned about the products or services themselves. Furthermore, consumers will think more about what benefit the brand will offer and their connection to the brand. As a result, consumers seem aware of the brand, with the brand or products being the first thing they think of when it comes to certain activities. For instance, what does this brand stand for or do, or what could they get after buying this brand.

Table 4.49 ANOVA for attitude toward brand, attitude toward celebrity, and brand awareness toward brand image

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.927 ^a	.860	.859	.75652	2.026

a. Predictors: (Constant), ba_Mean, Aceleb_Mean, Abrand_Mean
b. Dependent Variable: bi_Mean

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1389.074	3	463.025	809.035	.000 ^b
	Residual	226.638	396	.572		
	Total	1615.712	399			

a. Dependent Variable: bi_Mean
b. Predictors: (Constant), ba_Mean, Aceleb_Mean, Abrand_Mean

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-1.264	.141		-8.972	.000		
	Aceleb_Mean	.012	.029	.009	.423	.672	.872	1.147
	Abrand_Mean	.303	.039	.250	7.807	.000	.344	2.905
	ba_Mean	.881	.041	.710	21.744	.000	.333	3.007

a. Dependent Variable: bi_Mean

A multiple linear regression that was calculated to predict brand image based on brand awareness, attitude toward celebrity, attitude toward brand found [F (3,396) = 809.035, P = .000], with an adjusted R² of .860.

With standardized coefficients (β) of .710 with P = .000, brand awareness is seen as the most influential factor for brand image as the dependent variable. This means that consumers are aware of the brand when they see the brand image. This occurrence often happens at almost the same time regardless if brand awareness or brand image occurs first. Brand awareness is followed by attitude toward brand with standardized coefficients (β) of .250 with P = .000. Attitude toward brand is the second most influential factor. Attitude toward brand is how consumers perceive the brand. At this stage, attitude toward brand is important and brand image and brand awareness will reflect the consumers' perception. However, attitude toward celebrity is not significant and not an influential

factor at all with standardized coefficients (β) of .009 with $P = .672$. With $P > 0.05$, it is shown that attitude toward celebrity alone does not have an effect on the brand image.

Consumers are more concerned about a brand's reputation itself rather than which celebrity is endorsing it. One celebrity can endorse multiple brands which may cause false assumptions in the mind of consumers. Furthermore, choosing which celebrity to endorse a brand is also important as is brand reputation.



CHAPTER V

DISCUSSION

5.1 Overview of the Study

In today's market place, most businesses invest a large sum of money in modern marketing strategies and creative advertising to promote their business to their desired target market (Alsmadi, 2006). This study will take a closer look at celebrity endorsement with beauty products and the relationship among brands, celebrities, and consumers. This study will also aim to understand the way in which consumers really believe a product that has been endorsed by their favorite celebrity. Celebrity endorsement has become one of the most common forms of advertising for businesses to gain consumer awareness or for the business to enter into a new market (Handriana & Wisandiko, 2017).

In addition, this study will mainly focus on Thai context. There are very few studies in Thailand which have been conducted about this topic and celebrity endorsement has become one of the most popular marketing tools for Thai marketer (Thechatakerng, 2015). Celebrity fees are increasing every year or any time a celebrity becomes more popular from a TV show (Fredrickson, 2013). In addition, over the past five years, media has also transformed itself from a few offline media channels to many online media channels. Even though the media has transformed itself, the entertainment industry still focuses on beauty and glamour (Jameson, 2017).

In this wide and diverse business sector, especially for advertising and FMCG, businesses compete head to head to increase their market share and their revenue. Most products or services seem to be more or less identical and with nearly the same features. Therefore, consumer purchase intention has become an important part of this equation for businesses to differentiate themselves or make their products more noticeable at the purchase stage. Celebrity endorsement is one of the tools which most marketers in Thailand use to gain awareness, but the question is whether or not celebrity endorsement can really influence consumer purchase intention.

For this reason, the objective of these findings is to examine the impact of using celebrity endorsement to identify consumer purchase intention. This study decided to focus on this topic after the revision of prior studies. This literature review indicated that there are few empirical studies that have addressed the celebrity endorsement issue in a Thai context (Pairoa & Arunrangsiwed, 2016) (Wongweeranonchai & McClelland, 2016) (Boonpradub & Thechatakerng, 2015). Furthermore, prior research has not addressed beauty product issues, for which businesses in this sector pay large sums of money for a celebrity to endorse their product – or in some cases, celebrities are brand representatives for their own products – particularly in Thailand.

Ultimately, this study represents the first attempt to link celebrities and beauty products and the point of view of the customer. The author used the quantitative method and Likert scale to measure the attitude of the consumers toward celebrity endorsement, brand, brand image, brand awareness, and purchase intention. This method will help to achieve the main research objective. Also, the quantitative method helps to test the hypotheses which emerged from the literature review. In the qualitative questionnaires, the attitude question of each variable will be asked accordingly. The questionnaire was conducted with 400 participants across Bangkok. The questionnaire has been analyzed using the ANOVA, independent sample t-Test, linear regression, and the reliability test. Hence, some of the research findings indicated similarities with previous studies while others indicated differences which will be discussed in the following section.

5.2 Comparing Age Using ANOVA Techniques

The findings are consistent with previous finding about “Generation Y” consumers in mainland China. Consumers in mainland China are likely to enjoy reading and watching celebrities, while discussing news about their live with them. Also, these consumers in China use celebrity endorsement in terms of entertainment and material as one form of their social discussion (Chan, Leung Ng, & Luk, 2013). Therefore, similar behavior occurs with Thai consumers in these findings as well.

In the Thai context, consumers must have at least a positive similarity and attitude toward the celebrity, especially consumers aged 25 – 34 or “Generation Y”. Another group is 45 years or older, or the “silver aging”. These two groups show the

most positive relationship between their age and celebrity endorsement. Unlike other age groups, they are not predominantly attracted by nothing at all. In addition, age does reflect similarity with celebrity and consumers. In an article titled, *The Naked Truth of Celebrity Endorsement*, findings showed that Jamie Oliver advertisements are good because of his age – that people relate to him. It can be concluded that age does play an important role in building similarity and attitude toward a celebrity (Byrne, Whitehead, & Breen, 2003). In addition to similarity and attitude, reputation of a celebrity also connects consumers, celebrities, and the brand. On the other hand, some previous finding argue that credibility seems to be first priority for consumers when considering celebrity endorsement (Carvalho, 2012). Not only the age of the target market is important, but also the age of the celebrity. When a brand chooses a celebrity to endorse their product, the brand should use someone who is in a similar age range to the target market (Tantisenepong, Gorton, & White, 2012). It would be more effective for celebrity endorsement.

Thus, using a celebrity who is in a similar age range as the consumers, tends to make endorsement more effective, since both parties are likely to have similarity in attitude.

5.3 Comparing employment status using ANOVA Techniques

These findings are consistent with previous finding about brand attitude. When consumers evaluate current brand knowledge, they tend to judge the overall brand attributes, especially brand attitude. Then, they can establish a self-brand connection. On the other hand, when a new brand is introduced, they tend to judge that brand on on current brand knowledge. Also, they do not have prior knowledge or experience of the brand (Tan, Salo, Juntunen, & Kumar, 2018). Therefore, with good brand attitude, consumers tend to have a positive self-presentation from the brand. It implements self-impression in the social world. With employment status, a positive brand attitude can help consumers to establish self-reputation in the social world.

In addition, attitude toward celebrity dominantly comes from consumer behavior which is supported by previous findings. For example, when consumers will decide which product to buy they tend to receive it from celebrity endorsement, especially

in the context of sports. In a sports context, attitude toward celebrity did not significantly influence consumer purchase intention toward the product (Dugalić & Lazarević, 2016). However, it is more likely to create brand awareness and brand image. With employment status, the conclusion would be that employment is not affected by celebrity endorsement. Consumers tend to be concerned with brand awareness and brand image. Attitude toward celebrity in the sports industry is not likely to have a significant influence (Dugalić & Lazarević, 2016). Moreover, the usage of celebrity to promote the promotion is what very effective. In addition, employment status also reflects on the professional level as well. The brand should match the employee's personality with the celebrity endorsement. This will help maintain the brand standard and make more impact for the brand (Jamil, 2014). This will help consumers to keep a positive brand attitude.

5.4 Comparing Education Level Using ANOVA Techniques

Previous findings state that celebrity endorsement is one way to capture attention from consumers. This statement was supported by these findings as well. Brand awareness shows the effective variable of the education level category. This action take place when celebrity endorsement has been used and enters into the market that has a high motivation of purchase intention. Also, it helps to improve and increase social status, profits, sales, and market share of the brand as well. In addition, celebrity endorsement will eventually change human behavior (Wadhera & Chawla, 2017). However, using celebrity endorsement is not the only way to create brand awareness for the brand. Sometimes, celebrity endorsement can create some disadvantages, such as not improving brand image for the product as the result of misusing celebrity endorsement (Wadhera & Chawla, 2017). With a higher education level, consumers will have more awareness of the brand. Therefore, brand awareness seems to be a valid variable that can help celebrity endorsement to be more effective.

5.5 Comparing Income Level Using ANOVA Techniques

The result of these findings emphasizes physical attractiveness. However, prior studies argue that sources of attractiveness failed to affect consumer purchase intention. This argument is supported by Lim, Radzol, Cheah, and Wong (2017). Till and Busler (1998) also point out that attractiveness is not a powerful dimension to create purchase intention while using celebrity endorsement. This is due to the weak connection between logic and consumer behavior (Lim, Radzol, Cheah, & Wong, 2017). Another finding supports that celebrities with a positive public image will easily strengthen product acceptance among consumers. On the other hand, celebrities with a poorly public image are impediments to product advertisements from the consumer point of view. From these results, physical attractiveness is still important (Mahal & Randhawa, 2017). In addition, a well-presented celebrity can transfer the meaning of the product into a consumer's mindset, not just only draw attention to the product (Audi, Masri, & Ghazzawi, 2015).

Furthermore, brand image is still the first attribute which appears in a consumer's mind. Thus, a celebrity's physical attractiveness is very important for brand endorsement. As a result, the celebrity that represents a brand will become the brand's image. Brand image is still the first interaction with consumers (Pokharel & Pradhan, 2017). These results were confirmed with most previous studies related to celebrity endorsement and purchase intention.

5.6 Comparison with Findings from Previous Studies

H1: Attitude toward celebrity has positive effect on attitude toward brand after the products have been endorsed by celebrity

H2: Attitude toward brand has positive effect on consumers' purchase intention after celebrity endorsement activity

H3: Brand image has positive effect attitude toward brand after the products have been endorsed by celebrity

H4: Brand awareness has positive effect attitude toward brand after product endorsement by celebrity

H5: Brand image has positive effect on consumers' purchase intention after celebrity endorsement activity

H6: Brand awareness has positive effect on consumer purchase intention

H7: Attitude toward celebrity has positive effect on brand image of the product

H8: Attitude toward celebrity has positive effect on brand awareness

5.6.1 H1: Attitude toward celebrity has positive effect on attitude toward brand after the products have been endorsed by celebrity

According to the results of these findings, attitude toward celebrity has a negative effect on attitude toward brand. Therefore, there is no relationship between attitude toward celebrity and attitude toward brand. There are earlier findings which support these results. For the prior findings, the reason for consumers to form their attitude toward celebrity, which will lead to either a positive or negative attitude toward the brand, shows that consumers tend to make their up their mind and keep their opinions for making judgements based on the assertion of the product rather than the physical appearance of the celebrity. However, there is mismatched assumption due to the previous study, as it is clearly shown that the physical appearance of the celebrity is one of the most important elements of celebrity endorsement (Jamil, 2014).

Physical appearance is an obvious way to capture consumers' attention toward ads. It makes consumers stop and turn their attention to the ads. However, attitude toward celebrity from the consumer point of view seems to not only have a direct effect on attitude toward brand because the physical appearance of a celebrity is what attracted the consumer's attention, but also due to a strong affiliation of people. It appears that consumers are influenced by attractiveness, but care more about taste, quality, and affiliation with a product (Jamil, 2014). Since famous products already have a strong image in consumers' mindsets, physical appearance may not be the first priority and be of low concern in the context of celebrity endorsement. Attitude toward celebrity has very little effect when it comes to famous celebrities who endorse famous products.

On the other hand, it can be implied that if the product is not famous, using a famous celebrity endorsement may be an alternative for the brand to get attention from consumers and create brand awareness. However, other findings argue that attitude toward celebrity will have a direct effect on attitude toward brand after the celebrity endorsement activity. On the contrary, when celebrities endorse multiple competing products in various media during the same period, it can make them seem to care about

their own finances rather than the interest of consumers (Jamil, 2014). This tends to make consumers more skeptical of being persuaded by ads or the brands trying to sell their products or deliver their message (Jain, 2018).

What is more, attitude can shift due to both low involvement products and, to some extent, from high involvement products. If the product has low involvement, then celebrity endorsement is more likely to be effective. If the product has high involvement with consumers and the endorser matches the product then celebrity endorsement is effective (Jain, 2018). As a result, attitude toward celebrity will have the direct effect on the attitude toward the brand, but it depends on the congruence between the celebrity and product. An earlier study discussed celebrity endorsement's effect on consumers' attitudes. It found that likeable or familiar celebrity endorsers can lead to the formation of a positive attitude and product consumption. Also, emotional value and quality of the product can lead to perceived value for consumers (Santoso, 2018).

5.6.2 H2: Attitude toward brand has positive effect on consumers' purchase intention after celebrity endorsement activity

According to the results of these findings, attitude toward brand has a negative effect on consumer purchase intention. Therefore, there is no relationship between attitude toward brand and consumer purchase intention. Also, this hypothesis is not supported by prior studies. Prior studies confirmed that celebrity endorsement does impact attitude toward a brand which leads to purchase intention from the consumer's point of view. It can be interpreted that celebrity endorsement is a causal factor. It is not only the physical appearance, but also, the congruence of the celebrity with the endorsed brand. Attitude toward brand can refer to the perception toward the brand as well. Another perspective from prior studies is the media, where consumers are aware of media usage. Consumers worship celebrities as their icons. The means a match between a celebrity and a product seems to be the most essential feature. Then, the product feature itself seem to be of secondary importance (Zafar & Rafique, 2015). Since there are various types of advertisements these days, some ads seem to focus on how to carry brand message, which will lead to brand awareness. On the other hand, some advertisements are for only a specific group of people or niche group.

It is interesting point to look into specific context on how attitude toward brand effects purchase intention. For instance, in the context of golf context it is clearly indicated that being informative plays a vital role in building a consumer's positive attitude toward golf products. Moreover, strong advertising messages in the golf context can affect a consumer's summary judgment of a particular golf equipment brand. Building positive consumer attitudes should be done beforehand. It is clearly shown that having a positive consumer mindset or attitude toward a brand will affect consumer purchase intention in the end (Lee, Byon, Ammon, & Park, 2016).

In addition, another finding points out that the core brand image has a high significance in regard to purchase intention. To extend the product from the original brand, before consumers can form their attitude toward the brand, user experience clearly plays a vital role. When consumers have clear mental association with a brand, this scenario creates a high perception fit. In this case, it can refer to forming attitude toward brand, making it easier for consumers to accept the brand and trigger consumers' purchase intention. Moreover, once consumers are clearly associated with the brand, they will exhibit a high purchase intention, even at a higher price (Ing Wu & Lien Lo, 2009).

5.6.3 H3: Brand image has positive effect attitude toward brand after the products have been endorsed by celebrity

According to the results of these findings, brand image has a positive effect on consumer purchase intention. However, the level of impact is moderate. Previous studies show that brand image is what consumers perceive the brand as in their memories via marketing strategy or campaigns. Moreover, marketing campaign are where the brand can build brand knowledge and brand association. This will result in consumers responding positively to the brand. In addition, having a consistent brand image will help consumers to remember their own preferences. To establish a brand's image in consumers' mindset requires two things, uniqueness and strong brand association with a consumer's memories (Sahney, 2016). Another finding that supports this hypothesis is in the context of Kuwait. The study shows that brand image has a significant impact on attitude toward brand (Mazloomi, Sattari, & Ebrahimpour, 2015). Especially in sports products enterprises, most products share similar features or functions. Therefore, having an outstanding brand image can separate businesses and differentiate them from competing

brands. A strong brand image can also enable consumers to perceive brand value and develop a further brand identity. This will lead to having a positive brand image which will finally affect attitude toward brand in the consumer's point of view. Brand image also increases the chance for a product to successfully enter a new or existing marketing, and finally to gain more market share. Brand image is a basic requirement for every business to have their own distinct products (Wu, 2015). Furthermore, having congruence between brand and endorser can also lead consumers to have a positive attitude toward the brand in line with the brand's image. There is a study that indicates that using professional athletes to endorse supplementary drinks as a substitute for soft drinks can benefit the product with the trustworthiness of the athlete who is an expert in their field. They use reliable and high-quality products in their professional career (Johansson & Bozan, 2017).

5.6.4 H4: Brand awareness has positive effect attitude toward brand after product endorsement by celebrity

According to the results of these findings, brand awareness has a positive effect on attitude toward brand. However, the level of impact is moderate. With prior studies, the results indicated that brand awareness in the cosmetics context are similar to these findings and has a positive effect on brand attitude. The brand needs to build positive brand awareness in order to develop a positive brand attitude with consumers. Also, having brand identity, brand recall, and higher brand awareness can relate to purchase intention as well. Moreover, brand awareness is positively and significantly related to how consumers perceive quality. A previous study suggests that a brand should emphasize product quality.

Overall, product perception is built on brand awareness, brand attitude, and brand identity which leads to repurchase behavior. To be able to make consumers increase their repurchase behavior, the brand should focus on when consumers evaluate the perceived quality of the product based on their purchase experience (Kim & Kim, 2016). Additionally, a previous study in the corporate reputation context indicated that brand awareness was significant to a consumer's attitude toward a brand and consumer purchase intention. In conclusion, the results implied that a positive brand attitude will occur when businesses increase brand awareness and perceived product quality (Jung & Seock, 2016).

Another context which supports that brand awareness will affect attitude toward a brand is in the context of location-based advertisement (LBA). The results show that more positive brand awareness and brand attitude will make LBA accepted among consumers, and that consumers are willing to pay a higher price if they have a positive brand attitude and brand awareness (Janssens, 2012).

5.6.5 H5: Brand image has positive effect on consumers' purchase intention after celebrity endorsement activity

According to the results of these findings, brand image has a positive effect on consumer purchase intention. However, the level of impact is quite low. This result is supported by prior research that shows when consumers buy smartphones they tend to rely on brand image rather than e-WOM. This results in initiating purchase intention (Shahrinaz, Kasuma, Yacob, Rahman, & Mahdi, 2016). In the context of advertising, brands using e-WOM found that brand image has influence over consumer purchase intention. On the other hand, if consumers are not followers of those trends, it seems that information will not be shared waked. When a group adds too many unknown acquaintances, it seems that knowledge is not shared outside the group. When consumers share knowledge with their close friends and family, it seems that information will flow more efficiently (Farzin & Fattahi, 2018).

Another finding shows that the improvement of brand image can help to increase the likeliness of consumer purchase intention of hotel bookings. Also, brand image is the tool for consumers to justify trust, reflecting the attractiveness and valuableness of the brand. This leads to consumers associating the product and service with the brand. Brand image can also have this positive effect on price and value by exhibiting satisfaction and positive reputation for the brand to allow them to increase the price and improve the product or service value. This make the brand value increase by brand image. However, brand image alone is not likely to be the most important factor to affect consumer purchase intention. This was indicated by the level of influence factor. Thus, price turned out to be the key factor in the context of booking a hotel. It shows the acceptable and appropriate price for consumers (Lien, Wen, Huang, & Wu, 2015). Furthermore, brand image and trust can also reflect dependence of the brand as well. For example, a luxury hotel seems to be a more considered option for consumers to choose between a local hotel and

five-star hotel. It is reflected as a social status symbol and trust by providing consistent and dependable service (Lien, Wen, Huang, & Wu, 2015).

5.6.6 H6: Brand awareness has positive effect on consumer purchase intention

According to the results of these findings, brand awareness has a positive effect on consumer purchase intention. However, the level of impact is quite low. Thus, there is previous findings to support the results. When consumers prefer a brand they know well to brand that they do not know, consumers will always hesitate to buy the new product. Before buying anything, consumers will always do a little research or ask someone for their opinion (Shahid, Hussain, & aZafar, 2017). Brand awareness has influence over the purchase intention. Also, building brand awareness requires time to refer to previously researched product. Earlier research points out that when brand awareness is changed, purchase intention will also change. However, purchase intention tends to remain higher when brand awareness is reduced to zero. This can imply that purchase intention is independent. The main point is that purchase intention will always exist, but whether it is high or low will depend on brand awareness and other factors (Muhammad Ehsan Malik, 2013).

Additionally, other research found that brand awareness is the beginning of how consumers process information about a brand. In the end, the result of a consumer's process will be purchase intention. Brand awareness can create everything that consumers need to know for the brand. For example, brand awareness can reflect on perceived quality and brand image. Also, it could directly affect future purchase intention (Aberdeen, Syamsun, & Najib, 2016).

5.6.7 H7: Attitude toward celebrity has positive effect on brand image of the product

According to the results of these findings, attitude toward celebrity has a positive impact on brand image. However, the level of impact is quite low. Therefore, previous findings found similar results, but in the context of purchasing cosmetics. This study seeks to find out about purchase intention when there are celebrity endorsement activities used with beauty products. Furthermore, previous studies found that the attitude

toward celebrity has no effect on brand image with the condition the consumer's prefer the brand in their mind. This is happened occasionally.

On the other hand, if consumers have no preferred brand in mind, it is clear that advertisements seem to have an effect on consumers' mind. Especially when those advertisements have celebrities to endorse the brand. It creates curiosity about the brand for the consumer. (Löfgren & Li, 2010). Another study found that in social media platforms, such as Instagram and Twitter, that there is a positive effect on brand image for products endorsed by celebrities. Furthermore, both Instagram and Twitter users are likely to change their image or the way in which they behave based on celebrity characteristics on social media (Jatto, 2014). The past study also indicates that celebrity endorsement can help a brand to establish a clear image through a hybrid of an attractive media celebrity and creative advertisement content. The positive brand image will play an important role in increasing brand awareness, encouraging product trials, and improving product confidences (Chan, Leung Ng, & Luk, 2013).

5.6.8 H8: Attitude toward celebrity has positive effect on brand awareness

According to the results of these findings, attitude toward celebrity has a positive impact on brand awareness. However, the level of impact is quite low. Thus, previous studies have shown similar results, but in different contexts. The results of previous studies reported in a social media context that social media users are well aware of a brand solely in regard to celebrity endorsement. In addition, Instagram is seen as a better social media site compared to Twitter (Jatto, 2014). Another study reported that consumers will have more understanding and awareness of a brand if the brand ads appear often and penetrate deeply into a consumer's mindset, especially due to the usage of celebrity endorsement. Celebrity endorsement can benefit the brand when consumers have no preference of a brand or brand awareness (Löfgren & Li, 2010). Additionally, celebrity endorsement is associated with brand recognition and brand recall, both of which are part of building brand awareness (Walter & Chinyere, 2016). Hence, celebrity endorsement is a tool for a brand to build brand awareness because celebrities are recognized by others due to their reputations in society.

CHAPTER VI

CONCLUSION AND RECOMMENDATION

This chapter provides an overview of the study. Additionally, it discusses the findings of the quantitative sections in comparison with those of the previous studies. Moreover, it highlights the research implications and proposes several recommendations for marketers and brands.

6.1 Overview of the Study

In today's market place, most businesses invest large sums of money on modern marketing strategies and creative advertising to promote their business to their desired target market (Alsmadi, 2006). This study will take a closer look at celebrity endorsement with beauty products and the relationship among brands, celebrities, and consumers. This study will also seek to understand the way in which consumers believe in a product that has been endorsed by their favorite celebrity. Celebrity endorsement has become one of the most common forms of advertising for businesses to gain consumer awareness or for the business to enter into a new market (Handriana & Wisandiko, 2017).

In addition, this study will mainly focus on Thai context. There are very few studies in Thailand which have been conducted about this topic and celebrity endorsement has become one of the most popular marketing tools for Thai marketer (Thechatakerng, 2015). Celebrity fees are increasing every year or any time a celebrity becomes more popular from a TV show (Fredrickson, 2013). In addition, over the past five years, media has also transformed itself from a few offline media channels to many online media channels. Even though the media has transformed itself, the entertainment industry still focuses on beauty and glamour (Jameson, 2017).

In this wide and diverse business sector, especially for advertising and FMCG, businesses compete head to head to increase their market share and their revenue. Most products or services seem to be more or less identical and with nearly the same features.

Therefore, consumer purchase intention has become an important part of this equation for businesses to differentiate themselves or make their products more noticeable at the purchase stage. Celebrity endorsement is one of the tools which most marketers in Thailand use to gain awareness, but the question is whether or not celebrity endorsement can really influence consumer purchase intention.

For this reason, the objective of these findings is to examine the impact of using celebrity endorsement to identify consumer purchase intention. This study decided to focus on this topic after the revision of prior studies. This literature review indicated that there are few empirical studies that have addressed the celebrity endorsement issue in a Thai context (Pairoa & Arunrangsiwed, 2016) (Wongweeranonchai & McClelland, 2016) (Boonpradub & Thechatakerng, 2015). Furthermore, prior research has not addressed beauty product issues, for which businesses in this sector pay large sums of money for a celebrity to endorse their product – or in some cases, celebrities are brand representatives for their own products – particularly in Thailand.

Ultimately, this study represents the first attempt to link celebrities and beauty products and the point of view of the customer. The author used the quantitative method and Likert scale to measure the attitude of the consumers toward celebrity endorsement, brand, brand image, brand awareness, and purchase intention. This method will help to achieve the main research objective. Also, the quantitative method helps to test the hypotheses which emerged from the literature review. In summary, the purpose of this research is to examine the factors as to why celebrities still play an important role in today's market place.

6.2 Conclusion

- To identify factors affecting consumer purchase intention

As per the research objectives, these findings aimed to identify factors affecting consumer purchase intention. Four factors were tested on purchase intention, which were attitude toward celebrity, attitude toward brand, brand image, and brand awareness. In addition, three out of four factors showed significant results. There were attitude toward celebrity, brand image, and brand awareness. On the other hand, attitude toward brand did not show significant results. Therefore, it can be interpreted that attitude

toward celebrity could possibly lead brand image and brand awareness to affect consumer purchase intention. In addition, attitude toward celebrity could also reflect on brand image and brand awareness too. On the contrary, attitude toward brand seemed to not have an effect on consumer purchase intention. It is possible that the other factors have an influential effect on attitude toward brand.

Attitude is the first stage that the brand and consumers interact with each other. Consumers will justify their purchase based on whether that they like the brand or not. This depends on their attitude, which includes their attitude toward the brand and their attitude toward the celebrity. Attitude cannot be controlled in most of situations, because it is the evaluation process of people, issues, events, and objects. Furthermore, the communication of the brand important as well. This is when consumers receive information about the brand when attitude formation will occur. After this event, consumers start to form brand awareness, brand image, attitude toward celebrity, and attitude toward brand. All of this information will help consumers to support their justification for the brand in the future. As a result, the future justification in these findings for consumers is purchase intention.

While attitude alone can possibly affect attitude toward celebrity, these findings show the most influential effect is supported by brand awareness and brand image. It contributes to the sense that celebrities will project the brand image and brand awareness. Whether the brand will be liked or not depends on how a celebrity endorses and represents the brand in the appropriate manner. As per the results of this study, a celebrity's self-esteem is one factor in which males and females show similar interest. This can imply that a celebrity who has inadequate confidence can bring negative exposure to the brand in the public eye. Also, both males and females show that consumer purchase intention is caused by celebrity endorsement. Even more, consumer purchase intention seems to appear in most of the demographics, including age, employment status, and income level, but excluding level of education. Respondent in the first three groups mentioned confirmed that celebrity endorsement has an effect on their purchase intention even though the effect is very small. On the other hand, consumer purchase intention does not appear in education level. This can mean that when people have a higher education, they seem to make more complex decisions toward purchase intention and whether they should buy a brand or not.

In summary, celebrity endorsement does have an effect on consumer purchase intention even though it may have a small direct or indirect effect. However, these effects can trigger or at least influence consumers to pay attention to their brand. Aside from these factors, there are also uncontrollable internal and external factors, such as product quality, promotion, price, etc. These factors may also decrease a celebrity endorsement's effect.

- To identify factors with the highest influence on consumer purchase intention

The results of this study indicate that the most influential factors on consumer purchase intention are attitude toward celebrity, brand awareness, and brand image, respectively. However, attitude toward brand does not show a positive relationship. This means that attitude toward celebrity is enough to trigger brand awareness and brand image for consumers. This does not mean that celebrity endorsement alone can help the brand to increase their sales. Celebrity endorsement is just the trigger for the brand.

In addition, when attitude toward celebrity occurs at the same time as attitude toward brand, it can be concluded that attitude toward brand will lose its effect. This is because consumers perceive attitude toward celebrity, then brand awareness, and lastly brand image. Consumers will see only a picture of celebrity and a brand logo through any media channel. Brand awareness and brand image also support attitude toward celebrity to make it more effective. When well-represented celebrities endorse a positive brand image and brand awareness in the public eye, it seems that they support each other and endorse the aftereffect more sufficiently.

- To identify factors where a celebrity can effectively help a brand to shift consumer perception

These findings also studied the factors that can possibly shift consumer perception. However, to shift consumer perception, a celebrity is required to be an opinion leader or public influencer, and these people already fulfill one of these two conditions. Most celebrities have both private and public social media accounts. The private account is used for their personal life, while their public account is used to post about their lifestyle, opinions, work, etc., for their fans. Both new and recent fans can choose to follow whomever they prefer, but normally they choose those who have similar preferences or lifestyles. This event happens to fit with the TEARS model which emphasizes credibility/

trustworthiness, expertise, physical attractiveness, respect, and similarity. Each element of the TEARS model points out the essential aspects to make something easier to recognize. This model is for the brand to use as criteria for choosing a celebrity; however, it turns out that this model can be used from the consumer's point of view as well. Consumers can use this model to choose any celebrity who fits with this model and their own preferences. For example, consumers who like to exercise or look for inspiration to exercise seem to look for celebrities who are in good physical condition or physical attractiveness from exercise. As a result, consumers tend to embrace or imitate the personal or physical attractiveness of those celebrity's into their life.

According to the results of these findings, the most influential element in the TEARS model is similarity, followed by physical attractiveness, credibility, and respect. These four components show the effects that can shift consumer perception. On the other hand, expertise seems to have no effect on shifting consumer perception. This can indicate that being a celebrity does not require someone to be excellent at a certain thing. In comparison, the rest of the model indicates that with all four components, a celebrity can shift consumer perception. For instance, with similarity it is very basic and essential for both parties to be the same page. If consumers and celebrities have difference in their preferences, it could reduce the interest in the celebrity.

Also, celebrities may be an opinion leader or influencer. If consumers have no similarity, they will ignore most of the opinions that celebrity shows or expresses. Physical attractiveness can also have an effect over consumer perception. To illustrate, celebrities can show or portray the way they dress, or even better, become a fashion icon. This can motivate their fan base to follow the trends that the celebrity follows. Credibility and respect can provide trustworthiness for fans and can also help with their reputation. Interestingly, this can help increase their self- awareness in the public eye.

- To identify the factors where consumers have a perception toward the brand

These findings shows that there is a high correlation between brand image and brand awareness, while attitude toward celebrity has a low correlation between brand image, brand awareness, and attitude toward brand. It can be concluded that brand image and brand awareness have a positive effect on attitude toward brand in consumers' perception. Also, it can cause an effect in front of the public eye. It seems that consumers

justify their attitude toward a brand based on brand image and brand awareness. Altogether, the information that the brand sends out to consumers will pass on to the consumers' evaluation process. As a result, either the brand will be able to shift consumer perception toward them or not. It depends on attitude toward brand, which comes from the consumer's point of view since the brand already delivers the purpose, meaning, function, etc., to consumers.

On the contrary, attitude toward celebrity responds in a different way. Consumers seem to justify celebrities as a person, but not part of the brand. Consumers appear to know the existence of a celebrity, but consumers will not think of the celebrity as a brand or object.

Celebrities will only fulfill their duties as they were hired to endorse the brand. In addition, the only thing that celebrities gain from endorsement is more public attention. In other words, their reputation. In comparison, both brand image and brand awareness are part of brand equity. These seem to show higher value as a whole brand. Celebrities are only the person who may change according to their reputation in the future. They are not the only celebrity who will endorse the brand for the rest of their life, because it is possible to change endorsements according to a celebrity's level of fame. The brand can change all time, but the brand cannot change their core value, mission, vision, service, etc., unless, rebranding or brand extension occurs.

- To identify factors that show a celebrity effects brand image and brand awareness

The factors that have an effect on brand image and brand awareness are attitude toward brand and attitude toward celebrity. First, attitude toward brand is very important. It is how consumers think about and perceive the brand. They will form either a positive or negative attitude depending on how the brand communicates with consumers. If the brand communicates with the right target at the right time, it can establish a first impression or attitude in a consumer's mind. In addition, attitude toward brand is what the brand cannot control, because sometimes this is due to personal preference. Attitude also needs to be processed and evaluate within a consumer's mindset before he or she can justify the brand. Thus, attitude toward brand is very important to brand image and brand awareness. This is because both of these are one of the many elements that a good

brand is required to have. If a brand does not have a good brand reputation in terms of brand image and brand awareness, then attitude toward the brand will be negative.

Attitude toward celebrity is another factor that can affect the brand image and brand awareness as well. Choosing and using a celebrity is really important for the brand and how the brand will present and position itself to consumers. If the brand uses a famous celebrity for endorsement, it makes the brand look wealthy and be in a good position to invest a large sum of money in this celebrity. This will help the brand to gain more awareness and improve the brand's image. Both of these assumptions come from the results of this study, which can conclude that attitude toward brand and attitude toward celebrity have an effect on brand image and brand awareness with the usage of celebrity endorsement.

6.3 Managerial Implications

This study shows the importance of studying and understanding the drivers that contribute to the strengths and weaknesses of celebrity endorsement toward purchase intention. This can also be useful for brand managers or marketers when planning their marketing strategies. In addition, this study can be used as a guideline for brand managers or marketers to reassure their decision to use celebrity endorsement, in which the celebrity can hopefully and presumably help to increase sales.

Firstly, celebrity endorsements affect both genders, especially in the age groups between from 35-44 and 45 years and above. However, the results were contrary to normal assumptions that younger age groups seem to be more open to celebrity endorsements. Both groups indicated that they are exposed to and receive more celebrity endorsement than any age group. This could refer to the media channels that they are using. Therefore, what brand managers or marketers can do is tailor their communication messages to fit with certain needs of each age group. Choosing the right media channel with the maximum reach for those groups is also important.

In addition, choosing the right celebrities is important too. If celebrities do not have enough credibility or attractiveness, the message may not reach or register with consumers. Both credibility and attractiveness are the main aspects of the TEARS model which is used as justification for a celebrity's suitability for the target audiences.

Secondly, employment status is another point to consider when using celebrity endorsement. Employment status can imply social status in the work place or in society. It can be assumed that with a higher employment status comes a higher income, meaning that consumers are willing to pay more (at least to satisfy their needs or represent their status). If brand managers or marketers can use their marketing strategies to tackle the needs and desires of consumers who are willing to pay to make themselves look great in front of others, they could benefit their businesses. In the context of supplement drinks, for example, consumers are willing to do several things to make themselves always look good in front of others or their spouses.

In the case of those consumers with higher educations, using celebrity endorsement may not help with purchase intention. Brand managers or marketers can diversify their strategies to build relationships between brands and consumers. To emphasize this point, the author would like to focus on consumers' memory and not creating a loyalty program for consumers. Therefore, using celebrity endorsement can help a brand communicate and penetrate consumers's memory structure.

However, before brands can do this, they need to have strong brand equity. First comes a strong brand image, which is a recognizable brand symbol or color. Celebrity endorsement can help to catch consumers' attention among thousands of advertisements which brands use to try and communicate with consumers every day. The purpose of celebrity endorsement is to at least grab the attention of consumers for at least two or three seconds in order for the brands to communicate.

On the other hand, if a celebrity endorses various products it can lead to confusion, which can then finally cause a consumer's memory to start to fade or be replaced by another endorsed brand. Therefore, when brand managers or marketers are carefully selecting a celebrity, they need to think about this point as well. They may not try to choose the most famous celebrity who endorses many brands, but rather focus on one celebrity that can deliver the distinctive character of the brand.

In addition, congruence of the brand identity, including the brand image, brand symbol, brand color, etc., can could reflect the brand as having one single identity in the perspective of the consumer. Thus, having consistent branding and celebrity can help a brand to be remembered by a consumer. On the other hand, if brands have no consistency at all, consumers are likely to forget about the brand which will be reflected in

their purchase intention. Celebrity endorsement helps brands to communicate with consumers more easily. It even helps with brand recall during the final purchase decision if brands are consistent and the celebrity triggers the consumer's memory. As a result, brand managers or marketers should remember to choose a celebrity to endorse the brand who can benefit and finalize purchase intention, rather than using a celebrity to build or gain brand awareness or brand image.

Furthermore, the TEARS model can be used as the preliminary guideline for brand managers or marketers throughout the process of celebrity selection. The model will help to emphasize on which aspects they need to focus. In this study, the results indicate that credibility, physical attractiveness, respect, and similarity have a positive effect in the context of diet supplements which are endorsed by a celebrity. Additionally, brand managers or marketers can pay more attention to similarity where it shows the most relatable relationship between the celebrity and the consumer. They should select celebrities that are similar to the target audience in various terms. For instance, brand managers or marketers could choose a celebrity that is similar in age, lifestyle, appearance, etc. Applying these points will help brands to communicate with consumers more easily, while the celebrity will act as a spokesperson to shout out the brand and get attention from customers. On the other hand, expertise shows a negative effect in the context of this study.

Therefore, this model will help brand managers or marketers to carefully select a suitable celebrity for the right target audience. Brand managers or marketers should not only focus on similarity, but should also balance other factors, such as physical attractiveness, respect, and credibility, into their strategy. The need to worry less about expertise, as consumers do not pay more for or care as much about which celebrities are experts in a particular field.

Moreover, attitude toward celebrity will ultimately effect purchase intention. What brand managers or marketers can find useful is that they may need to focus on choosing celebrities and running communication strategies in parallel. In the end, consumers will recall celebrity in the final stage of purchase. Celebrities will help to refresh, remind, and even recall a brand that can then lead to purchase intention. Also, during the purchasing process activities occur and the celebrity will act as the trigger for the memory nodes

to interact and hopefully a consumer will remember the brand before they purchase specific products or services.

If there is no celebrity endorsement, then brand image, brand awareness, and attitude toward the brand are the factors that can trigger purchase intention. This means that if brand managers or marketers choose not to use a celebrity as a part of their advertisement, they can put more attention into these factors. However, a consumer's memory about a brand will not be as strong as it will when using a celebrity to endorse its products or service. Also, the brand will receive less attention, because there will be no celebrity to capture a consumer's attention among thousands of other brands that exist in the market - or even in brand's own segment. This is especially true in the context where most products offer similar benefit.

Additionally, price sensitivity can cause brand switching. If a consumer does not have a reminder to think of when they are buying a brand, it seems that brand can lose their customer base. Celebrity endorsement in this category can help them to keep the relationship between the consumer and the brand tighter. This is at least for a while and then they wait for the consumer to return when they are out of choices for brands in the market.

On the contrary, brand managers or marketers should remember that celebrities are not equal to brands, and brands are not equal to celebrities. This means that if brand managers or marketers choose a celebrity to endorse the brand as part of their strategy, they should not use a celebrity to portray the brand or represent the whole brand. Otherwise, consumers will be confused. For example, consumers may think that a brand needs to have a certain celebrity only. This is not good for a brand in the long term. In parallel, consumers' memory about a brand will fade and they will only remember the celebrity. This is not the purpose of doing advertising for a brand. If a brand decides to change celebrity then consumers will not be able to remember the brand. This is what brand managers or marketers should keep in mind and be aware of so as not to overuse a celebrity. In short, there may be no effect, but in the long term, it will result in desperate (disparate?) directions.

In the end, this study points out that celebrity endorsement has a significant effect on consumer purchase intention. However, since the introduction of social media, it raises the question as to whether or not major celebrities should still be used to endorse

products or services? This is because social media can make regular people famous as well. In other words, it is the competition between macro and micro influencers. What is the level of penetration which both macro and micro can lay or use to create brand awareness, brand image, attitude toward brand, etc.? Also, in terms of finances, are big brands willing to invest a large sum of money with a new celebrity or will they change their strategy to use micro influencers. These micro influencers are YouTubers, bloggers, or anyone who intentionally or accidentally became famous by any means.

Also, there is the question of which one is better for a marketing campaign. However, this study can refer to the context of usage and also to the products, services, or event target audience as well. Sometimes, using both micro and macro influences will not be a problem for brands if their product variants cover a wide range of consumers. Another question to raise is in which cases are micro influencers as effective as macro influencers if the products or services have a strong brand equity? Or when could using multiple celebrities be a benefit or disadvantage to the brand, and could multiple endorsements from a single celebrity cause confusion for consumers or even help to endorse a competitor's brands?

6.4 Limitations and Future Recommendations

This study only focuses on the supplementary diet which is endorsed by macro celebrities. Also, the sample size is limited to Bangkok. It could extend the sample size to include upcountry respondents, where it would be interesting to understand the motivations, triggers, and barriers toward consumer purchase intention. Also, a future study could also apply a quantitative method to find out more insight as to why or how celebrity endorsement affected consumer purchase intention. In addition, a future study could experiment with different products or services very competitive markets, such as FMCG. Furthermore, it would be interesting to study non-consumer related products where brands use celebrity endorsement, such as roof tiles, industrial tools, and medical equipment.

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Appendix A: Questionnaire

แบบสอบถาม เกี่ยวกับปัจจัยที่มีผลต่อการตัดสินใจซื้อสินค้าและบริการ โดยการใช้นักชื้อที่มีชื่อเสียง(Celebrity)เป็นพรีเซ็นเตอร์หรือเป็นเจ้าของอาหารเสริม

แบบสอบถามฉบับนี้จัดทำขึ้น เพื่อสำรวจและวิเคราะห์พฤติกรรม ทศคนคติ และปัจจัยของผู้ซื้อผลิตภัณฑ์อาหารเสริมที่มีการบุคลที่มีชื่อเสียง(Celebrity) นำเสนอสินค้าในแง่มุมมองความตั้งใจซื้อผลิตภัณฑ์

รบกวนผู้ทำแบบสอบถามนี้ถึงผลิตภัณฑ์อาหารเสริมในภาพรวมและรวมทั้งผลิตภัณฑ์ที่ผู้ทำแบบสอบถามเคยซื้อหรือเคยใช้โดยไม่ได้เจาะจงถึงผลิตภัณฑ์ใดผลิตภัณฑ์หนึ่ง ซึ่งจะก่อให้เกิดความตั้งใจซื้ออีกหรือไม่

ข้อมูลทั้งหมดนี้จะถูกเก็บเป็นความลับเพื่อใช้ในการทำวิจัยวิทยานิพนธ์ หลักสูตรการจัดการมหาบัณฑิต สาขาวิชาการตลาด มหาวิทยาลัยมหิดล เท่านั้น

ขอเวลาไม่นาน ในการทำแบบสอบถามนะครับ ^^

* Required

แบบสอบถามเกี่ยวกับความน่าเชื่อถือในตัวบุคคลที่มีชื่อเสียง

การตอบแบบสอบถามส่วนนี้เพื่อทราบถึงปัจจัยของความน่าเชื่อถือในตัวของคุณที่มีชื่อเสียง

1. **1. Celebrity is trustworthy/บุคคลที่มีชื่อเสียงมีความน่าไว้วางใจ ***

Mark only one oval.

	1	2	3	4	5	6	7	
Strongly Disagree/ ไม่เห็นด้วยอย่างยิ่ง	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree/ เห็นด้วยอย่างยิ่ง

2. **2. Celebrity is honest/บุคคลที่มีชื่อเสียงมีความซื่อตรง ***

Mark only one oval.

	1	2	3	4	5	6	7	
Strongly Disagree/ ไม่เห็นด้วยอย่างยิ่ง	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree/ เห็นด้วยอย่างยิ่ง

3. **3. Celebrity is dependable/บุคคลที่มีชื่อเสียงมีความน่าเชื่อถือ ***

Mark only one oval.

	1	2	3	4	5	6	7	
Strongly Disagree/ ไม่เห็นด้วยอย่างยิ่ง	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree/ เห็นด้วยอย่างยิ่ง

4. **Celebrity is reliable/บุคคลที่มีชื่อเสียงไว้วางใจได้ ***

Mark only one oval.

	1	2	3	4	5	6	7	
Strongly Disagree/ ไม่เห็นด้วยอย่างยิ่ง	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree/ เห็นด้วยอย่างยิ่ง

5. **Celebrity is sincere/บุคคลที่มีชื่อเสียงมีความจริงใจ ***

Mark only one oval.

	1	2	3	4	5	6	7	
Strongly Disagree/ ไม่เห็นด้วยอย่างยิ่ง	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree/ เห็นด้วยอย่างยิ่ง

แบบสอบถามเกี่ยวกับความเชี่ยวชาญในตัวบุคคลที่มีชื่อเสียง

การตอบแบบสอบถามส่วนนี้เพื่อทราบถึงปัจจัยของความเชี่ยวชาญในตัวของบุคคลที่มีชื่อเสียง

6. **1. Celebrity is qualified to endorse the brand/บุคคลที่มีชื่อเสียงคุณสมบัติเหมาะสมในการสนับสนุนแบรนด์ ***

Mark only one oval.

	1	2	3	4	5	6	7	
Strongly Disagree/ ไม่เห็นด้วยอย่างยิ่ง	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree/ เห็นด้วยอย่างยิ่ง

7. **2. Celebrity is knowledgeable/บุคคลที่มีชื่อเสียงเป็นบุคคลที่มีความรู้ ***

Mark only one oval.

	1	2	3	4	5	6	7	
Strongly Disagree/ ไม่เห็นด้วยอย่างยิ่ง	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree/ เห็นด้วยอย่างยิ่ง

8. **3. Celebrity is an expert in their field/บุคคลที่มีชื่อเสียงมีความเชี่ยวชาญ ***

Mark only one oval.

	1	2	3	4	5	6	7	
Strongly Disagree/ ไม่เห็นด้วยอย่างยิ่ง	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree/ เห็นด้วยอย่างยิ่ง

9. **4. Celebrity possesses good experience/ บุคคลที่มีชื่อเสียงมีประสบการณ์ที่ดี ***

Mark only one oval.

	1	2	3	4	5	6	7	
Strongly Disagree/ ไม่เห็นด้วยอย่างยิ่ง	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree/ เห็นด้วยอย่างยิ่ง

10. **5. Celebrity is skillful/ บุคคลที่มีชื่อเสียงมีความชำนาญ ***

Mark only one oval.

	1	2	3	4	5	6	7	
Strongly Disagree/ ไม่เห็นด้วยอย่างยิ่ง	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree/ เห็นด้วยอย่างยิ่ง

แบบสอบถามเกี่ยวกับลักษณะทางกายภาพในตัวบุคคลที่มีชื่อเสียง

การตอบแบบสอบถามส่วนนี้เพื่อทราบถึงปัจจัยที่เกี่ยวกับลักษณะทางกายภาพในตัวของบุคคลที่มีชื่อเสียง

11. **1. Celebrity is good looking/ บุคคลที่มีชื่อเสียงต้องดูดี ***

Mark only one oval.

	1	2	3	4	5	6	7	
Strongly Disagree/ ไม่เห็นด้วยอย่างยิ่ง	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree/ เห็นด้วยอย่างยิ่ง

12. **2. Celebrity is attractive/ บุคคลที่มีชื่อเสียงมีความดึงดูด ***

Mark only one oval.

	1	2	3	4	5	6	7	
Strongly Disagree/ ไม่เห็นด้วยอย่างยิ่ง	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree/ เห็นด้วยอย่างยิ่ง

13. **3. Celebrity is stylish/ บุคคลที่มีชื่อเสียงมีความนำสมัย ***

Mark only one oval.

	1	2	3	4	5	6	7	
Strongly Disagree/ ไม่เห็นด้วยอย่างยิ่ง	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree/ เห็นด้วยอย่างยิ่ง

14. **4. Celebrity is appealing/บุคคลที่มีชื่อเสียงเป็นที่ดึงดูดความสนใจ ***

Mark only one oval.

	1	2	3	4	5	6	7	
Strongly Disagree/ ไม่เห็นด้วยอย่างยิ่ง	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree/ เห็นด้วยอย่างยิ่ง

15. **5. Celebrity is classy/บุคคลที่มีชื่อเสียงเป็นบุคคลที่ยอดเยี่ยม ***

Mark only one oval.

	1	2	3	4	5	6	7	
Strongly Disagree/ ไม่เห็นด้วยอย่างยิ่ง	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree/ เห็นด้วยอย่างยิ่ง

แบบสอบถามเกี่ยวกับความเคารพต่อบุคคลที่มีชื่อเสียง

การตอบแบบสอบถามส่วนนี้เพื่อทราบถึงปัจจัยที่เกี่ยวกับส่งผลต่อความเคารพต่อตัวบุคคลที่มีชื่อเสียง

16. **1. Personal quality of celebrity is important/คุณค่าส่วนบุคคลเป็นสิ่งสำคัญสำหรับบุคคลที่มีชื่อเสียง ***

Mark only one oval.

	1	2	3	4	5	6	7	
Strongly Disagree/ ไม่เห็นด้วยอย่างยิ่ง	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree/ เห็นด้วยอย่างยิ่ง

17. **2. Accomplishment of celebrity is essential/ความสำเร็จของบุคคลที่มีชื่อเสียงเป็นสิ่งสำคัญ ***

Mark only one oval.

	1	2	3	4	5	6	7	
Strongly Disagree/ ไม่เห็นด้วยอย่างยิ่ง	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree/ เห็นด้วยอย่างยิ่ง

18. **3. Celebrity's self-esteem is important/ความเชื่อมั่นในตัวเองสำหรับบุคคลที่มีชื่อเสียงเป็นสิ่งสำคัญ ***

Mark only one oval.

	1	2	3	4	5	6	7	
Strongly Disagree/ ไม่เห็นด้วยอย่างยิ่ง	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree/ เห็นด้วยอย่างยิ่ง

19. **4. Pride of celebrity can build confidence/ความภาคภูมิใจในตัวบุคคลเป็นสิ่งที่ทำให้เกิดความมั่นใจ**
*

Mark only one oval.

	1	2	3	4	5	6	7	
Strongly Disagree/ ไม่เห็นด้วยอย่างยิ่ง	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree/ เห็นด้วยอย่างยิ่ง

20. **5. Controversy can give disrespect to celebrity/ความขัดแย้งทำให้เกิดการไม่เคารพต่อตัวบุคคลที่มีชื่อเสียง** *

Mark only one oval.

	1	2	3	4	5	6	7	
Strongly Disagree/ ไม่เห็นด้วยอย่างยิ่ง	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree/ เห็นด้วยอย่างยิ่ง

แบบสอบถามเกี่ยวกับความคล้ายคลึงของตัวเองและบุคคลที่มีชื่อเสียง

การตอบแบบสอบถามส่วนนี้เพื่อทราบถึงปัจจัยที่เกี่ยวกับความคล้ายคลึงของตัวเองและบุคคลที่มีชื่อเสียง

21. **1. Celebrity and I have similar lifestyle/บุคคลที่มีชื่อเสียงและตัวฉันมีความคล้ายคลึงในการใช้ชีวิต** *

Mark only one oval.

	1	2	3	4	5	6	7	
Strongly Disagree/ ไม่เห็นด้วยอย่างยิ่ง	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree/ เห็นด้วยอย่างยิ่ง

22. **2. Celebrity attitude influences over my belief/ทัศนคติของบุคคลที่มีชื่อเสียงส่งผลต่อความเชื่อของฉัน** *

Mark only one oval.

	1	2	3	4	5	6	7	
Strongly Disagree/ ไม่เห็นด้วยอย่างยิ่ง	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree/ เห็นด้วยอย่างยิ่ง

23. **3. My characteristics are influenced by celebrity/ลักษณะนิสัยของฉันถูกจูงใจด้วยบุคคลที่มีชื่อเสียง** *

Mark only one oval.

	1	2	3	4	5	6	7	
Strongly Disagree/ ไม่เห็นด้วยอย่างยิ่ง	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree/ เห็นด้วยอย่างยิ่ง

24. **4. I have similar preference with celebrity/ฉันและบุคคลที่มีชื่อเสียงมีสิ่งที่ชอบคล้ายกัน ***

Mark only one oval.

	1	2	3	4	5	6	7	
Strongly Disagree/ ไม่เห็นด้วยอย่างยิ่ง	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree/ เห็นด้วยอย่างยิ่ง

25. **5. I perceive the same value of celebrity/ ฉันและบุคคลที่มีชื่อเสียงมีความเข้าใจในคุณค่าที่ตรงกัน ***

Mark only one oval.

	1	2	3	4	5	6	7	
Strongly Disagree/ ไม่เห็นด้วยอย่างยิ่ง	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree/ เห็นด้วยอย่างยิ่ง

แบบสอบถามเกี่ยวกับทัศนคติต่อบุคคลที่มีชื่อเสียง

การตอบแบบสอบถามส่วนนี้เพื่อทราบถึงทัศนคติต่อบุคคลที่มีชื่อเสียง

26. **1. My attitude toward celebrity is positive/ทัศนคติของฉันเป็นไปในทางบวกเสมอต่อบุคคลที่มีชื่อเสียง ***

Mark only one oval.

	1	2	3	4	5	6	7	
Strongly Disagree/ ไม่เห็นด้วยอย่างยิ่ง	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree/ เห็นด้วยอย่างยิ่ง

27. **2. I like the celebrity who endorses my preferred brand/ฉันชอบบุคคลที่มีชื่อเสียงที่ให้การสนับสนุนแบรนด์ที่ฉันชอบ ***

Mark only one oval.

	1	2	3	4	5	6	7	
Strongly Disagree/ ไม่เห็นด้วยอย่างยิ่ง	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree/ เห็นด้วยอย่างยิ่ง

28. **3. The public image of celebrity are kind of work ethic and behavior that I try to imitate/ฉันพยายามทำตัวของฉันให้เหมือนกับภาพลักษณ์ของบุคคลที่มีชื่อเสียง ในเรื่องการทำงานและพฤติกรรม ***

Mark only one oval.

	1	2	3	4	5	6	7	
Strongly Disagree/ ไม่เห็นด้วยอย่างยิ่ง	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree/ เห็นด้วยอย่างยิ่ง

29. **4. This celebrity is my role model which I want to follow/บุคคลที่มีชื่อเสียงเป็นบุคคลที่ฉันถือเป็นแบบอย่าง ***

Mark only one oval.

	1	2	3	4	5	6	7	
Strongly Disagree/ ไม่เห็นด้วยอย่างยิ่ง	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree/ เห็นด้วยอย่างยิ่ง

30. **5. Celebrity has influence over me to buy the brand/บุคคลที่มีชื่อเสียงนั้นเป็นคนชี้แนะฉัน ในการซื้อแบรนด์ ***

Mark only one oval.

	1	2	3	4	5	6	7	
Strongly Disagree/ ไม่เห็นด้วยอย่างยิ่ง	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree/ เห็นด้วยอย่างยิ่ง

แบบสอบถามเกี่ยวกับการรับรู้หรือจดจำแบรนด์สินค้า โดยทั่วไปที่มีบุคคลที่มีชื่อเสียงนำเสนอสินค้า

การตอบแบบสอบถามส่วนนี้เพื่อทราบถึงการรับรู้หรือจดจำแบรนด์สินค้าทั่วไปที่มีบุคคลที่มีชื่อเสียงนำเสนอสินค้า

31. **1. I can recognize the brand/ฉันรู้จักแบรนด์ ***

Mark only one oval.

	1	2	3	4	5	6	7	
Strongly Disagree/ ไม่เห็นด้วยอย่างยิ่ง	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree/ เห็นด้วยอย่างยิ่ง

32. **2. I am aware of the brand/ฉันตระหนักถึงตัวแบรนด์ ***

Mark only one oval.

	1	2	3	4	5	6	7	
Strongly Disagree/ ไม่เห็นด้วยอย่างยิ่ง	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree/ เห็นด้วยอย่างยิ่ง

33. **3. Some characteristics of the brand come to my mind quickly/ลักษณะบางอย่างของแบรนด์ส่งผลถึงความคิดฉันอย่างรวดเร็ว ***

Mark only one oval.

	1	2	3	4	5	6	7	
Strongly Disagree/ ไม่เห็นด้วยอย่างยิ่ง	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree/ เห็นด้วยอย่างยิ่ง

34. **4. I prefer the brand that I know/ฉันเลือกแบรนด์ที่ฉันรู้จักมากกว่าแบรนด์ที่ฉันไม่รู้จัก ***

Mark only one oval.

	1	2	3	4	5	6	7	
Strongly Disagree/ ไม่เห็นด้วยอย่างยิ่ง	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree/ เห็นด้วยอย่างยิ่ง

35. **5. I know this brand, so I trust this brand/ฉันรู้จักแบรนด์นี้ ฉันถึงเชื่อในแบรนด์นี้ ***

Mark only one oval.

	1	2	3	4	5	6	7	
Strongly Disagree/ ไม่เห็นด้วยอย่างยิ่ง	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree/ เห็นด้วยอย่างยิ่ง

แบบสอบถามเกี่ยวกับทัศนคติต่อแบรนด์สินค้า โดยทั่วไปที่มีบุคคลที่มีชื่อเสียงนำเสนอสินค้า

การตอบแบบสอบถามส่วนนี้เพื่อทราบถึงทัศนคติต่อแบรนด์สินค้าทั่วไปที่มีบุคคลที่มีชื่อเสียงนำเสนอสินค้า

36. **1. I like this brand/ฉันชอบแบรนด์นี้ ***

Mark only one oval.

	1	2	3	4	5	6	7	
Strongly Disagree/ ไม่เห็นด้วยอย่างยิ่ง	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree/ เห็นด้วยอย่างยิ่ง

37. **2. This brand is favorable for me/แบรนด์นี้เป็นแบรนด์โปรดของฉัน ***

Mark only one oval.

	1	2	3	4	5	6	7	
Strongly Disagree/ ไม่เห็นด้วยอย่างยิ่ง	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree/ เห็นด้วยอย่างยิ่ง

38. **3. This is good brand/แบรนด์เป็นแบรนด์ที่ดี ***

Mark only one oval.

	1	2	3	4	5	6	7	
Strongly Disagree/ ไม่เห็นด้วยอย่างยิ่ง	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree/ เห็นด้วยอย่างยิ่ง

39. **4. This brand is pleasant/แบรนด์เป็นแบรนด์ที่น่าพอใจ ***

Mark only one oval.

	1	2	3	4	5	6	7	
Strongly Disagree/ ไม่เห็นด้วยอย่างยิ่ง	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree/ เห็นด้วยอย่างยิ่ง

40. **5. This brand is appealing/แบรนด์นี้เป็นแบรนด์ที่น่าดึงดูดความสนใจ ***

Mark only one oval.

	1	2	3	4	5	6	7	
Strongly Disagree/ ไม่เห็นด้วยอย่างยิ่ง	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree/ เห็นด้วยอย่างยิ่ง

แบบสอบถามเกี่ยวกับภาพลักษณ์ของแบรนด์สินค้าทั่วไปที่มีบุคคลที่มีชื่อเสียงนำเสนอสินค้า

การตอบแบบสอบถามส่วนนี้เพื่อทราบถึงภาพลักษณ์ของแบรนด์สินค้าทั่วไปที่มีบุคคลที่มีชื่อเสียงนำเสนอสินค้า

41. **1. I care about using brands/ฉันมีความระมัดระวังในการใช้แบรนด์ ***

Mark only one oval.

	1	2	3	4	5	6	7	
Strongly Disagree/ ไม่เห็นด้วยอย่างยิ่ง	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree/ เห็นด้วยอย่างยิ่ง

42. **2. I trust in brand/ฉันเชื่อในแบรนด์นี้ ***

Mark only one oval.

	1	2	3	4	5	6	7	
Strongly Disagree/ ไม่เห็นด้วยอย่างยิ่ง	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree/ เห็นด้วยอย่างยิ่ง

43. **3. I think the brand is different from another brand/ฉันคิดว่าแบรนด์นี้แตกต่างจากแบรนด์อื่น ***

Mark only one oval.

	1	2	3	4	5	6	7	
Strongly Disagree/ ไม่เห็นด้วยอย่างยิ่ง	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree/ เห็นด้วยอย่างยิ่ง

44. **4. This brand makes me look good/แบรนด์ทำให้ฉันดูดี ***

Mark only one oval.

	1	2	3	4	5	6	7	
Strongly Disagree/ ไม่เห็นด้วยอย่างยิ่ง	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree/ เห็นด้วยอย่างยิ่ง

45. **5. The design of this brand's ads is really well done/การออกแบบโฆษณาของแบรนด์นี้ทำให้ได้ดี ***

Mark only one oval.

	1	2	3	4	5	6	7	
Strongly Disagree/ ไม่เห็นด้วยอย่างยิ่ง	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree/ เห็นด้วยอย่างยิ่ง

แบบสอบถามเกี่ยวกับปัจจัยที่ส่งผลต่อการซื้อสินค้าหรือบริการของผู้บริโภคผ่านบุคคลที่มีชื่อเสียง

การตอบแบบสอบถามส่วนนี้ทำเพื่อทราบถึงปัจจัยที่ส่งผลต่อการซื้อสินค้าหรือบริการของผู้บริโภคผ่านบุคคลที่มีชื่อเสียง

46. **1. I will buy this brand because of the celebrity endorsement/ฉันซื้อแบรนด์นี้เพราะว่าบุคคลที่มีชื่อเสียงให้การสนับสนุน ***

Mark only one oval.

	1	2	3	4	5	6	7	
Strongly Disagree/ ไม่เห็นด้วยอย่างยิ่ง	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree/ เห็นด้วยอย่างยิ่ง

47. **2. I will definitely intend to buy this brand after I saw celebrity/ฉันซื้อแบรนด์นี้แน่นอนหลังจากเห็นบุคคลที่มีชื่อเสียง ***

Mark only one oval.

	1	2	3	4	5	6	7	
Strongly Disagree/ ไม่เห็นด้วยอย่างยิ่ง	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree/ เห็นด้วยอย่างยิ่ง

48. **3. High purchase interest of this brand cause by celebrity/บุคคลที่มีชื่อเสียงทำให้เกิดความสนใจในแบรนด์มากขึ้น ***

Mark only one oval.

	1	2	3	4	5	6	7	
Strongly Disagree/ ไม่เห็นด้วยอย่างยิ่ง	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree/ เห็นด้วยอย่างยิ่ง

49. **4. I may not buy the brand if I do not like celebrity/ฉันอาจจะไม่ซื้อแบรนด์นี้เพราะว่าฉันไม่ชอบบุคคลที่มีชื่อเสียง ***

Mark only one oval.

	1	2	3	4	5	6	7	
Strongly Disagree/ ไม่เห็นด้วยอย่างยิ่ง	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree/ เห็นด้วยอย่างยิ่ง

50. **5. I would consider celebrity first before I buy the brand/ฉันคิดถึงบุคคลที่มีชื่อเสียงก่อนที่จะซื้อแบรนด์ ***

Mark only one oval.

	1	2	3	4	5	6	7	
Strongly Disagree/ ไม่เห็นด้วยอย่างยิ่ง	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree/ เห็นด้วยอย่างยิ่ง

Demographic Question/ คำถามทั่วไป

51. **What is your age range?/ ช่วงอายุ ***

Mark only one oval.

- 18-24 years old (18-24 ปี)
- 25-34 years old (25-34 ปี)
- 35-44 years old (35-44 ปี)
- 45 years or older (มากกว่า 45 ปี)

52. **What is your gender? เพศ ***

Mark only one oval.

- Male (ชาย)
 Female (หญิง)

53. **What is your employment status? สถานภาพการจ้างงาน ***

Mark only one oval.

- Employed (พนักงานบริษัท)
 Self-employed (ธุรกิจส่วนตัว)
 Student (นักเรียน นักศึกษา)
 Retired (เกษียณอายุ)
 Unemployed (ว่างทำงาน)
 Other: _____

54. **What is your education level? ระดับการศึกษา ***

Mark only one oval.

- Lower bachelor (ต่ำกว่าปริญญาตรี)
 Bachelor (ปริญญาตรี)
 Master or higher (ปริญญาโทหรือสูงกว่า)
 Other: _____

55. **What is your monthly income? รายได้ต่อเดือน ***

Mark only one oval.

- Less than 15,000 Baht (น้อยกว่า 15,000 บาท)
 15,001 - 30,000 Baht (15,001-30,000 บาท)
 30,001 - 45,000 Baht (30,001 - 45,000 บาท)
 45,001 - 60,000 Baht (45,001- 60,000 บาท)
 More than 60,000 Baht (มากกว่า 60,000 บาท)

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