

**KOREAN IDOLS' INFLUENCE ON THAI CONSUMERS—THE  
PURCHASE INTENTION TOWARDS COSMETIC AND  
SKINCARE PRODUCTS**



**A THEMATIC PAPER SUBMITTED IN PARTIAL  
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**KOREAN IDOLS' INFLUENCE ON THAI CONSUMERS—THE PURCHASE INTENTION TOWARDS COSMETIC AND SKINCARE PRODUCTS**

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**ABSTRACT**

The purpose of this study is to examine the general purchasing behavior of Thai consumers in the Bangkok area and the impact of Korean Idol on consumers' purchasing intentions for cosmetics and skincare products. Furthermore, after observing the products endorsed by Korean Idols, Thai buyers' attitudes toward Korean Idol-endorsed cosmetics and skincare products will be identified, along with their purchase intentions. Additionally, the sample size of this study is 150 valid respondents, with two conditions: being over 18 years old and living in the Bangkok metropolitan area.

Motivation, advertising endorsement, brand attitude, and perceived risk are all aspects considered in this study framework concerning purchase intention. This research uses descriptive analysis, reliability analysis, correlation analysis, and regression analysis to find the outcome. According to the findings, purchase intention for cosmetic and skincare products is influenced by motivation, attitude toward a brand, and perceived risk. Consumers' intentions to purchase cosmetics and skincare products are unaffected by advertising endorsement.

**KEY WORDS:** Purchase Intention/Advertising/Endorsement/Beauty Industry

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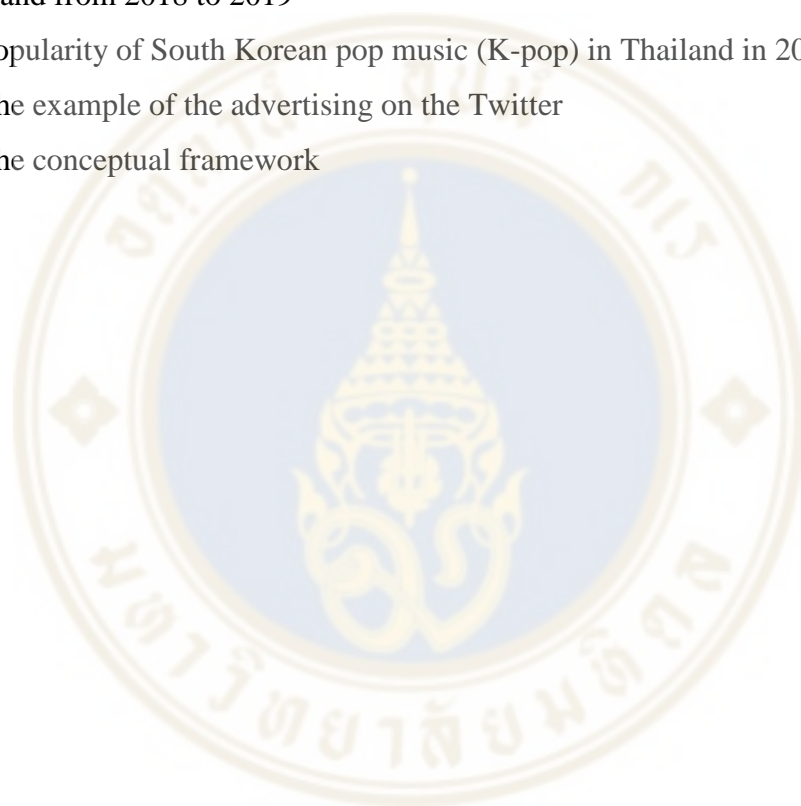
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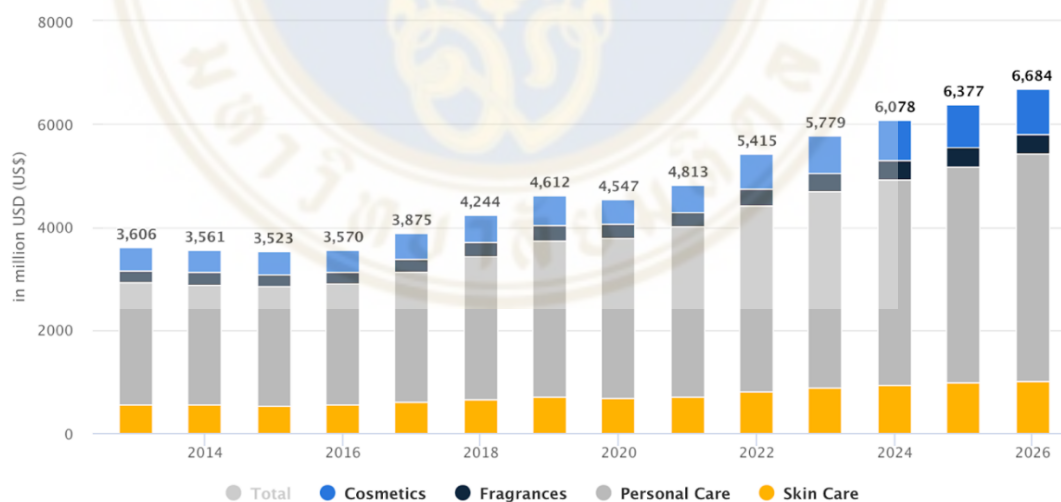




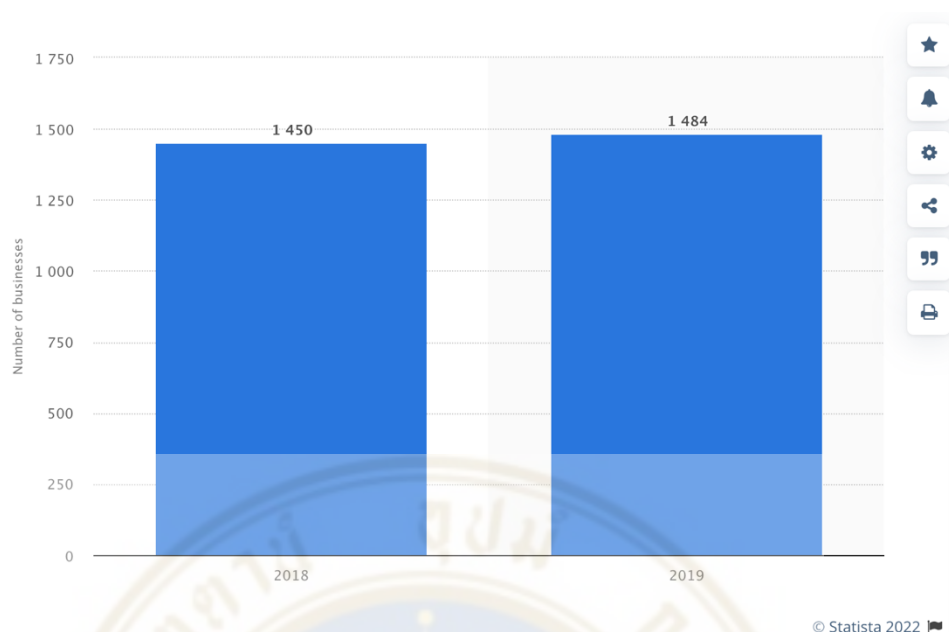
## CHAPTER I INTRODUCTION

### 1.1 Background

The beauty and personal care market are pretty significant. In addition, the revenue of those markets is around 5,400 million U.S. dollars in 2022 and is expected to rise 4% annually, according to figure 1.1. Besides, for the Thailand market, the revenue in 2022 is approximately 5,000 million U.S. dollars and is expected to rise 5.40% annually. According to recent information that we have found, the number of newly established cosmetic and skincare businesses is nearly 1,500 businesses in 2019, increasing 2%. That year, Thailand had operational cosmetic and skincare businesses, around 7,700 businesses, implying that the market was highly competitive. (Statista.com)



**Figure 1.1 The revenue the Beauty & Personal Care market**



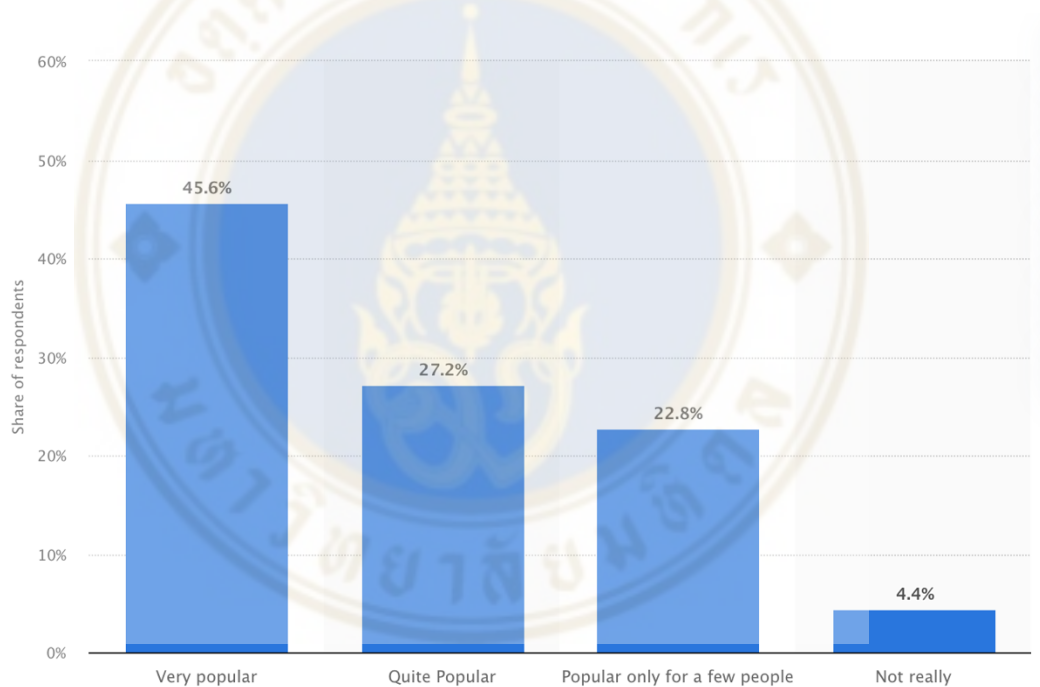
**Figure 1.2 Number of newly established cosmetic and skincare businesses in Thailand from 2018 to 2019**

Advertising will be a choice for many cosmetic and skincare products to build product and brand recognition. Since the market is highly competitive, creating advertisements is necessary. There are six types of advertising: exaggerated, a slide of life, endorsement, analogy, testimonial, and memorable character among cosmetics and skincare products, usually present advertising by endorsement. Using an endorser can represent the picture clarity of the brand and the product. Many cosmetic and skincare brands use celebrities, influencers, and foreign celebrities as endorsers. Selecting the type of endorsers depends on the budget and the style of a brand and a product. If the brand needs to increase brand awareness broadly, selecting a foreign celebrity who is well-known globally will be the best choice for the brand. Apart from that option, choosing a famous local celebrity is another option for entering a new market for the brand. For the Thailand market, foreign celebrities such as Korean Idols and Korean stars still draw the public's attention. Moreover, many cosmetic and skincare brands globally pay attention to Asian celebrities to represent their brands and products. For example, the Clinique brand selects Irene from a girl group named Red Velvet to be a brand ambassador, and Wendy from the same group is an endorser for POND'S.

K-Pop stars are still drawing the attention of the public. According to Statista.com, the survey in 2019 was informed that K-pop is very popular in Thailand,

which is calculated at 45.6%. For this reason, many cosmetic and skincare brands decide to choose K-Pop stars to endorse their products. In addition, the category of K-Pop stars can be divided into two big groups: Korean celebrities (i.e., Gong Yoo, Lee Dongwook, Jun Jihyun) and Korean Idols (i.e., EXO, NCT, Black Pink). Due to their image, they are chosen by many brands to attract their fans and general consumers.

Apart from selecting the endorser, many brands launch marketing promotions related to the endorser. For example, the Nature Republic brand provides bonus items when customers purchase products in specified amounts and bonus items such as the picture of a Korean Idol with a signature. This marketing promotion can draw the attention of their fans to buy products from the brand.



**Figure 1.3 Popularity of South Korean pop music (K-pop) in Thailand in 2019**

## 1.2 Problem of Statement

Due to the highly competitive cosmetic and skincare businesses in Thailand, drawing attention from consumers through advertising is necessary. Many brands use endorsers to attract consumers and build brand recognition in this industry. Besides, the type of endorser selected is Korean Idols since they can attract the young generation to

the product. Therefore, the K-Pop wave in Thailand still increases constantly, so selecting the Korean Idol as an endorser is an interesting option for the brand. Even though Korean Idols can draw attention and build brand recognition, not all consumers will decide to buy the products. The brand should plan the marketing activities to cover that problem.

This research will investigate the influence of Korean Idols on purchasing intention from consumers and understand more attitudes toward the endorser with the product.

### **1.3 Research Questions**

The main question on this research are as following;

1. How do Korean idols affect consumers' purchase intention?
2. What is important when using endorsement?
3. How can advertise endorsement influence buying decisions of the consumers?

### **1.4 Research Objectives**

This study aims (1) to understand consumer spending behavior on cosmetic and skincare products after seeing the endorsers in order to develop the marketing strategies and (2) to observe attitudes from consumers toward Korean Idols advertising cosmetic and skincare products.

### **1.5 Expected Benefit**

This research would benefit cosmetic and skincare brands and marketing agencies, which desire to increase sales and brand awareness in the Thailand market. The first is to understand the effect of endorsers on purchase intention. The second is to be able to promote the product effectively. Moreover, the brand and the agency will better understand consumer buying behavior through promotion by endorsers. Also, to

know consumers' attitudes toward the product with Korean Idols as an endorser. It could help them develop marketing plans to align with consumer behavior.



## **CHAPTER II**

### **LITERATURE REVIEW**

The following chapter will elaborate on the purchase intention first (2.1). Hereafter will be including motivation (2.2), advertising endorsement (2.3), perceived risk (2.4), and attitude (2.5).

#### **2.1 Purchase Intention**

Referring to Clackson (2021), intention is the important step for the goal-pursuit process but it will be purposeless without action. Furthermore, purchase intention is defined as purchasing existing products from the company before launching any marketing campaign (Shabbir *et al.*, 2009). According to Mirabi *et al.* (2015), it is stated that client purchase intent is typically linked to customer behavior, perceptions, and attitudes. Additionally, customer purchase decisions are a complex process. Rook *et al* (1995). stated that the relationship between the trait and behavioral aspects of impulse buying might be influenced by customers' normative assessments.

On the other hand, purchase rates for intenders are higher than non-intenders. In addition, people who intend to buy one product have a higher possibility of buying more than those who do not intend to buy on that product (Juster, 2015). As stated by Younus *et al.* (2015) When a customer is well-informed about a product and is knowledgeable of its features, he or she is more likely to buy it. Furthermore, the product which has a strong brand image creates purchase intention. And direct marketing, which relies on word of mouth and front-line staff, is particularly effective at encouraging purchasing intentions (Jamil *et al.*, 2014).

In this research, the researcher tries to investigate more on purchasing intention on cosmetic and skincare products which are endorsed by Korean Idols.



## 2.2 Motivation

Motivation means the need or reason to do something according to Cambridge dictionary. One of the motivational features emerges from interplay between wanting and liking. For instance, the glutton enjoys eating so much, he or she will become motivated to eating again greater than a person who has little pleasure in eating (Heckhausen *et al.*, 2008)

In addition, consumers have different motivations for buying and this is important for providing strategies to meet the expectation from consumers. When it is done, the brands will get the positive evaluations from the market (Auf *et al.*, 2018). On the other hand, in terms of luxury goods, the new motivational trends for making decision processes are defined as hedonistic motivations. The behind of this motivation are influenced by income levels and education levels (Diaconu *et al.*, 2015). Besides, Shopping motivation is positively influenced by the shopping environment, however time pressure has a negative impact on the motivation-buying behavior relationship (Sadikoglu, 2017). Apart from that, in the case of grocery shopping, the positive aspect of shopping is defined as experiential motivations such as discovering a new product, a new taste from demonstration, and a nice decoration environment especially during special events (Geuens *et al.*, 2001). According to Kumar *et al.* (2016), the shoppers with high shopping motivation perceive involvement in terms of online shopping. And two factors which are information-search and convenience have a high motivating to consumers to shop online.

In this research will examine the motivation from Korean Idols towards purchase intention on the cosmetic and skincare product.

## 2.3 Advertising Endorsement

John (2018) stated that in advertising, celebrity endorsement is based on a common marketing assumption. Celebrities have built-in images and followers, both of which can have a significant impact on potential customers. Besides providing many benefits for the endorsed brand, celebrities endorsement can have a negative effect when they have personal scandals.

In terms of athletes, when the image of an athlete's brand and the endorsed product are relevant, consumers are attracted to the advertisement, and their purchase intent has a favorable impact on the product (J. H., 2021). According to Tiwari *et al.* (2021), most of the women were influenced by celebrities in the skin care category followed by hair care products. The owner of products should give priority to celebrities' attributes such as physical attractiveness, reliability, credibility, likeability and popularity. Celebrity endorsement only helps the consumer create product awareness but it has no impact on buying behavior. Celebrities can transmit their entertainment value to the brand they are endorsing, as shown in a prior study with Chinese adolescents in Hong Kong. The characteristics of the celebrity endorsers, when combined with the characteristics of the campaign, can help teens form a positive brand image. The celebrity can help the image of the brand clearer through combining it with media advertisement (Chan *et al.*, 2013). In the case of the Chinese market, if the brand and the celebrity who is selected as an endorser for the product are not matched up, the owner of the product will get the opposite effect from audiences. The opposite effects include that audiences will not be interested in the products, they can doubt your products and have a negative attitude to celebrities and the advertising (Gan, 2006).

Furthermore, because there is high advertising clutter and no more space in the market to differentiate products, a celebrity endorsement strategy can be a helpful tool for the market to differentiate products from competitors, as long as the proper celebrity is found (Erdogan, 1999).

## **2.4 Perceived Risk**

According to Wei *et al.* (2018), the spirit cost connected with consumers' purchasing behavior, which indicates a form of future uncertainty, is referred to as perceived risks. Consumers' purchase intentions will be directly affected by this uncertainty. Additionally, different categories of risk are perceived differently by consumers, and their importance varies depending on the sort of product purchased (Maciejewski, 2011).

In terms of cross-platform product purchases, the risks of consumers' perceptions of product impacts and risks of perceived services will positively influence



customers' cross-platform purchasing behavior. Meanwhile, consumers' perceptions of product and service risk will influence their trust and, as a result, their purchasing behavior (Zhang *et al.*, 2020). On the other hand, when customers realized that the producing company had a high level of credibility, they expressed a lower perceived risk. A more credible corporation is seen as having more experience and being more trustworthy, especially when the product is a technologically complicated product that carries a certain amount of performance uncertainty for consumers who are unfamiliar with it, resulting in a higher perceived risk for them. When a product is manufactured by a less trustworthy company and promoted by a less credible endorser, consumers estimate the risk to be the highest (Soesilo *et al.*, 2020).

## 2.5 Attitude

According to the Cambridge Dictionary, attitude refers to an emotion or view about something or someone, as well as a behavior pattern that is influenced by it. Furthermore, brand attitude is defined as people's reactions to a favorable or unfavorable brand after seeing the advertisement (Phelps *et al.*, 1996).

When it comes to luxury goods, attitudes play a significant role in social functions since they influence behavior. Emotions are also linked to central attitudes, and they play a significant influence in purchase intent (Bian *et al.*, 2012). On the contrary, as part of mobile ads, consumers have a negative attitude about receiving the ads since it causes them irritation. But they will change their attitude if the advertisement sends a permission (Tsang *et al.*, 2004). Meanwhile, consumers who are more enthusiastic about advertising in general are more likely to be positive about brand communication on social media platform such as Twitter (figure 2.1.1.) (Sook Kwon *et al.*, 2014). Besides, using the authentic image in the ads will enhance a positive attitude to a brand. Advertisements using authentic model photographs were seen as more truthful, and they resulted in better brand attitudes than commercials with inauthentic images (Shoenberger *et al.*, 2020).

In this research, the researcher will focus on the attitude as part of a cosmetic and skincare brand which is endorsed by Korean Idols.



Figure 2.1.1 the example of the advertising on the Twitter

## 2.6 Conceptual Framework

This is the conceptual framework for this study, which includes the variable components that influence purchase intention.

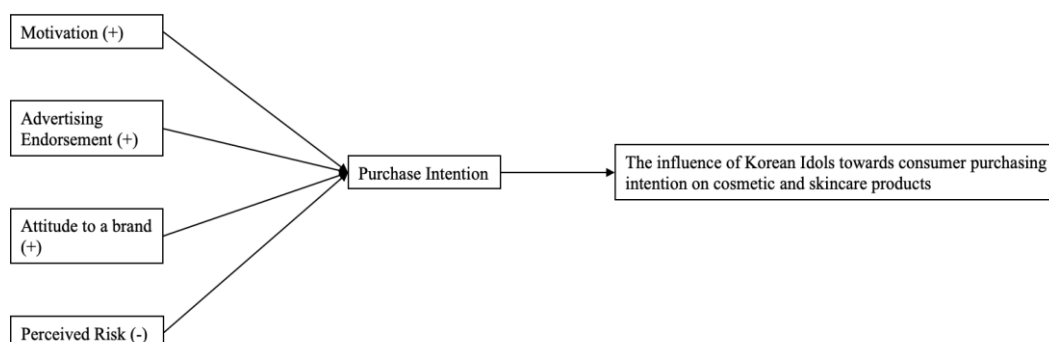


Figure 2.1.2 the conceptual framework

**Purchase Intention:** Motivation of buying products

**Motivation (+):** Motivation has a positive influence for buying cosmetic and skincare products.

**Advertising Endorsement (+):** Advertising endorsement has positive influence for selecting the brand and products.

**Attitude (+):** Since there are Korean Idols promoting the product, it affects the attitude toward the brand.

**Perceived Risk (-):** According to the negative impact of high perceived risk on product purchases, customers are unable to predict the outcome of those purchases.



## **CHAPTER III**

### **RESEARCH METHODOLOGY**

According to the problem statement, the goal of this study is to determine the influence of Korean Idols on cosmetic and skincare products. A quantitative approach that can enable audiences to comprehend consumer purchasing behavior and discover how Korean Idols affect customer decisions will be the preferred technique for determining the outcome. Furthermore, a survey with questionnaires linked to five factors from the conceptual framework will be used to collect data.

#### **3.1 Questionnaire Design**

The survey's questions were developed based on the research review chapter. The questionnaire has eight sections: screening questions, motivation, advertising endorsement, brand attitude, perceived risk, consumer behavior, and personal information. At first, the screening questions will assist the researcher in narrowing down the participants to a focus group of Thai customers over the age of 18 who live in the Bangkok metropolitan area. Furthermore, to prevent incorrect results, the researcher conducts a pretest two times with three people to determine the questions that participants comprehend.

#### **3.2 Data Collection**

As stated in section 3.1, this study will take a quantitative approach. This research will primarily focus on Thai customers over 18 who live in the Bangkok Metropolitan Area. As a result, data from this group will be obtained using a sample size of 150 participants. The researcher will use a Google Form. As a result, it will be distributed as an online survey to participants, making it easier to respond.

### 3.3 Data Analysis

The researcher will use the Statistical Package for the Social Sciences (SPSS) to test all of the data connected to the issue and Microsoft Excel to analyze the data for a portion of the respondents' profiles after gathering data from the questionnaire.

Descriptive analysis, reliability analysis, correlation analysis, and multiple linear regression analysis will be used to gather data for this study:

1. The descriptive analysis will be used to find the mean of 5 variables from the conceptual framework.
2. The reliability of variables will be investigated using reliability analysis.
3. The correlation analysis will be used to define the relationship between purchase intention and independent variables (motivation, advertising endorsement, attitude to a brand, and perceived risk).
4. Multiple linear regression will be utilized to explain how independent factors affect purchase intention for Korean Idol-endorsed cosmetics and skincare products.

## CHAPTER IV

### RESEARCH FINDINGS

The researcher obtains data from 150 respondents regarding the research topic, which is the influence of Korean Idol on purchasing intentions for cosmetic and skincare products. The primary research objective is to see how Korean Idols influence cosmetic and skincare product purchase intentions. In this chapter, the findings will be presented.

#### 4.1 Demographic and general behaviors of respondents

##### 4.1.1 Demographic profiles of respondents

Two screening questions are included in the questionnaire to ensure that valid data is collected. The researcher receives 184 responses after sending out the online survey, but only 150 of them are valid respondents over 18 years old and living in the Bangkok metropolitan area. Table 4.1 shows the respondents' age, gender, occupation, and income.

**Table 4.1 Demographic profiles of respondents**

Question	Frequency	Percentage
<b>Age</b>		
19 - 25 years	49	32.7
26 - 35 years	93	62.0
36 - 45 years	6	4.0
46 years and more	2	1.3

**Table 4.1 Demographic profiles of respondents (Cont.)**

<b>Question</b>	<b>Frequency</b>	<b>Percentage</b>
<b>Gender</b>		
Female	121	80.7
LGBTQ+	8	5.3
Male	18	12.0
Prefer not to answer	3	2.0
<b>Occupation</b>		
Artist	1	0.7
Business Owner	13	8.7
Employed	1	0.7
Freelance	3	2.0
Government Employee	3	2.0
Private Employee	82	54.7
Retired	1	0.7
Self Employed	1	0.7
Unemployed	44	29.3
Student	1	0.7
<b>Monthly personal income</b>		
10,001 - 20,000 THB	29	19.3
20,001 - 30,000 THB	33	22.0
30,001 - 40,000 THB	27	18.0
Less than 10,000 THB	22	14.7
More than 40,000 THB	38	25.3
<b>Total</b>	<b>150</b>	<b>100.0</b>

The total number of respondents who are over 18 years old and live in the Bangkok metropolitan region who completed the online survey is shown in Table 4.1. There were 150 people who responded. The age range in the table above can be divided



into four groups: 49 respondents (32.7 percent) between the ages of 19 and 25, 93 respondents (62 percent) between the ages of 26 and 35, 6 respondents (4 percent) between the ages of 36 and 45, and 2 respondents (1.3 percent) between the ages of 46 and up.

Furthermore, the gender group of the respondents shows that 121 respondents (80.7%) are female, eight respondents (5.3%) are LGBTQ+, 18 respondents (12%) are male, and three respondents (2%) are people who prefer not to answer.

According to table 4.1, the top three occupation groups, which include 82 respondents (54.7%) who are private employees, 44 respondents (29.35%) who are unemployed, and 13 respondents (8.7%) who are business owners, are private employees, unemployed, and business owners, respectively.

In addition, the range of personal income illustrates that 22 respondents (14.7%) have a personal income of less than 10,000 THB, 29 respondents (19.3%) have an income of between 10,000 and 20,000 THB, 33 respondents (22%) have an income of between 20,001 and 30,000 THB, 27 respondents (18%) have an income of between 30,001 and 40,000 THB, and 38 respondents (25.3%) have an income of more than 40,000 THB.

#### 4.1.2 General behaviors of respondents

This study will examine the general behaviors of respondents. The result of the descriptive statistical analysis will be presented in table 4.2 below.

**Table 4.2 How much do you spend on cosmetics and skincare products? (THB/time)**

Questions	Frequency	Percentage
1,001 - 2,000 THB	51	34.0
2,001 - 3,000 THB	20	13.3
501 - 1,000 THB	43	28.7
Less than 500 THB	13	8.7



**Table 4.2 How much do you spend on cosmetics and skincare products? (THB/time) (Cont.)**

Questions	Frequency	Percentage
More than 3,000 THB	23	15.3
<b>Total</b>	<b>150</b>	<b>100.0</b>

The range of spending on cosmetics and skincare goods is shown in Table 4.2. The range between 1,001 and 2,000 THB (34 percent) has the most significant respondents' spending per time, followed by between 501 and 1,000 THB, respectively.

**Table 4.3 How often do you buy cosmetics and skincare products?**

Questions	Frequency	Percentage
Monthly	57	38.0
Once a week	6	4.0
Once a year	9	6.0
Once in 2 -3 months	78	52.0
<b>Total</b>	<b>150</b>	<b>100.0</b>

Table 4.3 shows the purchase frequency of cosmetics and skincare products. Most respondents (52 percent) buy products once in 2 to 3 months, followed by monthly purchases (38 percent).

## **4.2 Motivation towards purchasing intention for cosmetic and skincare products**

This is the analysis of the motivation part. There are two types of questions: alternative questions and scale questions. As a result, the descriptive and reliability analyses will be used to reflect the data's outcome. Besides, the reliability analysis will

show the mean, standard deviation, and Cronbach's alpha, respectively. In terms of Cronbach's alpha, there needs to be more than 0.7 in each construct to be considered reliable.

**Table 4.4 Do Korean Idols influence your purchase intention on cosmetic and skincare products?**

Questions	Frequency	Percentage
Yes	100	66.7
No	50	33.3
<b>Total</b>	<b>150</b>	<b>100.0</b>

Table 4.4 shows the impact of Korean Idols on purchase intention for cosmetics and skincare products. The majority of respondents (66.7 percent) say that Korean Idol influences their purchasing decisions.

**Table 4.5 Mean and standard deviation of motivation**

Questions	Mean	SD	Alpha
I feel fulfilled when I buy cosmetic and skincare brands because of Korean Idol.	3.16	1.056	0.907
I am interested in cosmetic and skincare products because of Korean Idols.	3.36	1.239	
I decided to buy cosmetic and skincare products because of Korean Idols.	3.23	1.190	
I would buy cosmetic and skincare brands if my favorite Korean Idol endorses them.	3.38	1.278	
<b>Total Mean</b>	<b>3.28</b>	<b>1.191</b>	

Table 4.5 shows the mean and standard deviation of motivation, 3.28 and 1.191. Furthermore, "I would purchase cosmetic and skincare brands if my favorite Korean Idol endorses them" has the highest mean of 3.38. Likewise, this variable's alpha value is more significant than 0.7, indicating that this construct is reliable.

### 4.3 Advertising endorsement towards purchase intention for cosmetic and skincare products

Descriptive analysis and reliability analysis are still used to analyze the outcome of the data in this advertising endorsement part. The Cronbach's alpha value will indicate the variable's reliability in a reliability evaluation, and as previously stated, the value should be greater than 0.7.

**Table 4.6 Have you ever seen any cosmetic and skincare products that use Korean Idols as brand presenter or brand ambassador?**

Questions	Frequency	Percentage
Yes	146	97.3
No	4	2.7
<b>Total</b>	<b>150</b>	<b>100.0</b>

Table 4.6 presents respondents' experience of noticing Korean Idols as brand presenters or brand ambassadors for cosmetic and skincare products on any channel. Most respondents said, "Yes" (97.3 percent).

**Table 4.7 Have you ever purchased cosmetic and skincare products advertised by Korean Idols?**

Questions	Frequency	Percentage
Yes	129	86.0

**Table 4.7 Have you ever purchased cosmetic and skincare products advertised by Korean Idols? (Cont.)**

Questions	Frequency	Percentage
No	21	14.0
<b>Total</b>	<b>150</b>	<b>100.0</b>

The experiences of samples in purchasing cosmetic and skincare goods advertised by Korean Idols are shown in Table 4.7. Eighty-six percent of the respondents indicated they had purchased a product advertised by Korean Idols in the past.

**Table 4.8 Would you be put off a product if it had association with a Korean Idol you are not a fan of?**

Questions	Frequency	Percentage
Yes	20	13.3
No	130	86.7
<b>Total</b>	<b>150</b>	<b>100.0</b>

Table 4.8 shows the influence of Korean Idols on respondents' shopping decisions when they are not fans of them. The majority of respondents replied "No," indicating that it does not affect their decision (86.7 percent).

**Table 4.9 Which channels do you see the cosmetic and skincare products advertised by Korean Idols?**

Questions	Frequency	Percentage
Billboard	7	4.7
Social Media Platform	136	90.7

**Table 4.9 Which channels do you see the cosmetic and skincare products advertised by Korean Idols? (Cont.)**

Questions	Frequency	Percentage
TV	6	4.0
All of them	1	.7
<b>Total</b>	<b>150</b>	<b>100.0</b>

Table 4.9 shows the frequency of perceiving cosmetic and skincare products advertised by Korean Idols. According to 136 percent of respondents, they perceive advertising from social media platforms such as Twitter, Facebook, and YouTube.

**Table 4.10 Mean and standard deviation of advertising endorsement**

Questions	Mean	SD	Alpha
When I see the advertising with Korean Idols as endorsers, I think the advertisement helps me to select cosmetic and skincare brands.	3.56	0.945	0.858
When I see the advertising with Korean Idols as endorsers, I think the advertisement helps me to remember the cosmetic and skincare brands.	4.10	0.988	
When I see the advertising with Korean Idols as endorsers, I think the advertisement is believable.	3.36	1.025	
When I see the advertising with Korean Idols as endorsers, I would buy this cosmetic and skincare brand.	3.29	1.059	
<b>Total Mean</b>	<b>3.58</b>	<b>1.004</b>	

Advertising endorsements have a mean value of 3.58 and a standard deviation of 1.004. "When I see the advertisement with Korean Idols as endorsers, I

think the advertisement helps me to remember the cosmetic and skincare brands," says the highest mean in table 4.10. Furthermore, the alpha value for this variable is 0.858, indicating that it is reliable.

#### 4.4 Attitude to a brand towards purchase intention for cosmetic and skincare products

Reliability analysis is used to analyze the outcome in attitude towards a brand part. In this analysis, it will be represented by the mean value, standard deviation value, and Cronbach's alpha, respectively. As previously mentioned, the alpha value should be greater than 0.7.

**Table 4.11 Mean and standard deviation of attitude to a brand**

Questions	Mean	SD	Alpha
I find cosmetic and skincare brands endorsed by Korean Idols are trustworthy.	3.50	0.981	0.904
I think that cosmetic and skincare brands endorsed by Korean Idols that I am using make me feel confident.	3.33	1.014	
I think that buying cosmetic and skincare brands endorsed by Korean Idol is a right decision.	3.10	0.975	
I associate the Korean Idol with the quality of the brand of cosmetic and skincare that I use.	3.06	1.094	
I think cosmetic and skincare brands endorsed by Korean Idols that I am using make me feel beautiful like a Korean Idol (i.e. Lisa Black Pink, Taeyeon SNSD).	2.81	1.151	
<b>Total Mean</b>	<b>3.16</b>	<b>1.043</b>	



According to table 4.11, the mean value is 3.16, and the standard deviation value is 1.043. "I find cosmetic and skincare brands endorsed by Korean Idols trustworthy." has the highest mean for attitude to a brand section. Besides, the alpha value in this part is more significant than 0.7, which indicates that the variable is dependable.

#### 4.5 Perceived risk towards purchase intention for cosmetic and skincare products

Reliability analysis is used to examine the outcome of a perceived risk part. The mean value, standard deviation value, and Cronbach's alpha will represent it in this analysis. The alpha value should be higher than 0.7, as previously stated.

**Table 4.12 Mean and standard deviation of perceived risk**

Questions	Mean	SD	Alpha
I am afraid of the side effects from using cosmetic and skincare products endorsed by Korean Idols.	3.10	0.981	0.762
I think that the quality of cosmetic and skincare products endorsed by Korean Idols might not be as good as I expect.	3.19	0.988	
It is difficult to feel, try or experience the product before purchasing.	3.45	1.084	
I am concern there are fake products from the preorder shop or any online shop (i.e. Shopee, Lazada).	4.11	1.044	
<b>Total Mean</b>	<b>3.46</b>	<b>1.024</b>	

The perceived risk section's compound mean and standard deviation are 3.46 and 1.024, respectively, as shown in Table 4.12. The highest average in this part was "I am concerned there are fake products from the preorder shop or any online shop."

Additionally, this part's alpha value is slightly greater than 0.7, indicating that it can accept the criteria.

#### **4.6 Purchase intention towards cosmetic and skincare products endorsed by Korean Idol**

The purchase intention part will represent the data's outcome from the reliability analysis. The mean, standard deviation, and Cronbach's alpha will use to illustrate this. Furthermore, as previously indicated, the criteria for Cronbach's alpha should be higher than 0.7.

**Table 4.13 Mean and standard deviation of purchase intention**

<b>Questions</b>	<b>Mean</b>	<b>SD</b>	<b>Alpha</b>
In the future, I tend to buy cosmetic and skincare products endorsed by Korean Idols.	3.47	0.946	0.916
I plan to buy cosmetic and skincare products endorsed by Korean Idols.	3.17	1.108	
I will definitely buy cosmetic and skincare products endorsed by Korean Idols in the near future.	3.07	1.139	
<b>Total Mean</b>	<b>3.24</b>	<b>1.064</b>	

As shown in Table 4.13, the mean and standard deviation values of purchase intention are 3.24 and 1.064, respectively. The highest average in this part is "In the future, I tend to buy cosmetic and skincare products endorsed by Korean Idols" (3.47). Moreover, the alpha value is more significant than 0.7, showing that this component meets the above criteria.



## 4.7 Correlation Analysis

As in the conceptual framework, this section provides the correlation coefficients used to examine the linear relationship between purchase intention, dependent variables, and four independent variables. According to Table 4.14, purchase intention was statistically correlated with motivation ( $r = .673$ ), advertising endorsement ( $r = .651$ ), attitude toward a brand ( $r = .776$ ), and perceived risk ( $r = -.031$ ). In this analysis, the alpha value is set at the 0.05 level. Therefore, the positive correlation coefficient reveals that these variables, including motivation, advertising endorsement, and attitude to a brand, are all changing in the same direction. However, as with perceived risk and purchase intention, the negative correlation coefficient shows that they tend to change in opposite directions. The purchase intention is likely to diminish as the perceived risk score rises.

**Table 4.14 Correlations coefficients and p-values**

		Purchase Intention	Motivation	Advertising Endorsement	Attitude to a brand	Perceived Risk
Purchase Intention	r	1	.673**	.651**	.776**	-.031
	p-value		<0.01	<0.01	<0.01	.703
Motivation	r	.673**	1	.646**	.721**	.146
	p-value	<0.01		<0.01	<0.01	.074
Advertising Endorsement	r	.651**	.646**	1	.728**	.190*
	p-value	<0.01	<0.01		<0.01	.020
Attitude to a brand	r	.776**	.721**	.728**	1	.136
	p-value	<0.01	<0.01	<0.01		.097
Perceived Risk	r	-.031	.146	.190*	.136	1
	p-value	.703	.074	.020	.097	

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

\**. Correlation is significant at the 0.05 level (2-tailed).*

## 4.8 Multiple linear regression analysis

This part represents the outcome of multiple linear regression analysis to explain the main research question: how the Korean Idol influences consumer purchase intention for cosmetic and skincare products.

As in the model summary table, the R Square value was reported as .663, which means that independent variables (motivation, advertising endorsement, attitude to a brand, and perceived risk) can explain changes in purchase intention by 66.3%. Furthermore, the adjusted r square was reported as .653, which will be used to describe how much the independent variables predict the dependent variables, and the criteria for this value should be lower than the r square. It means that the independent predictor variables can explain 66.3 percent of the variance in the dependent variables (purchase intention).

**Table 4.15 Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.814	.663	.653	.58164

The F value was associated with the p-value to test the model's overall significance, as shown in Table 4.13. The p-value (Sig.) is very small (0.01) and less than the 0.05 level, which means the regression model is usable and can predict the dependent variables (purchase intention).

**Table 4.16 Anova overall significance of model**

Model	Sum of Squares	df	Mean Square	F	Sig.	
1	Regression	96.401	4	24.100	71.238	<0.01
	Residual	49.054	145	.338		
	Total	145.455	149			

Table 4.17 reports the regression coefficients from the model to show the cause and effect of four independent variables on purchase intention. Furthermore, the overall significance value from the ANOVA test is less than 0.05, so we need to select factors that have significant numbers of less than 0.05 as well. Three variables were found to be statistically significant at lower than the 0.05 level, and one variable was found to be a significant number at higher than the 0.05 level. It means that motivation, attitude to a brand, and perceived risk significantly affect purchase intention; otherwise, advertising endorsement does not affect purchase intention. Furthermore, the standardized coefficients will be used to examine the factors to evaluate the sequence of effect variables. Of those three variables, the most influential variables are followed by attitude toward a brand ( $B = .529$ ), motivation ( $B = .213$ ), and perceived danger ( $B = -.165$ ). As per the unstandardized coefficients, it can be interpreted that if the motivation factor increases by one unit and the others remain constant, the purchase intention will increase by .199 units. On the other hand, the perceived risk will be the predicted factor that has a negative effect.

**Table 4.17 Regression coefficients**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.773	.274		2.281	.005
	Motivation	.199	.067	.213	2.951	.004
	Advertising Endorsement	.187	.086	.160	2.175	.031
	Attitude to a brand	.588	.089	.529	6.599	<0.01
	Perceived Risk	-.208	.062	-.165	-3.351	.001

## **CHAPTER V**

### **DISCUSSION & CONCLUSION**

#### **5.1 Conclusion**

The research objectives, which are to determine the impact of Korean Idols on purchase intention for cosmetic and skincare products and understand general customer behavior, will benefit the marketing team in developing a marketing strategy. According to the conceptual framework, four variables influence purchase intention: motivation, advertising endorsement, attitude to a brand, and perceived risk.

This study used an online survey to receive 150 valid respondents. The survey results found that most of the age range was 26 to 35 years old, at 62 percent. In addition, 80.7% of respondents were female. The majority of respondents' occupations were private employees, which counted for 54.7 percent. Moreover, most of the respondents have a monthly income of more than 40,000 baht, which count as 25.3 percent.

Furthermore, as per consumers' general behavior toward cosmetic and skincare products, respondents spend time buying the product once every 2-3 months, which accounted for 52 percent of the total. Besides the frequency of spending on the product, once the respondent purchases the product, they usually spend around 1,001 to 2,000 baht per time.

According to the regression analysis, motivation and attitude toward a brand significantly affect purchase intention on cosmetic and skincare products endorsed by Korean Idols. In addition to the motivation part, most respondents said that they would buy cosmetic and skincare brands if their favorite Korean Idol endorsed them. As per the attitude toward a brand, most respondents said that they find cosmetic and skincare brands endorsed by Korean Idols trustworthy. However, the perceived risk factor has a negative impact on purchase intention. It means that when the perceived risk rises, the purchase intention will decrease. However, the perceived risk factor has an adverse effect on the purchase intention. It means that when the perceived risk rises, the purchase

intention will decrease. According to this variable, most respondents stated that they are concerned about fake products from presale shops or any online shops.

In other words, the advertising endorsement part does not affect purchase intention much. Nevertheless, most respondents said that when they see advertising with Korean Idols as endorsers, they think the advertisement helps them remember the cosmetic and skincare brands. It means that it might affect their recognition of the product. Furthermore, the social media platforms (Facebook, YouTube, and Twitter) were the majority of the channels where the majority of the respondents noticed the advertisement.

## **5.2 Recommendation**

As in the introduction of this study, it is noted that the beauty industry tends to grow every year, and the competitors are in large amounts. Therefore, the brand should create a strategy and marketing activities that aligns with the consumer's behavior and perception to gain more profit for the brand. For example, choosing the celebrity endorsement strategy to approach the public will help the brand gain brand or new product awareness. According to the findings, the brand will have a better understanding of consumers' attitudes toward Korean Idols as cosmetic and skincare product endorsers, demonstrating that this type of celebrity can contribute in brand awareness. Additionally, as part of utilizing celebrity endorsement strategies, this recommendation will assist the brand in developing its marketing strategy.

According to the findings, the motivation factor has a significant impact on purchase intent, and the majority of respondents stated that they will purchase the product if their favorite Korean Idols endorse it. This means that the brand will increase sales from fans, so the researcher suggests that the brand should choose Korean Idols who have a large number of fans. Furthermore, most consumers believe that Korean Idols' endorsements of cosmetic and skincare products are trustworthy, implying that the endorsers will support the product to create a more trustworthy impression. Choosing Korean Idols as an endorser for the product is the important issue to attract the consumer and it will positively impact the business.



However, the perceived risk factor is negative for the purchase intention, so the suggestion would be to provide the official store as physical or online for the foreign brand to support consumer trust. The other suggestions would be to provide the certificate card with every purchase order and a membership card for the consumer to help the brand decrease consumers' concern with the product, resulting in receiving more re-purchasing from customers. In other words, even if the advertisement does not affect purchase intention, it should not be ignored. As the findings said, most consumers remember the brand from the advertisement, so advertising is needed for a brand to raise consumers' awareness. Furthermore, the channel where the brand should pay attention to delivering the advertising the most is the social media platforms, for example, Facebook and Instagram.

Furthermore, statistical testing as part of the demographic found that the most potential group was consumers aged 26 to 35 years old, which are 93 out of 150 respondents. Besides, the second potential group was consumers aged 19 to 25 years old, which accounted for 32.7 percent of the total. Therefore, the brand and the marketing team should take the target insight between the prior and the sub-potential group. The brand might find a common point among these groups, which might be the attitude toward the brand endorsed by celebrities; for instance, the characteristic of the Korean Idol reflects on the image of the product.

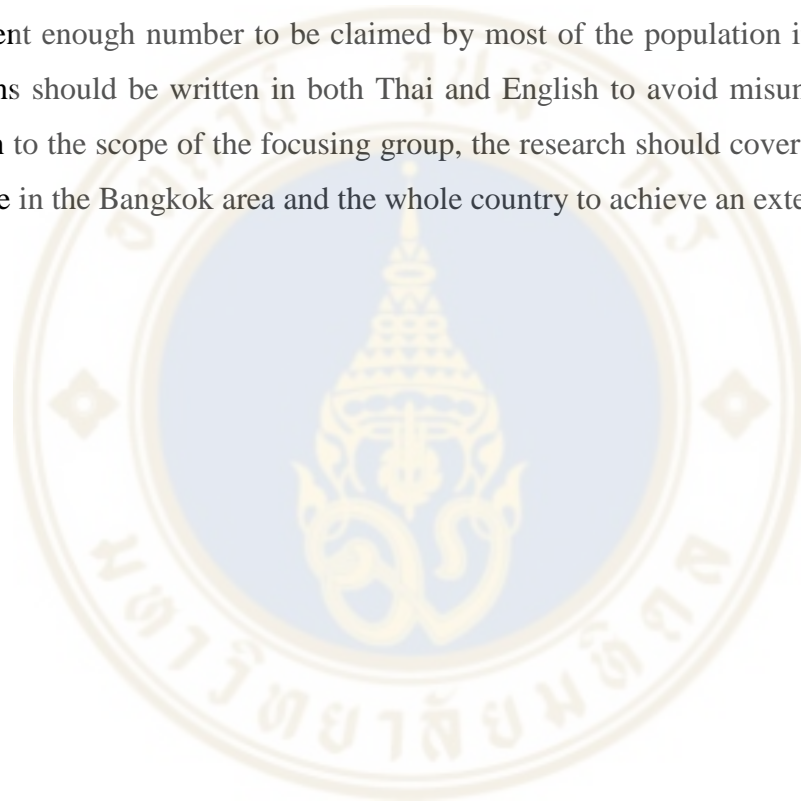
### **5.3 Limitations**

First, this research only has a quantitative approach, so the result is received only from the consumers' side, and the answer is limited to the researcher's specification questions. Secondly, the scope of the respondent is limited in terms of location, which is the Bangkok metropolitan area. Due to the limited time, collecting data from Bangkokians are more accessible than collecting from people who live in other provinces. Thirdly, the language limitation, since the questionnaire was first developed in English and then translated into Thai to make respondents feel comfortable answering. As in this part, some words cannot translate into Thai with the exact meaning of the English language, so the outcome might not be accurate. Lastly, the limitation on the amount of quantitative data collected is relatively small, at 150 valid respondents.

Therefore, this proportion compared to the number of people who live in Bangkok is slightly modest.

#### **5.4 Future Research**

For future research, the researcher should conduct both quantitative and qualitative approaches to receive an accurate outcome and to see the perception of both consumers and the brand owners. Besides, the number of participants should be a prominent enough number to be claimed by most of the population in the study. The questions should be written in both Thai and English to avoid misunderstandings. In addition to the scope of the focusing group, the research should cover Thai consumers who live in the Bangkok area and the whole country to achieve an extensive result.



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**APPENDICES**

## APPENDIX A

### Questionnaire

#### **Consent form:**

I understand that I am participating in a survey activity in a thematic paper at College of Management, Mahidol University (CMMU) with the objective to study about the influence of Korean Idol towards consumer purchasing intention on cosmetic and skincare products. The answers of the questionnaires will be kept confidential. This survey would take you approximately 5-10 minutes.

#### **Part 1: Screening Question**

1. You are above 18 years old?
  - Yes
  - No (End of questionnaire)
  
2. I have Thai nationality and I am a resident in Bangkok Metropolitan?
  - Yes
  - No (End of questionnaire)

#### **Part 2: Motivation**

Please specify how much you agree with these statements from 1-5; where 1 means strongly disagree and 5 means strongly agree. (โปรดระบุว่าคุณเห็นด้วยกับข้อความเหล่านี้จากข้อ 1-5 มากน้อยเพียงใด โดยที่ 1 หมายถึงไม่เห็นด้วยอย่างยิ่ง และ 5 หมายถึง เห็นด้วยอย่างยิ่ง)

<b>Motivation</b>	<b>1 Strongly Disagree</b>	<b>2 Disagree</b>	<b>3 Neutral</b>	<b>4 Agree</b>	<b>5 Strongly Agree</b>
I feel fulfilled when I buy cosmetic and skincare brands because of Korean Idol. (ฉันรู้สึกเต็มเต็มเมื่อได้ซื้อผลิตภัณฑ์เครื่องสำอางและสกินแคร์เพราะไอดอลเกาหลี)					

I am interested in cosmetic and skincare products because of Korean Idols. (ฉันสนใจผลิตภัณฑ์เครื่องสำอางและสกินแคร์เพราะว่าไอดอลเกาหลี)					
I decided to buy cosmetic and skincare products because of Korean Idols. (ฉันตัดสินใจซื้อเครื่องสำอางและผลิตภัณฑ์ดูแลผิวเพราะไอดอลเกาหลี)					
I would buy cosmetic and skincare brands if my favorite Korean Idol endorses them. (ฉันจะซื้อแบรนด์เครื่องสำอางและสกินแคร์ถ้าไอดอลเกาหลีที่ฉันโปรดของฉันโฆษณารับรองผลิตภัณฑ์)					

1. Do Korean Idols influence your purchase intention on cosmetic and skincare products?
- Yes
  - No

### Part 3: Advertising Endorsement

Please specify how much you agree with these statements from 1-5; where 1 means strongly disagree and 5 means strongly agree.

<b>When I see the advertising with Korean Idols as endorsers, I think...</b> (เมื่อฉันเห็นโฆษณาที่ไอดอลเกาหลีเป็นผู้โฆษณารับรอง ฉันคิดว่า...)	<b>1</b> <b>Strongly Disagree</b>	<b>2</b> <b>Disagree</b>	<b>3</b> <b>Neutral</b>	<b>4</b> <b>Agree</b>	<b>5</b> <b>Strongly Agree</b>
The advertisement helps me to select cosmetic and skincare brands. (โฆษณาช่วยให้ฉันเลือกแบรนด์เครื่องสำอางและสกินแคร์ได้)					

The advertisement helps me to remember the cosmetic and skincare brands. (โฆษณาช่วยให้ฉันจดจำแบรนด์เครื่องสำอางและสกินแคร์ได้)					
The advertisement is believable. (โฆษณานั้นมีความน่าเชื่อถือ)					
I would buy this cosmetic and skincare brand. (ฉันจะซื้อเครื่องสำอางและสกินแคร์แบรนด์นี้)					

- Have you ever seen any cosmetic and skincare products that use Korean Idols as brand presenter or brand ambassador? (คุณเคยเห็นเครื่องสำอางและผลิตภัณฑ์บำรุงผิวที่ใช้ไอดอลเกาหลีเป็นพรีเซ็นเตอร์หรือแบรนด์แอมบาสเดอร์หรือไม่?)
  - Yes
  - No
- Have you ever purchased cosmetic and skincare products advertised by Korean Idols? (คุณเคยซื้อเครื่องสำอางและผลิตภัณฑ์บำรุงผิวที่โฆษณาโดยไอดอลเกาหลีหรือไม่?)
  - Yes
  - No
- Would you be put off a product if it had association with a Korean Idol you are not a fan of? (คุณจะไม่ซื้อผลิตภัณฑ์เหล่านั้นหรือไม่ถ้ามันมีความเกี่ยวข้องกับไอดอลเกาหลีที่คุณไม่ใช่แฟน?)
  - Yes
  - No
- Which channels do you see the cosmetic and skincare products advertised by Korean Idols? (คุณเห็นผลิตภัณฑ์เครื่องสำอางและสกินแคร์ที่โฆษณาโดยไอดอลเกาหลีช่องทางใดบ้าง?)
  - Billboard
  - TV
  - Social Platform (i.e. YouTube, Twitter, Facebook)
  - Others (Please Specify)



#### Part 4: Attitude to a brand

Please specify how much you agree with these statements from 1-5; where 1 means strongly disagree and 5 means strongly agree.

Attitude	1 Strongly Disagree	2 Disagree	3 Neutral	4 Agree	5 Strongly Agree
I find cosmetic and skincare brands endorsed by Korean Idols are trustworthy. (ฉันพบว่าแบรนด์เครื่องสำอางและสกินแคร์ที่ไอดอลเกาหลีโฆษณารับรองมีความน่าเชื่อถือ)					
I think that cosmetic and skincare brands endorsed by Korean Idols that I am using make me feel confident. (ฉันคิดว่าแบรนด์เครื่องสำอางและสกินแคร์ที่โฆษณารับรองโดยไอดอลเกาหลีที่ฉันใช้อยู่ทำให้ฉันรู้สึกมั่นใจ)					
I think that buying cosmetic and skincare brands endorsed by Korean Idol is a right decision. (ฉันคิดว่าการซื้อเครื่องสำอางและสกินแคร์แบรนด์ที่โฆษณารับรองโดยไอดอลเกาหลีนั้นเป็นการตัดสินใจที่ถูกต้อง)					
I associate the Korean Idol with the quality of the brand of cosmetic and skincare that I use. (ฉันเชื่อมโยงไอดอลเกาหลีกับคุณภาพของแบรนด์เครื่องสำอางและสกินแคร์ที่ฉันใช้)					



<p>I think cosmetic and skincare brands endorsed by Korean Idols that I am using make me feel beautiful like a Korean Idol (i.e. Lisa Black Pink, Taeyeon SNSD). (ฉันคิดว่าแบรนด์เครื่องสำอางและสกินแคร์ที่โฆษณารับรองโดยไอดอลเกาหลีที่ฉันใช้อยู่ทำให้ฉันรู้สึกสวยเหมือนไอดอลเกาหลี (เช่น Lisa Black Pink, Taeyeon SNSD))</p>				
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### Part 5: Perceived Risk

Please specify how much you agree with these statements from 1-5; where 1 means strongly disagree and 5 means strongly agree.

Perceived Risk	1 Strongly Disagree	2 Disagree	3 Neutral	4 Agree	5 Strongly Agree
<p>I am afraid of the side effects from using cosmetic and skincare products endorsed by Korean Idols. (ฉันกลัวผลข้างเคียงจากการใช้เครื่องสำอางและผลิตภัณฑ์บำรุงผิวที่ไอดอลเกาหลีโฆษณารับรอง)</p>					
<p>I think that the quality of cosmetic and skincare products endorsed by Korean Idols might not be as good as I expect. (ฉันคิดว่าคุณภาพของผลิตภัณฑ์เครื่องสำอางและสกินแคร์ที่ไอดอลเกาหลีโฆษณารับรองอาจไม่ดีเท่าที่ฉันคาดไว้)</p>					
<p>It is difficult to feel, try or experience the product before purchasing. (เป็นการยากที่จะสัมผัสทดลอง หรือสัมผัสผลิตภัณฑ์เหล่านั้นก่อนซื้อ)</p>					

I concern there are fake products from the preorder shop or any online shop (i.e. Shopee, Lazada etc.) (ฉันกังวลว่ามีสินค้าปลอมจากร้านพรีออร์เดอร์หรือร้านค้าออนไลน์ (เช่น Shopee, Lazada เป็นต้น))					
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### Part 6: Purchase Intention

Please specify how much you agree with these statements from 1-5; where 1 means strongly disagree and 5 means strongly agree.

Purchase Intention	1 Strongly Disagree	2 Disagree	3 Neutral	4 Agree	5 Strongly Agree
In the future, I tend to buy cosmetic and skincare products endorsed by Korean Idols. (ในอนาคต ฉันมีแนวโน้มว่าจะซื้อเครื่องสำอางและผลิตภัณฑ์ดูแลผิวที่ได้รับการโฆษณารับรองจากไอดอลเกาหลี)					
I plan to buy cosmetic and skincare products endorsed by Korean Idols. (ฉันวางแผนที่จะซื้อเครื่องสำอางและผลิตภัณฑ์ดูแลผิวที่ได้รับการโฆษณาการรับรองจากไอดอลเกาหลีในอนาคตอันใกล้)					
I will definitely buy cosmetic and skincare products endorsed by Korean Idols in the near future. (ฉันจะซื้อเครื่องสำอางและสกินแคร์ที่โฆษณารับรองโดยไอดอลเกาหลีอย่างแน่นอนในอนาคตอันใกล้)					

**Part 6: Consumer Behavior**

1. How much do you spend on cosmetic and skincare products? (THB/time) (คุณ  
ใช้เงินไปกับผลิตภัณฑ์เครื่องสำอางและสกินแคร์เท่าไร? (บาท/ครั้ง))
  - Less than 500 THB
  - 501-1,000 THB
  - 1,001-2,000 THB
  - 2,001-3,000 THB
  - more than 3,000 THB
  
2. How often do you buy cosmetic and skincare products? (คุณซื้อเครื่องสำอางและ  
ผลิตภัณฑ์ดูแลผิวบ่อยแค่ไหน?)
  - Once in 2-3 months
  - Monthly
  - Once a week
  - Once a year

**Part 7: Personal Information**

1. How old are you?
  - 19-25
  - 26-35
  - 36-45
  - 46 years old and more
  
2. Sex:
  - Male
  - Female
  - LGBTQ+
  - Prefer not to answer
  
3. Occupation:
  - Student
  - Business Owner
  - Private Employee
  - Government Employee
  - Retired
  - Others (Please specify)

4. Salary per month (THB):

- Less than 10,000 THB
- 10,001-20,000 THB
- 20,001-30,000 THB
- 30,001-40,000 THB
- more than 40,000 THB

