EFFECTING OF CELEBRITY ENDORSEMENT ON CUSTOMERS' ATTITUDE TOWARDS ADVERTISEMENT AND PURCHASE INTENTION: A CASE STUDY OF A SKINCARE SOAP IN THAILAND

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Abstract

This research paper is conducted to inspect the effect of celebrity endorsement which includes 3 elements of celebrity source credibility which are celebrity attractiveness, celebrity trustworthiness and celebrity expertise on customer's attitude towards advertisement and also their purchase intention. The sample of 400 respondents were drawn using online questionnaire. After getting the responses, the data is analyzed using descriptive analysis together with multiple linear regression. The research found out that all of the endorsed celebrity elements have a positive impact on customer's attitude towards advertisement, however, for customer's purchase intention, only 2 of 3 elements which does not include celebrity trustworthiness positively affect customer's purchase intention. In addition, this research also states about possible further study and recommendation which mainly focus on eliminating restrictions and limitations considering variety of respondents limited only in Bangkok, Thailand.

Keywords: Celebrity endorsement, Customer's attitude towards advertisement, Customer's purchase intention, Celebrity's trustworthiness

1. INTRODUCTION

To rephrase "celebrity endorsement", it is where brands turn famous person into the speaker of a brand or a product (Bergkvist & Zhou, 2016). The study of Ohanian (1990) explains three components of celebrity endorser including expertise, trustworthiness, and attractiveness. These three sources have been discovered to create great effect on endorsement efficacy on consumers' attitudes towards advertisement as well as behavioral intention (Amos et al., 2008). It is rare to find a research on this particular topic when being discussed in the Thai context. As a result, this research attempts to add an in-depth insight

to this field. This research aims to prove whether or not the use of celebrity endorsement is effective as this marketing method has been mentioned to have been widely used in Thailand for ages (Sritanakorn & Nuangjamnong, 2021). Besides, conducting a research on this topic is important to unpack its importance as this method is so costly that marketers have to carefully employ to protect the company's assets and image. It is crucial to test the efficacy of the use of celebrity endorsement in the present days to arrive to the conclusion whether this marketing strategy is worth the focus and whether or not brands should continue investing in this marketing tool. So, this research aims to examine the three facets of a celebrity endorser including celebrity expertise, celebrity trustworthiness and celebrity attractiveness and how each of them mentioned would create effect on Thai consumers' attitudes towards advertisement and their purchase intention.

2. LITERATURE REVIEW AND HYPOTHESES DEVELOPMENT
2.1 Celebrity's Attractiveness on Customers' Attitude towards advertisement and Purchase Intention

Attractiveness of the celebrity endorser has been shown to be effective in advertising (Till & Busler, 2000). The statement is also supported by several researchers in this field as they believe that celebrity attractiveness helps increase the efficacy of the advertisement and the product sales. The researches of Liu et al. (2007) and Liu and Brock (2011) stated that products sales were augmented when attractive endorsers were endorsing the products. The studies of Koernig and Page (2002) as well as Kang and Herr (2006) mentioned that the advertising becomes more efficient when the products lie on the beauty-related products and are endorsed by beautiful or attractive endorsers. Amos et al. (2008) also supported the results and confirmed that the celebrity source attractiveness has influential factor affecting consumers' attitudes towards the advertisement and intention to purchase. However, the claims were rejected by the recent study of Gong and Li (2017) as they indicated that attractiveness does not affect effectiveness of the endorsement which compose of consumers' attitudes towards advertisement and intent to purchase. Therefore, the hypotheses are formulated:

H1: Celebrity's attractiveness has a positive effect on customers' attitudes toward the advertisement.
H4: Celebrity's attractiveness has a positive effect on customers' purchasing intention.

2.2 Celebrity's Trustworthiness on Customers' Attitude towards advertisement and Purchase Intention

The next concept that has effects on attitudes towards advertisement and purchase intention of consumers is celebrity trustworthiness. Trustworthiness of the celebrity endorser has been referred as believability of the product or brand communicator viewed by the advertisement's target audiences. Hussain et al. (2020) together with Chung and Cho (2017) discovered that credibility is added to the brand when consumers see trust in the product or

the brand celebrity endorser. Besides, Goldsmith et al. (2000) stated that celebrity source trustworthiness has been found as a key that builds influence on consumers' attitudes towards advertisement. Amos et al. (2008) also revealed that consumers' attitudes towards the advertisement and intention to purchase can be essentially enriched by celebrity source trustworthiness. Therefore, the hypotheses are formulated:

H2: *Celebrity's trustworthiness has a positive effect on customers' attitude toward advertisement*

H5: *Celebrity's trustworthiness has a positive effect on customers' purchasing intention*

2.3 Celebrity's Expertise on Customers' Attitude towards advertisement and Purchase Intention

The last antecedent is celebrity expertise. Bergkvist and Zhou (2016) discovered that persuasion to purchase a product endorsed is higher depending on the level of celebrity expertise; if the expertise level is high, the sales become high. Rossiter and Smidts (2012) and Amos et al. (2008) also affirmed that celebrity expertise is influential in terms of generating product sales. In terms of its effect on attitudes towards advertisement. Amos et al. (2008) mentioned that expertise of the endorser produces the most significant impact on consumers' attitudes towards the advertisement. The statements were upheld by Goldsmith et al. (2000) because in the study, they also showed that the expertise viewed by customers is dominant to affect their attitudes towards the advertisement. Therefore, the hypotheses are formulated:

H3: *Celebrity's expertise has a positive effect on customers' attitude toward advertisement*

H6: *Celebrity's expertise has a positive effect on customers' purchasing intention*

2.4 Conceptual Framework

The conceptual framework is modified based on past researches, existing literatures and theoretical concepts representing the impact of independent variables on dependent variable as shown in Figure 1.
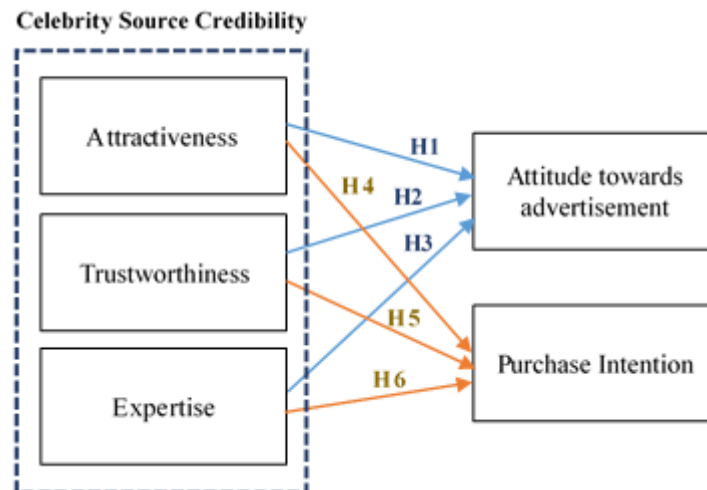
Figure 1. The Conceptual Framework

3. METHODS AND MATERIALS

For the sampling procedure the researcher used the sampling technique of non-probability sampling based on its convenience to collect data via online platform and the help from friend of friend sharing to each other. For target population and sample size, this research will focus on people who currently live in Bangkok within the period of time when this research is being conducted (January – March 2022). The study thus utilizes table from Krejcie and Morgan (1970) for deciding a sample size As Bangkok population was known to be roughly 5.1 million, therefore, sample size of this research is 400 Thai respondents living in Bangkok and have seen a commercial advertisement at least once. The researcher defined the correct sample size in accordance with the sample size table from Krejcie and Morgan (1970). The appropriate number of samples for a 1-million population size is 384. As number of population goes up, the sample size will go down proportionally. Therefore, the researcher believes that 400 samples would be appropriate for a population of 5.1 million. In terms of data analysis with an inferential statistic, multiple linear regression (MLR) was employed. The first MLR group was based on celebrity attractiveness, celebrity trustworthiness, and celebrity expertise toward customer's attitude towards advertisement. The second MLR group was based on celebrity attractiveness, celebrity trustworthiness, and celebrity expertise on customer's purchase intention. Regarding research instrument, in this study, questionnaires were used as a research instrument for using in the analysis of the significant factors and the relationship of the variables. The researcher has distributed the questionnaire online to the qualified samples. The questionnaire is composed of 3 parts with 19 questions. The first part is the screening questions that will only allow Thai respondents who live in Bangkok and have seen a commercial advertisement at least once. The second part is the questions on demographic information of respondents. The last part is the questions for dependent, moderating and independent variables. The researcher chose to utilize the pilot test with 30 respondents to gather the data in order to realize any unreliability or mistake of variables. The questionnaires were allocated via social media (Line, Facebook and Instagram) to all the respondents who live in Bangkok, Thailand. The researcher decided

to employ Cronbach's Alpha test of Reliability to evaluate the reliability of the questionnaire and the detailed results are provided in the table 1 below:

Table 1. The results from Pilot Test

(n=30)

Variables	Cronbach's Alpha	Numbers of Items	Strength of Association
Celebrity Attractiveness	0.872	3	Good
Celebrity Trustworthiness	0.757	3	Acceptable
Celebrity Expertise	0.826	3	Good
Customer's attitude towards advertisement	0.786	2	Acceptable
Customer's purchase intention	0.818	2	Good

4. RESULTS

4.1 Descriptive analysis for demographic factors

The researcher used descriptive analysis to analyze demographic information of the respondents. The demographic information initially included nationality of the participants, their living areas and the past experience with a commercial advertisement.

Gender - more than half of 400 respondents were male (211 respondents; 52.8%) while the rest were female (189 respondents: 47.2%)

Age - most of the respondents are people of the age 20-29 (141 respondents; 35.3%) while the rest are divided as 30-39, below 20 and above 39 with a frequency of 94 respondents (23.5%), 84 respondents (21%) and 81 respondents (20.3%) respectively.

Income per month - most of the respondents have income per month at 10,001-55,000 THB (244 respondents; 61%) while the rest are divided as below 10,000 THB, 55,001-100,000 THB and over 100,000 THB with a frequency of 84 respondents (21%), 66 respondents (16.5%) and 6 respondents (1.5%) respectively.

Educational level - most of the respondents (270 respondents; 67.5%) are people who owned bachelor's degree and the rest including people who are at below bachelor's degree, master's degree and philosophical degree share the frequency of 84 respondents (21%), 38 respondents (9.5%) and 8 respondents (2%) respectively.

4.2 Descriptive Analysis with Mean and Standard Deviation

In this part, the summary of Mean and Standard Deviation of each variable, consisting of celebrity attractiveness, celebrity trustworthiness, celebrity expertise, consumers' attitudes towards advertisement and consumers' purchase intention will be analyzed. The data is shown in the table 2.

Table 2. The result of Mean and Standard Deviation

Variables	Mean	Standard Deviation
Celebrity Attractiveness (CA)		

CA1: The celebrity used in the advertisement is an attractive person.	3.94	0.901
CA2: The celebrity used in the advertisement is a classy person	3.87	0.867
CA3: The celebrity used in the advertisement has a good appearance.	3.90	0.903
Celebrity Trustworthiness (CT)		
CT1: The celebrity used in the advertisement is a trustworthy person	3.93	0.927
CT2: The celebrity used in the advertisement is a sincere person	3.75	0.990
CT3: The celebrity used in the advertisement is a reliable person	3.91	0.918
Celebrity Expertise (CE)		
CE1: The celebrity used in the advertisement is an expert in the area of the product	3.81	0.817
CE2: The celebrity used in the advertisement is experienced in the area of the product	3.67	0.865
CE3: The celebrity used in the advertisement looks knowledgeable in the area of the product	3.77	0.861
Customer's attitude towards advertisement (CATA)		
CATA1: You agree with the idea that the brand uses this celebrity in the advertisement	3.42	0.878
CATA2: You appreciate to see this celebrity endorsing this brand	3.26	0.967
Customer's purchase intention (CPI)		
CPI1: You are likely to consider this brand the next time you decide to purchase this kind of product	3.39	0.883
CPI2: You are going to buy the product of this brand the next time you decide to purchase this kind of product	3.30	0.929

From table 2, the highest mean of celebrity attractiveness was "*The celebrity used in the advertisement is an attractive person*" which equals 3.94. On the other hand, the lowest mean was "*The celebrity used in the advertisement is a classy person*" which equals 3.87. For the standard deviation, the highest was "*The celebrity used in the advertisement has a good appearance.*" which equals 0.903, while the lowest was "*The celebrity used in the advertisement is a classy person*" which is equal to 0.867.

The highest mean of celebrity expertise was "*The celebrity used in the advertisement is a trustworthy person*" which equals 3.93. On the other hand, the lowest mean was "*The celebrity used in the advertisement is a sincere person*" which equals 3.75. For the standard deviation, the highest was "*The celebrity used in the advertisement is a sincere person*" which equals to 0.99, while the lowest was "*The celebrity used in the advertisement is a reliable person*" which equals 0.918.

The highest mean of celebrity expertise was "*The celebrity used in the advertisement is an expert in the area of the product*" which is equal to 3.81. On the other hand, the lowest mean was "*The celebrity used in the advertisement is experienced in the area of the product*" which equals 3.67. For the standard deviation, the highest was "*The celebrity used in the advertisement is experienced in the area of the product*" which equals 0.865, while the lowest

was "*The celebrity used in the advertisement is an expert in the area of the product*" which equals 0.817.

The highest mean of customers' attitudes towards advertisement was "*You appreciate to see this celebrity endorsing this brand*" which equals 3.42. On the other hand, the lowest mean was "*You appreciate to see this celebrity endorsing this brand*" which equals 3.26. For the standard deviation, the highest was "*You appreciate to see this celebrity endorsing this brand*" which equals 0.967, while the lowest was "*You agree with the idea that the brand uses this celebrity in the advertisement*" which equals 0.967.

Lastly, the highest mean of Consumers' Satisfaction was "*You are likely to consider this brand the next time you decide to purchase this kind of product*" which equals 3.39. On the other hand, the lowest mean was "*You are going to buy the product of this brand the next time you decide to purchase this kind of product*" which equals 3.30. For the standard deviation, the highest was "*You are going to buy the product of this brand the next time you decide to purchase this kind of product*" which equals 0.929, while the lowest was "*You are likely to consider this brand the next time you decide to purchase this kind of product*" which equals 0.883.

4.3 Hypothesis Testing Results

Multiple linear regression was used as a statistical analysis approach to determine the level of effect between variables including Celebrity Attractiveness, Celebrity Trustworthiness, and Celebrity Expertise towards Customers' attitudes towards advertisements and those towards purchase intention.

By employing multiple linear regression, multicollinearity must be computed together as it can depict that which variable should be eliminated due to their unnecessity. Also, proportion of dependent variable variation which is related to the independent variables can be illustrated by R-square value.

Table 3. Summary of Multiple Linear Regression for Hypotheses 1, 2, 3

	Hypotheses	B	β	T	Sig	VIF	Result
H1	CA → CATA	0.242	0.042	0.232	.000*	1.248	Supported
H2	CT → CATA	0.119	0.039	0.121	.003*	1.215	Supported
H3	CE → CATA	0.555	0.047	0.502	.000*	1.373	Supported

Note. R^2 = .696, Adjusted R^2 = .485, *p < .05. Dependent Variable = Customer's attitude toward advertisement (CATA)

From table 3, firstly, regarding celebrity attractiveness, the significant level was at .000, which was less than 0.05. The null hypothesis was rejected, and it can be concluded that celebrity's attractiveness has a significant effect on customers' attitudes towards advertisement. Besides, the celebrity attractiveness is the strong variable that have an effect on customers' attitude towards advertisement as its standardized coefficient was the highest with the value of .232. It can be implied that if platform quality increases by 1%, the consumers' satisfaction can be raised by 23.2%. For celebrity trustworthiness, the significant level was at .003, which was less than 0.05. The null hypothesis was rejected, and it can be concluded that celebrity's trustworthiness has a significant effect on consumers' attitudes

towards advertisement. It has a standardized coefficient of .121 which can be implied that if celebrity's trustworthiness increases by 1%, the consumers' attitudes towards advertisement can be raised by 12.1%. Lastly, celebrity expertise, the significant level was at .001, which was less than 0.05. The null hypothesis was rejected, and it can be concluded that celebrity's expertise has a significant effect on consumers' attitudes towards advertisement. It has a standardized coefficient of .502 which can be implied that if celebrity's expertise increases by 1%, the consumers' attitudes towards advertisement can be raised by 50.2%.

Table 4. Summary of Multiple Linear Regression for Hypotheses 4, 5, 6

	Hypotheses	**B**	**β**	**T**	**Sig**	**VIF**	**Result**
H4	CA → CPI	.341	0.046	0.329	.000*	1.248	Supported
H5	CT → CPI	.082	0.043	0.084	.053	1.215	Not Supported
H6	CE → CPI	.390	0.051	0.356	.001*	1.373	Supported

Note. R^2 = .619, Adjusted R^2 = .383, *p < .05. Dependent Variable = Customer's purchase intention (CPI)

From table 4, impact of each variable on purchase intention, firstly, to mention two variables which directly affect the dependent variable including attractiveness and expertise, the significant is 0.00 and 0.001 consecutively which implies that both of them relevantly influent the customers' purchase intention as when each of them increase by 1%, customers' purchasing intention will be raised by 32.9% and 35.6% consecutively. For celebrity trustworthiness, it can be seen that the significant value is 0.053 which is more than 0.05 meaning that this variable is the only one which does not affect customers' purchasing intention

5. DISCUSSION
5.1 Celebrity endorsement and customers' attitude towards advertisement

The first research question can be answered by the first three hypotheses including Hypothesis 1, Hypothesis 2 and Hypothesis 3. The results discovered that celebrity attractiveness has a positive effect on consumers' attitudes towards advertisement. The result obtained is in accordance with the studies of Amos et al. (2008), Koernig and Page (2002) as well as Kang and Herr (2006); however, it contradicts the study of Gong and Li (2017) as they found no impact generated from celebrity attractiveness on consumers' predisposition on advertisement. Next, this present research found that celebrity trustworthiness creates a positive impact on consumer's attitudes towards advertisement. The claim supports the past studies by Goldsmith et al. (2000) and Amos et al. (2008) because they also found that consumers' attitudes towards advertisement can be enhanced when they expose high trust towards the celebrity endorsing the product advertised. Furthermore, the researcher found that celebrity expertise produces a positive effect on consumers' attitudes towards advertisement. This statement is also affirmed the past studies of Goldsmith et al. (2000) and Amos et al. (2008) as they mentioned that customers' attitudes towards advertisement are largely to be enriched when consumers view the celebrity endorsing the product holds a certain level of knowledge of the product endorsed.

5.2 Celebrity endorsement and customers' purchase intention

This research question can be answered by the last three hypotheses including Hypothesis 4, Hypothesis 5 and Hypothesis 6. The results illustrated that celebrity attractiveness creates a positive effect on consumers' purchasing intention. The statement aligns with the claims by Liu et al. (2007) and Liu and Brock (2011) where they mentioned that the product sales tend to be augmented if the celebrity endorsed the product possesses a good-looking appearance. Besides, the finding also supports the claim by the study of Amos et al. (2008). Next, the researcher found that celebrity trustworthiness generates no impact towards purchase intention. This result received completely opposes the results received in the studies of Amos et al. (2008) as they discovered that the level of trustworthiness possessed by the celebrity endorsing the product or the brand is very essential because it creates an influential impact on consumers to purchase the product advertised. Lastly, this present research revealed that celebrity expertise produces a positive impact on consumers' purchasing intention. This supports the past studies by Rossiter and Smidts (2012) and Amos et al. (2008) as they uncovered that celebrity expertise can lead to product sales.

6. CONCLUSION AND RECOMMENDATIONS

To sum up this research, from the results and findings and by based on sample collected from 400 respondents in Bangkok which has been screened through screening question and their opinion has been gathered through questionnaires including 19 questions, what have been found out is that for customer's attitude towards advertisement, all of the variables related to elements contributing the celebrity endorser, attractiveness, trustworthiness and expertise, has a positive effect on it as these increase, the value of dependent variable, customer's attitude towards advertisement, will also be raised. For another dependent variable which is purchase intention, two from three traits of celebrity endorsement including attractiveness and expertise has a positive effect on it while another factor which is trustworthiness does not affect this variable.

In terms of customers' attitudes towards advertisements, the findings in this study revealed the ranking of strengths of factors celebrity expertise (.502), celebrity attractiveness (.232), and last celebrity trustworthiness (.121) respectively. It is recommended that customers believed in the knowledge and expertise of celebrities, and they easy to get attention and trust from celebrities thru the advertising, therefore, the soap marketers should promote the products by these celebrities.

Then, in terms of customer purchase intention, the findings in this study revealed the ranking of strengths of factors celebrity expertise (.356), and celebrity attractiveness (.329). It is recommended that customers have intended to buy a skincare soap that presents the product from the knowledge and expertise of celebrities, also they expect to buy a skincare soap with the same product that celebrities used because of the appearance of celebrities' skin thru the advertising, therefore, the soap marketers prepare a variety of skincare soap products for the customers. Meanwhile, the trustworthiness of celebrities has no effect on customer purchase intention. This is because the customer may pay attention to celebrity expertise rather than celebrity trustworthiness.

The first recommendation is that future studies should include broader range of age, for example, people whose ages are above 40 years old or those who are more used to traditional marketing rather than online marketing to find out whether or not the use of this traditional marketing tool is still effective or more effective when promoting the products that aim to target people with that age range and to also find out whether or not the results would come out differently from the results obtained in this present research. The second recommendation is that the future studies should attempt to involve participants from broader areas outside Bangkok as well to discover if there would be any differences in terms of perceptions of people living in urban and rural areas. Moreover, the third recommendation is the choice of advertisement used in the survey. This advertisement chosen for the survey was created years ago which future studies could utilize a more up-to-date advertisement because there could be cinematic elements or plots that are more in the present days and untraditional to exhibit true and more detailed consumer insights or framework that are in accordance with the present days' marketing.

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