

THE IMPACT OF CELEBRITY ADVERTISING FREQUENCY ON BRAND EQUITY
AMONG IDOLATERS AND NON-IDOLATERS: A STUDY OF THE CHINESE
COSMETICS MARKET



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Title: THE IMPACT OF CELEBRITY ENDORSEMENT ADVERTISING FREQUENCY
ON BRAND EQUITY AMONG IDOLATERS AND NON-IDOLATERS: A STUDY
OF THE CHINESE COSMETICS MARKET

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The Relationships Among Chinese Cosmetic Consumers perceived Celebrity Endorsement Advertising Frequency through different Online Platforms, and their different consumer types toward the Brand Awareness, Brand Association, Brand Loyalty and Perceived Quality of Brand Equity (86 pp.)

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ABSTRACT

Based on the Brand Equity model and the Attractive model. The purpose of this study is whether the celebrity endorsement advertising frequency received by different types of consumers through these media platforms affects their attitude to the brand equity. Two-hundred respondents who have independent ability to use online platforms and a certain rational thinking ability when they choose cosmetics have participated in this survey. The answers were being selected using convenience sampling. The mean, standard deviation, and percentage were being tabulated and analyzed using One-way ANOVA and Multiple Regression with the significance level of .05.. The findings as following:

1. Brand equity of a brand is positively related to the frequency of celebrity advertising across online media for the brand for cosmetics consumers in terms of the four dimensions: Brand Awareness, Brand Association, Brand Loyalty and Perceived Quality. Moreover, of the six different online platforms, only the frequency of celebrity endorsement on social media was proved the significantly positive related to the brand equity in all four dimensions.

2. Different Chinese consumer type----Idolaters and Non-idolaters exactly have different attitudes toward the Brand Equity in terms of four dimensions. In general, Idolater consumers were more likely to have positive attitudes towards brand equity than Non-idolater consumers in Chinese cosmetic market.

Keywords: Celebrity Endorsement, Brand Equity, Online Platforms, Chinese Cosmetic Consumers



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TABLE OF CONTENTS

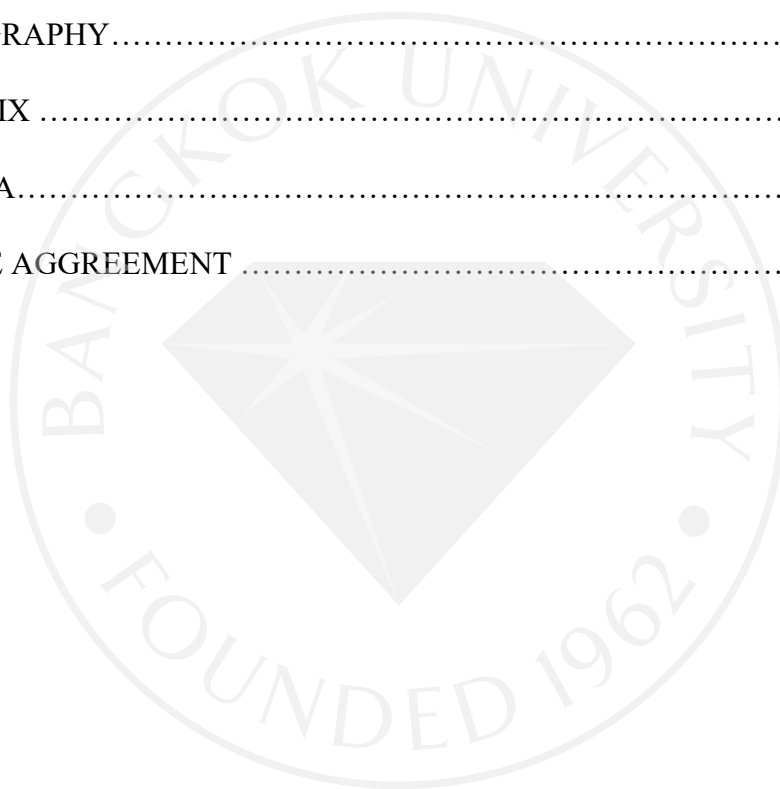
	Page
ABSTRACT.....	iv
ACKNOWLEDGEMENT.....	vi
LIST OF TABLES.....	x
LIST OF FIGURES.....	xii
CHAPTER 1: INTRODUCTION.....	1
1.1 Problem Statement and Rationale.....	1
1.2 Objectives of Study.....	2
1.3 Scope of Study.....	3
1.4 Research Questions.....	4
1.5 Significance of the Study.....	5
1.6 Definitions of Terms.....	5
CHAPTER 2: LITERATURE REVIEW.....	12
2.1 Related Literature and Previous Studies	12
2.2 Related Theories.....	17
2.3 Hypotheses	20
2.4 Theoretical Framework	22
CHAPTER 3: METHODOLOGY	25
3.1 Research Design	25

TABLE OF CONTENTS (Continued)

	Page
CHAPTER 3: METHODOLOGY (Continued).....	25
3.2 Population and Sampling Method	26
3.3 Research Instrument.....	28
3.4 Instrument Pretest.....	31
3.5 Data Collection Procedure.....	33
3.6 Summary of Demographic Data	33
3.7 Demographic Data of the Samples.....	38
CHAPTER 4: FINDINGS.....	40
4.1 Summary of Descriptive Findings.....	40
4.2 Hypotheses Findings and Testing.....	46
4.2.1 Hypotheses findings.....	46
4.2.2 Findings of the study.....	56
CHAPTER 5: DISCUSSION.....	58
5.1 Summary and Discussion	58
5.1.1 Summary of the Descriptive Findings and Discussion	59
5.1.2 Hypotheses Summary and Discussion	60
5.2 Conclusion of the Research	68
5.3 Limitations of the Study	69

TABLE OF CONTENTS (Continued)

	Page
CHAPTER 5: DISCUSSION (Continued)	58
5.4 Recommendation for Future Application	70
5.5 Recommendation for Future Research	62
BIBLIOGRAPHY.....	73
APPENDIX	78
BIODATA.....	85
LICENSE AGREEMENT.....	86



LIST OF TABLES

	Page
Table 1.1: Category of online platforms	9
Table 3.1: Criteria for degree of satisfaction dimension	30
Table 3.2: The reliability of instrument	31
Table 3.3: The comparison of each variable's alpha	32
Table 3.4: Gender of the samples	34
Table 3.5: Age of the samples	34
Table 3.6: Marital status of the samples	35
Table 3.7: Occupation of the samples	36
Table 3.8: Monthly income of the samples	37
Table 3.9: Frequency of using cosmetics of the samples	37
Table 3.10: Frequency of buying cosmetics of the samples	38
Table 4.1: The Frequency of Chinese Consumers	40
Table 4.2: The Frequency of celebrity advertising through online platforms	41
Table 4.3: Means, Standard deviation, and Interpretation on the samples' perceived brand equity towards on Celebrity Advertising online	44
Table 4.4: The result of Regression of Celebrity Endorsement through online platforms towards to Brand Equity	47
Table 4.5: The result of Regression of Celebrity Endorsement through online platforms towards to Brand Awareness	48

LIST OF TABLES (Continued)

	Page
Table 4.6: The result of Regression of Celebrity Endorsement through online platforms towards to Brand Association	49
Table 4.7: The result of Regression of Celebrity Endorsement through online platforms towards to Brand Loyalty	51
Table 4.8: The result of Regression of Celebrity Endorsement through online platforms towards to Perceived Quality	52
Table 4.9: The result of One-Way ANOVA of consumers' type difference towards brand equity	53
Table 4.10: The result of One-Way ANOVA of consumers' type difference towards brand awareness	54
Table 4.11: The result of One-Way ANOVA of consumers' type difference towards brand association	54
Table 4.12: The result of One-Way ANOVA of consumers' type difference towards brand loyalty	55
Table 4.13: The result of One-Way ANOVA of consumers' type difference towards perceived quality	56

LIST OF FIGURES

	Page
Figure 1: Theoretical Framework.....	24



CHAPTER 1

INTRODUCTION

Chapter 1 presented an introduction to the study. The introduction of this study is divided in six parts as follows:

1.1 Rationale and Problem Statement

1.2 Objectives of the Study

1.3 Scope of the Study

1.4 Research Questions

1.5 Significance of the Study

1.6 Definition of Term

1.1 Rationale and Problem Statement

Brand equity is a set of brand assets and liabilities linked to a brand name and symbol, which add to or subtract from the value provided by a product or service (Aaker, 1991). Brand equity brings a competitive advantage to the company from non-price factors, from a behavioral view point (Aaker, 1991). Research shows that brand equity can be built by a series of long-term marketing activities.

It is expected that consumers who are at different stages of knowledge would behave differently (Keller, 1993). For example, an idolater consumer of the brand advertising who is buying a product would differ from non-idolater buyers of the product. Because the knowledge structures of these two groups are expected to be different, it is reasonable to expect that they would process product/brand related information differently (Keller, 1993; Krishnan, 1996). The two groups may also be

affected differently by the frequency of celebrity advertisements that they consume. A group of consumers think that a brand which advertises more often (higher frequency of celebrity advertising) is a brand which has a higher equity, because celebrities are using this brand products, as fans will follow their idols using this brand, also will think that this brand will be more reliable, and the other group do not think so. Since the network media plays a major role in brand communication, it becomes critical for brands to understand the role of media elements while building brand equity for these two diverse groups of consumers so that they engage in the right type of brand building activities (Chattopadhyay. T, 2010). Therefore, the focus of this paper is to understand the relative importance of different network media mix elements in promoting brands for these two groups of consumers, also to know which network media mix elements can help increase the brand equity for different consumer groups.

Most studies focus on the role of marketing mix elements and media mix elements in brand equity. However, there is little research on the role of network media mix elements on brand equity based on different customer groups, especially in the digital age based on network media. Since the determinants of brand equity are expected to influence idolater buyers differently from non-idolater buyers and since consumers, while buying a product, are in the market for a short time, it becomes imperative for marketers to identify the right consumer at the right time and communicate with them efficiently to market their products effectively. It thus becomes extremely important for the practicing manager to know which network media mix elements work for idolater buyers as against non-idolater buyers.

1.2 Objectives of Study

Celebrity endorsement is one of the most popular brand promotion models nowadays. According to the survey, celebrity endorsement accounts for 25% of TV advertising. In the global market, the marketing cost of celebrity endorsement continues to increase. Research on celebrity endorsement has always been a hot topic in the field of marketing, dating back to the early 20th century. However, most previous studies focused on celebrity characteristics, and paid little attention to the correlation between consumers' attitudes towards celebrities and celebrity endorsement advertising effect, especially the impact of celebrity value identification on celebrity endorsement effect.

This paper studies the influence of celebrity advertising frequency across the different network media on the brand equity in Chinese cosmetic market, and whether different groups of consumers have different concerns about celebrity ads will affect the construction of brand equity. Through the hypothesis test of the proposed model, we hope to find out whether celebrity advertising frequency across different network media is positively related to brand equity. In addition, the study attempts to identify the network media mix elements affecting brand equity for two separate groups of consumers – idolater consumers as against non-idolater consumers. This paper takes celebrity advertising endorsement in the Chinese cosmetics market as an example. After understanding celebrity advertising through different online media channels, different consumers have different attitudes towards the brand equity of celebrity endorsement.

1.3 Scope of Study

The research objects of this paper are the influence of advertising frequency through online platforms and consumer type on brand equity. Therefore, the selected population object is the cosmetic consumer in the Internet use population. But the main priority is these consumers who are 15-45 years old, using cosmetics and often browsing the Internet platforms. Female consumers account for the majority of this group, but some consumers are male. And for products such as cosmetics, consumers will maintain a certain rational thinking ability anyway when they choose.

Pursuing beauty is the common behavior of all people from ancient times to the present, especially in China. The use of cosmetics is an essential skill for every person with aesthetic cognition to make themselves beautiful. For cosmetic brands, understanding the huge market in China, researching consumer insights can help brands better enter the Chinese market and build or strengthen their own brand equity.

This study will be applied with quantitative research approach by survey, including 200 consumers to fill in the questionnaire online as a specific method to collect the statistic information in order to know the relationship among the frequency of celebrity endorsement advertisement through online platforms, type of consumers and brand equity.

The simple random sampling method will be used to gathering the information from aged between 15 to 45 years old.

1.4 Research Questions

The objectives of this study are to understand:

(1) How celebrity advertising frequency across different network media mix elements affect brand equity?

(2) Is there any difference of focus point between idolaters and non-idolaters on celebrity advertising frequency through different network media?

1.5 Significance of the Study

Since the network media plays a major role in brand communication, it becomes critical for brands to understand the role of media elements while building brand equity for these two diverse groups of consumers so that they engage in the right type of brand building activities (Chattopadhyay. T, 2010). According to “2016-2022 Chinese Internet advertising industry market analysis and investment risk panoramic Forecast Report”, network advertising is becoming more and more important in the whole advertising market. In terms of the network media, there are six kinds of network media advertising so it is important to know which network media mix elements can help increase the brand equity. Therefore, through the research, it will help firms to know how to increase brand equity effectively by managing valid network media mix elements, especially in the case of limited resources.

1.6 Definition of Term

Brand equity and its 4 dimensions

According to the American Marketing Association, brand equity is “the value of a brand. From a consumer perspective, brand equity is based on consumer attitudes about positive brand attributes and favorable consequences of brand use.” Keller

(2002) defined customer based brand equity as the differential effect that customer knowledge about a brand has in the customer's response to marketing activities and programme for the brand. Based on the concept, brand knowledge is the consumer perception of the brand, including the facts of the brand, all the thoughts, feelings, image, experience and so on that links to the minds of the consumer (Leone, 2006).

Perceived quality is customers' perception of the overall quality or superiority of a product or service compared to alternatives and with respect to its intended purpose (Keller, 2013). Brand loyalty is defined as positive feelings towards a brand and dedication to purchase the same product or service repeatedly now and in the future from the same brand, regardless of a competitor's actions or changes in the environment. It can also be demonstrated with other behaviors such as positive word of mouth advocacy. Brand association is anything which is deep seated in customer's mind about the brand, while brand awareness refers to the extent to which customers are able to recall or recognize a brand. Brand awareness along with strong brand associations forms a strong brand image, which are positively related to brand equity as well.

In summary, high brand equity implies that consumers have a stronger association with the brand, perceive the brand to be of higher quality and are more loyal towards the brand. Because each of these 4 dimensions is positively related to brand equity, increased dimensions of brand equity lead to an increase in brand equity (Yoo, Donthu & Lee, 2000).

Celebrity advertising frequency influence brand equity

Celebrity endorsers refer to people who gain fame for their success in their own field, such as actors, singers, etc., rather than for endorsement. Most celebrities are well known and loved by the public, so companies that need to do product or brand promotion are always willing to spend a lot of money on celebrity endorsements.

Celebrity branding or celebrity endorsement is a form of advertising campaign or marketing strategy used by brands, companies, or a non-profit organization which involves celebrities or a well-known person using their social status or their fame to help promote a product, service or even raise awareness on environmental or social matters. Advertising researchers found advertising is successful in generating brand equity (Boulding, Lee, & Staelin, 1994). The most important and basic role of advertising is to attract the attention of the customers quickly, so the film and television celebrities with a large number of fans are the best candidates. Celebrities generally have high popularity, or quite good reputation, and specific personality charms, so as to participate in advertising activities, especially direct endorsement products. Compared with other forms of advertising, celebrity advertising may be more attractive, infectious, persuasive and credible, which helps to arouse the attention, interest and desire of consumers, and at the same time, embody brand strength and further enhance the social image of enterprises and products. According to Keller (2013), celebrity endorsement or celebrity advertising is a kind of promoting method using a famous person who can draw attention to a brand and shape the perceptions of the brand, by virtue of the inferences that consumers make based on the knowledge they have about the famous person.

What is the effect of celebrity endorsement? Kaikati pointed out as early as 1987 that celebrity endorsement advertising may have advantages: 1. to strengthen brand

awareness; 2. to change or eliminate negative attitudes toward brands; 3. to reposition existing brands; 4. to promote products or brands globally; 5. to influence consumers' purchase intention. The company uses celebrity endorsement to increase sales, but more importantly celebrity endorsement if the company, the brand and its products enhance value.

The marketing literature suggests that advertising can affect brand equity through favorable associations, perceived quality, and use experience (Keller, 1993). Besides, advertising can act as a signal of product quality (Milgrom & Roberts, 1986). In theoretical literature, they (Milgrom & Roberts, 1986) also suggest that advertising expenditure is a measure of advertising frequency and signals product quality. Moorthy and Zhao (2000) found that advertising expenditure and advertising frequency are positively correlated with perceived quality. In addition, the positive correlation between perceived quality and advertising frequency across media was founded by Kirmani and Wright (1989).

Table 1.1: Category of online platforms

Types of online platform	Definition	Example
Portal websites	Portal websites are the application systems that lead to a certain kind of comprehensive Internet information resources and provide relevant information services	Sina; Sohu
Video websites	Video websites are network media that enable Internet users to publish, browse and share video products online smoothly with the support of a sound technical platform.	Youku; Iqiyi
Exact media	Send advertisement through personal contact information	Email
Social media	Social media refers to the content production and exchange platform based on user relationship on the Internet.	WeChat; Weibo
Vertical websites	Vertical Web sites focus on a particular domain or requirement, providing full depth information and related services about that domain or requirement	www.meilishuo.com
Mobile Application	Mobile application is an application service developed for mobile phones, which are connected to the Internet or wireless network card services.	Xiaohongshu

Idolater consumers VS Non-idolater consumers

Sports and entertainment marketing is one of the fastest growing industries in the country today. All kinds of products, which are endorsed by celebrities, enter the eyes of the people through the media, and the idolater groups will buy the products of the celebrity endorsement. This phenomenon is called the celebrity effect. Therefore, celebrity endorsement has become a customary way for various brands to carry out marketing because of celebrity effect. For the idolater consumers, their consumption behaviors have some obvious characteristics. The first one is that the age of the idolaters consumers tends to be younger, mainly for young men and women at the age of 15~35 and the majority are young girls. The second one is imitability. Because of the popularity of celebrities, trust and even adoration, idolaters tend to transfer this kind of emotion to the products of celebrity endorsement. Influenced by idols, they tend not to think rationally about the products, but only to follow the celebrities to buy them. Even some products endorsed by celebrities are not suitable for idolaters, but they still spend their money in order to get “celebrity’s same style”. The last point is the group psychology, especially for the young idolaters. The consumption behavior of teenager idolaters is easily influenced by others, and they have no judgment on their hobbies and pursuit. When other fans bought a star's product, they would often buy the same products to show that they are a qualified fan. Therefore, for idolater consumers, their perception of brand equity is often started by a celebrity advertisement.

According to China's economic monitoring center, a sample survey of more than 800 permanent residents in three cities of Beijing, Shanghai and Guangzhou showed that 50.2% of the people believe that they will start to pay attention to the brand because of the celebrity advertisements. However, for non-idolater consumers, they

generally understand their consumption needs, so they are more concerned about the product's feelings and use value, and are more cautious in the purchase process instead of believing in celebrity advertising totally. Hence, idolater consumers and non-idolater consumers have different attention of celebrity advertising.



CHAPTER 2

LITERATURE REVIEW

2.1 Related Literature and Previous Studies

Brand & Brand Equity

According to the American Marketing Association, a brand is “a name, term, sign, symbol, or combination of them that is designed to identify the goods or services of one seller or group of sellers and to differentiate them from those of competitors”. Technically speaking then, whenever a marketer creates a new name, logo, symbol, etc. for a new product, he or she has created a brand. It should be recognized that many practicing managers, however, refer to a brand as more than that—defining a brand terms of having actually created a certain amount of awareness, reputation and prominence in the marketplace (Keller, 2013)

Chaudbhri and Holbrook (2001) show that brand effect combines to determine purchase loyalty and attitudinal loyalty, and, in turn, that purchase loyalty leads to greater market share and attitudinal loyalty leads to higher relative price for the brand.

A number of communication effects have been attributed to well-known and liked brands (Sawyer, 1990). Brown and Stayman(1992) maintain that ‘ halo effects’ related to the positive feeling toward a brand can positively bias the evaluation of advertising of the brand. Humour in ads seems to be more effective for familiar or already favorably evaluated brands than for unfamiliar or less-favorably evaluated brands (Chattopadhyay & Basu, 1990; Stewart & Furse, 1986). Similarly, consumers

appear to have a more negative reaction with ad tactics such as comparative ads (Belch, 2004), depending on the nature of the brand involved. Consumers are more likely to have a negative reaction to ad repetition with unknown as opposed to strong brands (Calder & Sternthal, 1981; Campbell & Keller, 2003). Familiar brands appear to withstand competitive ad interference better (Kent & Allen, 1994). Van Osselaer and Alba (2003) show that when the relationship between brand name and product quality was learned prior to the relationship between product attributes and quality, inhibition of the latter could occur.

In addition, panel diary members who were highly loyal to a brand increased purchases when advertising for the brand increased (Raj, 1982).

Keller (1993) has approached brand equity from somewhat more of a consumer behavior perspective. He defines “customer-based brand equity” as the differential effect that brand knowledge has on the consumer or customer response to the marketing of that brand. According to this model, a brand is said to have positive customer-based brand equity when customers react more favorably to a product and the way it is marketed when the brand is defined, as compared to when it is not (e.g., when it is attributed to a fictitiously named or unnamed version of the product). Customer-based brand equity occurs when the consumer has high level of awareness and familiarity with the brand and holds some strong, favorable, and unique brand associations in memory.

Keller & Lehmann (2002) provide a broad, integrative perspective on measuring brand equity. They define the ‘Brand Value Chain’ in terms of a series of three steps in the creation of a value of a brand. According to this model, the first step in value

creation is when an investment I marketing activity affects the consumer/customer mind set or brand knowledge(e.g., in terms of brand awareness, associations, attitudes, attachment, and activity). The second step is when brand knowledge, in turn, affects market performance (e.g., in terms of price premiums and elasticities, cost savings, market share, profitability and expansion success). Finally, the third step is when market performance affects shareholder value (e.g., in terms of stock price and market capitalization).

Characteristics of consumers

Perceptions of fit and extension evaluations may depend on how much consumers know about the product categories involved. Muthukrishnan and Weitz (1990) showed that know knowledgeable, “expert” consumers were more likely to use technical or manufacturing commonalties to judge fit, confiding similarity in terms of technology, design and fabrication, and the materials and components used in the manufacturing process. Less knowledgeable ‘novice’ consumers, on the other hand, were more likely to use superficial, perceptual considerations such as common package, shape, color, size, usage, etc. Relatedly, Broniarczyk and Alba (1994) also showed that perceptions of fit on the basis of brand- specific associations were contingent on consumers having the necessary knowledge about the parent brand. Without such knowledge, consumers tend again to rely on more superficial considerations, such as their level of awareness for the brand or overall regard for the parent brand, in forming extension evaluation.

For Chinese cosmetics market, consumers are mainly divided into two types: one is the young cosmetics consumer group, a 18~35 year old female group, and the other

is a middle-aged cosmetics consumer group, a middle-aged female consumer group of 35~55 years old. Since this article is to study the impact of different types of consumers on brand equity at different frequencies, we mainly study the 18~35 year old consumers, and divide the population into two types of research types: the idolater group and the non-idolater group. According to the results of the study on the characteristics of the consumer in the Chinese cosmetics market, the educational background of the 18~35 year old female consumer group is generally high, mainly with junior college and undergraduate, most of white-collar workers, and a large proportion of university students. Among them, the star tribe is generally a university student and a new career woman. When they are consumed, they pay more attention to the celebrity endorsement; rather than the white-collar workers, they are different from the consumption habits of the star tribe. They are more concerned with the brand itself, which is not concerned with the celebrity endorsement in the advertisement.

Celebrity Endorsement Advertising helps build Brand Equity

One of the major contributors towards building brand equity is advertising (Aaker & Biel, 1993), Lindsay (1990) argues that the greatest source of added value is consumer perception of the product or brand, which comes from advertising that builds a brand image.

The celebrity endorsement is defined as a marketing strategy for celebrities with high visibility and public influence through flat media, electronic media, offline activities and other channels of communication. From the point of market communication, celebrities undoubtedly become the best bridge to connect consumers and brands. Celebrity advertising is the most important part of celebrity endorsement.

When the personalities, personality, life style, values and personal charm of the advertisement are in conjunction with the brand or the product, the consumer feels not only the glare of the stars, but also the recognition and recognition of the brand. On the contrary, if the brand chooses the fixed target consumer group, the similarity between the brand or the product and the star spokesperson in character, temperament, view and style will make a certain resonance between the two. This will also promote potential customers' purchase intention and subsequent attention to brands. In addition, the attractiveness model points out that it is easy for people to have uncontrollable attraction for groups with superior appearance conditions. As the "elite" group in the entertainment society, the celebrities with a good face and the devil have become the consumer object that people are constantly chasing.

According to the survey, more than 25% of American brands prefer to use celebrity endorsement as a marketing strategy. Most of the consumer behavior on the basis of fan culture is related to the star effect. In other words, the desire to buy with the fans is mostly caused by the idols they follow or worship, and the specific fan group represents a particular star effect, and in some degree the choice of different spokesmen is also a circle. Set different target customers and different brand impressions. For example, high-end luxury brands usually choose stars with better credentials in the circle, more consistent with the brand's own brand positioning, such as Beckham, Jennifer, Madonna and so on. On the contrary, the middle and low end brands prefer the use of youth idol as spokesmen to attract the light consumer groups in recent years. The TFBOYS is the best example.

As a public channel for market communication, various star endorsements have a great advantage in the communication efficiency, and the enterprise is willing to bind

the brand characteristics with the star in order to improve the brand awareness and recognition in the shortest time. Through the celebrity endorsement of high exposure, consumers will be able to recognize new brands, new products and services more quickly, and at the same time, enterprises can also tap the needs of consumers with the power of stars to explore new markets. Through the public voice of stars, brand information is easier and more quickly accepted by consumers. At the same time, the star in the advertisement also appears to be the role of the expert or consultant known to the brand or the product, and the more brand - related spokesperson is more likely to win the trust of the consumer.

Celebrity advertising influences a brand's equity in a number of ways. Celebrity advertising creates the brand awareness and increases the probability that the brand is included in the consumer's evoked set (Cobb Walgren, Cathy Beal & Donthu, 1995). Especially, a new brand can benefit greatly if a celebrity endorse it. According to Kevin, the celebrities' fans will also become fans of the brand with the advertising and well enough know how to improve awareness, image and responses for the brand. People tend to commensurate the personalities of the celebrity with the brand thereby increasing brand association (Koshy, Ligo & Manohar,2017).

2.2 Related Theories

On the basis of the five dimensions of brand equity proposed by Aaker, Keller (1993) also puts forward the concept of "Customer based brand equity" (abbreviated as CBBE), which defines the brand equity as a different reaction to the brand marketing caused by the brand knowledge of the customer. Its theoretical basis is the

"relational network memory model" in cognitive psychology. According to this theory, Keller puts forward the concept of brand knowledge and believes that brand knowledge is the key to creating brand equity. Brand knowledge includes brand identity and brand recall rate; brand reaction is the customer's perception of the brand, which is reflected by the association of customer memory. Although Aaker did not clearly point out the definition of brand equity from a consumer perspective, the idea of 5 dimensions of brand equity (brand awareness, brand association, brand awareness, brand loyalty and other proprietary assets) embodies the idea of recognizing and building brand equity from a consumer perspective (Aaker, 1991). Keller and Lehmann (2003) put forward the brand value chain model. He believes that the formation of brand value includes four stages, that is, marketing project investment; two is customer's thinking; three is the market performance of the brand; four is the shareholder value. Li Xianghui and Zhou Citian (2007) proposed the brand asset engine (Equity Engine) evaluation model. This model is based on the consumer cognition, and puts forward the three elements of brand value, namely: affinity, functional performance and price.

As early as in 1987, Kaikati proposed the potential advantages of celebrity endorsement: 1. strengthening brand awareness; 2. changing or eliminating consumers' negative attitude towards brands; 3. re positioning existing brands; 4. global marketing of products or brands; 5. influence consumers' willingness to buy. Yuan Ruixian of Zhejiang University has studied how celebrity endorsement affects the brand's value identification through the consumers' recognition of their own value. McCracken's meaning transfer model proposed in 1989 points out that celebrity advertising promotes brand value through the process of meaning transfer

(McCracken, 1989). Through a long career and media publicity, celebrities have formed a certain personality and image in the hearts of the advertising audience, that is, a certain cultural environment has given the symbolic significance of the celebrities. When celebrity endorsement brand, this symbolic meaning and image is moved to the brand. Then, consumers perceive the significance of celebrity migration to the brand and acquire it by consuming and using the brand product. In this process, the recognition degree of consumers to celebrities plays a key role in the transfer of meaning.

The research on Source Attractiveness Model focuses on two aspects: source reliability and attractiveness model. For celebrity endorsement, reliability is mainly reflected in the extent that consumers believe in their true and effective degree, including the two dimensions of the professionalism and credibility of the celebrities perceived by the consumers. Attractiveness is defined as the degree of popularity of celebrities. Idolatry can be regarded as a great love for celebrities. These people who have great recognition for celebrities have a popular term, that is, fans are fans. Because of the high degree of recognition of celebrities, fans are more likely than ordinary people to imitate their behavior, wear, and thus their endorsement of products. In fact, fans, such as video discs, records and other entertainment products, are equivalent to entertainment products that are endorsed by celebrities. For example, the 05 year Super Girls champion Li Yuchun was adored and loved by his fans with a frank and neutral charm. Concert tickets, records and so on are often sold out in a short time. At the same time, her fans are also the most loyal consumers of her cosmetics. Some fans even spontaneously publicize the brand that is endorsed by idols, helping idols build a strong voice of market appeal. In today's more digital

media age, the so-called traffic age, fan economic behavior is more influential. Therefore, for the brand itself, that is, the enterprise, to understand the different consumer groups for the celebrity endorsement brand equity and the establishment of the brand image is very necessary.

2.3 Hypotheses

This model proposes that the effects of online media platforms are mediated by the dimensions of brand equity. To examine the relationship, we investigated and determined the relationships between online media platforms and brand equity dimensions.

We selected the all four dimensions of brand equity be studied, which are brand awareness, brand association, brand loyalty and perceived quality. Since little research has discussed consumer responses towards different online media in China, the basis for predicting results for any of our comparative analyses was limited. Considering that online celebrity advertisement frequency generally influences brand equity in a positive way, we assumed that the frequency of celebrity advertising across online media for the brand for cosmetics consumers had a positive relationship with the dimensions of brand equity.

Hypothesis 1: Brand Equity of a brand is positively related to the frequency of celebrity advertising across online media for the brand for cosmetics consumers.

Hypothesis 1a: Brand Awareness of a brand is positively related to the frequency of celebrity advertising across online media for the brand for cosmetics consumers.

Hypothesis 1b: Brand Association of a brand is positively related to the frequency of celebrity advertising across online media for the brand for cosmetics consumers.

Hypothesis 1c: Brand Loyalty of a brand is positively related to the frequency of celebrity advertising across online media for the brand for cosmetics consumers.

Hypothesis 1d: Perceived Quality of a brand is positively related to the frequency of celebrity advertising across online media for the brand for cosmetics consumers.

In this study, we studied the attitudes of different types of consumers to the four dimensions of brand equity after exposure to celebrity advertisements of different frequencies. According to the source attraction model, different types of celebrities (stars and experts) have different credit perceptions in consumers. Consumers are more likely to believe in celebrity brands and products that are consistent with their own type. Therefore, on the other hand, we can make the assumption that different types of consumers have different attitudes to the same brand or product in the same case of brand celebrity advertising. Thus, for the four dimensions of brand equity, we make the following Hypothesis 2.

Hypothesis 2: Different type of consumers (idolaters and non-idolaters) have different attitudes towards brand equity.

Hypothesis 2a: Different type of consumers (idolaters and non-idolaters) have different attitudes towards brand awareness.

Hypothesis 2b: Different type of consumers (idolaters and non-idolaters) have different attitudes towards brand association.

Hypothesis 2c: Different type of consumers (idolaters and non-idolaters) have different attitudes towards brand loyalty.

Hypothesis 2d: Different type of consumers (idolaters and non-idolaters) have different attitudes towards perceived quality.

Advertising is a major contributor towards brand equity creation, especially celebrity advertising online in Chinese cosmetics market. Moreover, the online media platform placed celebrity advertisement are more important for building brand equity than traditional media in information society. Under the influence of globalization, online media is extremely important. Compared with the paper media, the network media has a broader audience, people see advertisements on the Internet is much higher than the probability of paper advertising.

2.4 Theoretical Framework

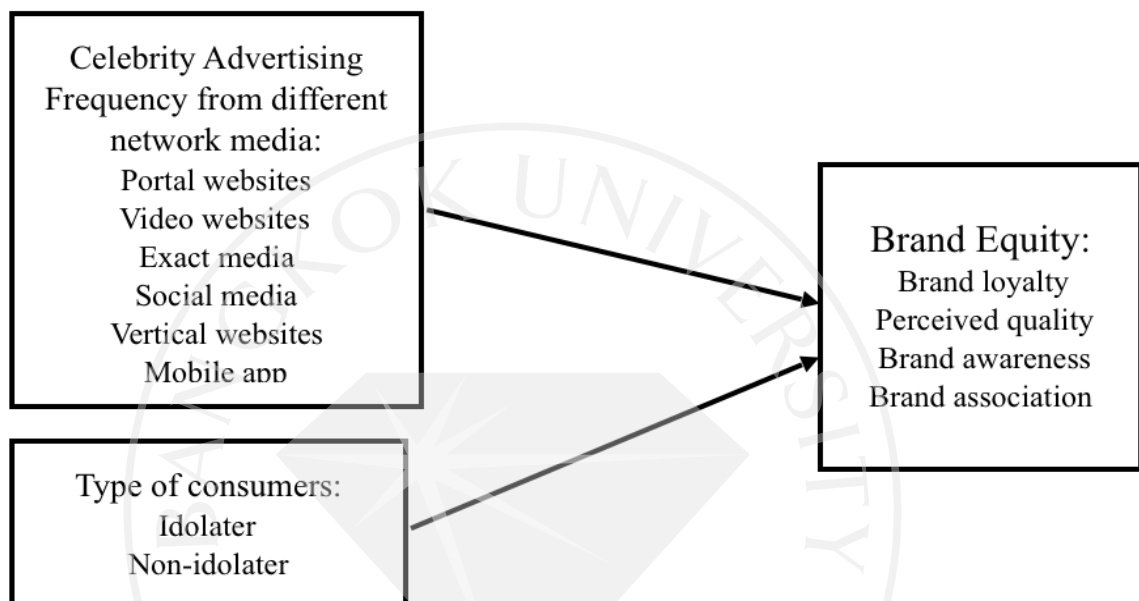
Yoo et al.,(2000) created the Brand Equity Creation model to systematically examine the relationship among marketing efforts, brand equity dimensions, and brand equity. Their model indicated that marketing activities significantly affect brand equity dimensions, thus increasing brand equity. Thus, the relationship between marketing activities and brand equity is mediated by these dimensions. The study also proved that significant relationship exists among the dimensions themselves. The work conducted by You et al. (2000) considered advertising frequency as one of the marketing mix elements determine brand equity.

It is argued that on the network, consumers are always actively engaged with content and rarely focus exclusively on ad messages. Some studies show that online advertising is effective in building brand equity. Advertisers were one of the early proponents of the internet, embracing its dual promise of global reach and one-to-one targeting (Dreze & Hussherr, 2003). Dreze and Hussherr(2003) investigated the effectiveness of online advertising and found it to be effective as it led to brand recognition and awareness. The internet has become a major source for all kinds of domestic and international information in China. In Chinese market, the impact of Web ads in raising brand awareness and image has been proven. In examine Chinese consumers' perceptions and response to banner advertising, Gong and Maddox (2013) found that Web advertising is very effective in China. Web exposure improved Chinese users' brand recall, changed their attitudes towards a brand, and increased their purchase considerations.

For the impact of consumer type on brand equity building, Raj found that different knowledge levels of consumers on brand equity building results. But he only studied two of the four dimensions of brand equity, and did not study brand association and brand loyalty. In addition to the differences between the Chinese and Indian markets, this paper will examine the four dimensions of brand equity promotion by different types of consumers.

In this study, we have taken one aspect of marketing activities (celebrity endorsement advertising frequency) as proposed by You et al.(2000) and tried finding which media would help build brand equity better.

Figure 1:Theoretical framework



CHAPTER 3

METHODOLOGY

The chapter shows the relationship between the contact frequency of celebrity advertisements and brand equity in the Chinese cosmetics market, including the research methodology and sampling methods. Therefore, this chapter is composed of the following sections:

- 3.1 Research Design
- 3.2 Population and Sampling Method
- 3.3 Research Instrument
- 3.4 Research Pretest
- 3.5 Data Collection Procedure
- 3.6 Demographic Data of the Samples
- 3.7 Data Analysis and Interpretation

3.1 Research Design

Li Xianghui and Zhou Citian (2007) proposed the brand equity engine evaluation model, which is based on consumer perception. This paper takes the cosmetics market, which has the largest number of star advertisements in China, as an example to study consumers' attitudes towards brand equity.

The proposed research will utilize a quantitative approach. It employed the use of questionnaire as the research instrument. The data collection was based on the online questionnaire distributed to the respondents and this served as the primary instrument. The questionnaire was designed in order to accumulate enough information pertaining to the objectives of the study.

3.2 Population and Sample Selection

Population

The independent variable of this study is the star advertisement frequency that consumers know from different network media platforms. The purpose of this study is whether the celebrity endorsement advertising frequency received by different types of consumers through these media platforms affects their attitude to the brand equity.

The subjects of this study were Chinese consumers, mostly women, who used cosmetics for a long time and always searched the Internet for brand information, according to Chinese cosmetic consumer data report (2017). They buy cosmetics for two purposes. The first is to buy cosmetics rationally according to their actual situation. They pay more attention to the quality of the brand and the product itself, and they have a certain understanding of their own needs and brands. The second is to follow the celebrity endorsement advertising of cosmetics. They are often loyal to certain celebrity. Fans, when their favorite celebrity endorses a cosmetics brand, buy it in large quantities even if the brand is not what they normally use or like, and celebrities to understand and love it. Therefore, this type of consumer is concerned

about brand advertising before it is purchased and understood, their attitude towards the brand is love, such consumers have a strong purchasing power, and are willing to further understand and support the brand for their idol.

In today's information age, almost all Chinese consumers will search for information on the Internet. This study also focuses on the impact of celebrity advertising on the Internet. Therefore, the basic characteristics of the respondents are good at using the Internet. The way they contact celebrity endorsement advertising is different online media platforms. Long-term exposure to and use of the Internet, frequent purchases of cosmetics and concerns of Chinese consumers are the best subjects to provide answers to this study.

Sample

For some studies, the population may be small enough to warrant the inclusion of all of them in the study. But a study may entail a large population which cannot all be studied. That portion of the population that is studied is called a sample of the population (Nworgu, 1991). A sample in this study is, therefore, a smaller group of elements drawn through a definite procedure from an accessible population. The elements making up this sample are those that are actually studied.

Because of the complexity of this research object, the respondents for this study were selected in accordance with convenience sampling procedure. The questionnaire was sent to 200 Chinese consumers randomly by means of Internet connection. They filled out the questionnaire according to their own situation, and then the system automatically counted and returned to the sender.

3.3 Research Instrument

This paper is divided into descriptive research according to the research method. The purpose is to understand facts about a particular event or phenomenon as it naturally happens. In this paper, a questionnaire for target groups is designed as a research method. Questionnaires are based on previous studies of brand equity, and supplement the relevant information needed in this study. See Appendix 1. The questionnaire consists of 3 sections, with 28 items.

The three sections are:

Section I: **Personal information**

Section I, is on personal data of the respondents. The main objective of this phase is to understand the basic personal information of the target group, including gender, age, occupation, frequency of cosmetic purchases and preference for cosmetic brands.

Section II: **Exposure to celebrity advertisement**

Section II, is about the respondents through different network media platforms to understand the frequency of star cosmetics advertising and consumer type of judgment. The purpose of this section is to determine the type of consumer the target group belongs to and to understand the frequency of Star ads they are exposed to through different online media platforms. It has a total of 6 items and each item has 5 types of frequency. Not at all (0 time per day), Rarely (once per day), Sometimes (twice per day), Quite often (3 times per day), Always (4 times per day or more).

Another problem is to determine the type of consumers surveyed, idolater or non-idolater.

Section III: **Brand equity**

Section III is the degree to which respondents agree with the description of the four dimensions of brand equity on the basis of section II. The last part is based on the second part, the target group according to their actual situation to express their attitude to the brand equity. Brand equity is divided into four dimensions, each of which contains three statements related to this dimension. Target groups are asked to express their attitudes towards these statements, that is, the degree of approval. This part is designed as like scale, and the agreed value of each description is set to 5 points, ranging from “strongly disagree”, through “disagree”, “neutral”, “agree” to “strongly agree” and the score is 1,2,3,4,5 respectively. Subjects were then instructed to respond to their degree of agreement with the statements contained in the instrument. The higher the score, the more agreed to the evaluation criteria. Based on Lee and Leh’s Brand Equity Scale (2011), having 0.780 Cronbach Coefficient Alpha has 4 dimensions of brand equity and its constructs are as follows:

1. Brand Awareness (BA): (1) Among competing brands, I can easily notice the brand endorsed by the celebrity. (2) I can recognize the brand name through the celebrity advertising online. (3) I can recognize the brand logo when I see the celebrity who endorse the brand.

2. Brand Association (BAS): (1) I can mention one specific product of the brand. (2) I can think about the user imagery of the brand. (3) I can know the using situation about the brand.

3. Brand Loyalty (BL): (1) I will support the brand all the times when my favorite celebrity endorses it. (2) I will repeat buying the brand that my favorite celebrity endorses it. (3) I am interested in the new series of the brand whenever my favorite celebrity endorses it.

4. Perceived Quality (PQ): (1) The brand is reliable because my favorite celebrity endorses it. (2) The brand is popular because there are so many celebrities whom I like endorse the brand online. (3) The brand has higher quality on product safety because the endorsing celebrity has good reputation.

3.3.1 Interpretation of the scale

Table 3.1: Criteria for degree of satisfaction dimension

Opinion toward the statement	Score	Criteria	Meaning
Strongly agree with the statement	5	4.51-5.00	Strongly agreeable
Agree with the statement	4	3.51-4.50	Agreeable
Neutral with the statement	3	2.51-3.50	Neutral
Disagree with the statement	2	1.51-2.50	Disagreeable
Strongly disagree with the statement	1	1.00-1.50	Strongly disagreeable

3.4 Instrument Pretest

Questionnaire pretest—Validity & Reliability

Table 3.2: The reliability of instrument

Variable	Corrected item- total correlation
The over all of brand equity	0.905
Brand awareness(BA)	0.883
1. Among competing brands, I can easily notice the brand endorsed by the celebrity.	0.841
2. I can recognize the brand name through the celebrity advertising online.	0.953
3. I can recognize the brand logo when I see the celebrity who endorse the brand.	0.855
Brand association(BAS)	0.794
1. I can mention one specific product of the brand.	0.815
2. I can think about the user imagery of the brand.	0.866
3. I can know the using situation about the brand.	0.700
Brand loyalty(BL)	0.921
1. I will support the brand all the times when my favorite celebrity endorses it.	0.958
2. I will repeat buying the brand that my favorite celebrity endorses it.	0.953
3. I am interested in the new series of the brand whenever my favorite celebrity endorses it.	0.854
Perceived quality(PQ)	0.950
1. The brand is reliable because my favorite celebrity endorses it.	0.953
2. The brand is popular because there are so many celebrities whom I like endorse the brand online.	0.958
3. The brand has higher quality on product safety because the endorsing celebrity has good reputation.	0.939

In order to ensure the accuracy and scientificity of the questionnaire results, it is necessary to investigate whether the designed questionnaire meets the requirements and whether the survey results are credible and effective. The reliability of a questionnaire is the degree of consistency or stability of the survey results.

Consistency refers to the consistency of the findings of the same survey item. Validity usually refers to the degree of accuracy of the measurement results, that is, the degree of proximity between the measurement results and the intended target. As far as the questionnaire is concerned, validity refers to the extent to which the questionnaire can reflect the theoretical concepts it measures. So before we formally collected the data from the questionnaire, we did a pre-test for the questionnaire. During the forecasting phase, we collected data from 30 participants and then used SPSS to analyze the reliabilities of these sample data. In the SPSS software, there is a special reliability analysis module Reliability Analysis. Cronbach's alpha coefficient to assess the reliability of the instrument was presented as Table 3.2.

Table 3.3: The comparison of each variable's alpha

	Sample (30)	Cronbach's alpha	Sample (200)	Cronbach's alpha
Brand Awareness (BA)	3	0.926	3	0.945
Brand Association (BAS)	3	0.854	3	0.930
Brand Loyalty (BL)	3	0.956	3	0.961
Perceived Quality (PQ)	3	0.972	3	0.942

All the perceived brand equity had high reliability because the four Cronbach's Alpha (the level of reliability) were more than 0.7 which is higher than the standard level set of the reliability test. As shown in Table 3.3, the results showed that

Cronbach's Alpha of brand equity, including brand awareness ($\alpha = 0.945$), brand association ($\alpha = 0.930$), brand loyalty ($\alpha = 0.961$) and perceived quality ($\alpha = 0.942$).

3.5 Data Collection Procedure

As for the survey, the following procedures are data collection:

After the pilot testing and all necessary modifications, the questionnaires were administered directly to the chosen sample for the study through online tools. The revised questionnaires were released through a professional online survey tool—Wenjuanxing, which is a Chinese software designed to help researchers release questionnaires and collect data.

Two hundred copies of the questionnaire given out were successfully completed and returned. To ensure the randomness of the respondents, we put questionnaires on many social platforms, such as microblogging, WeChat, QQ and other media platforms.

3.6 Summary of Demographic Data

The demographic information of 200 consumers responded to the questionnaire include gender, age, occupation, marriage status, monthly income, frequency of using cosmetics per week and frequency of buying cosmetics per month. The descriptive analysis of the frequency and percentage of the samples is summarized in the following tables.

Table 3.4: Gender of the samples

Demographic information:	Frequency	Percentage (%)
Gender:		
Male	36	18%
Famale	164	82%
Total	200	100%

As shown in Table 3.4, the descriptive findings revealed that 82 percent were female (n= 164) and 18 percent were male (n= 36).

Table 3.5: Age of the samples

Age	Frequency	Percentage (%)
15~19	16	8%
20~24	108	54%
25~30	51	25.5%
31~35	11	5.5%
36~40	7	3.5%
More than 40	7	3.5%
Total	200	100%

As shown in Table 3.5, descriptive finding found that most of the samples were between the age ranges of 20-24 years old (54%, n = 108), followed by age between 25-30 years old (25.5%, n = 51), and 15-19 years old (8%, n = 16), respectively. The minority sample were 31-35 years old (5.5%, n = 16), 36-40 years old (3.5%, n=7) and more than 40 years old (3.5%, n = 7), respectively. This finding showed that the majority cosmetics consumers of the samples aged between 20-30 years old.

Table 3.6: Marital status of the samples

Marital status	Frequency	Percentage (%)
Single	121	60.5%
Involved in a relationship	48	24%
Married	31	25.5%
Divorced	0	0
Others (Please specify)	0	0
Total	200	100%

As shown in Table 3.6, the descriptive findings indicated that majority and second majority of the samples were single (60.5%, n= 121), followed by who were involved in a relationship (24%, n = 48) and married (25.5%, n = 31), respectively.

As shown in Table 3.7, descriptive findings indicated that majority of the samples represented students (41%, n=82) and employees of private enterprises (35.5%, n=71), followed by Freelance (12.5%, n=25). The minority group were Others (5%, n=10), Employees of public enterprises (4.5%, n=9) and Government officers (1.5%, n=3).

Table 3.7: Occupation of the samples

Occupation	Frequency	Percentage (%)
Student	82	41%
Government officer	3	1.5%
Private enterprise employee	71	35.5%
Public enterprise employee	9	4.5%
Freelancer	25	12.5%
Entrepreneur	0	0
Others (Please specify)	10	5%
Total	200	100%

Table 3.8: Monthly income of the samples

Monthly income	Frequency	Percentage (%)
Less than 20,000 Baht	89	44.5%
20,001~35,000 Baht	69	34.5%
35,001~50,000 Baht	32	16%
50,001~65,000 Baht	6	3%
More than 65,000 Baht	4	2%
Total	200	100%

As shown in Table 3.8, descriptive findings indicated that most of the samples earned a monthly income of Less than 20,000 Baht (44.5%, n = 89), followed by samples with income in between 20,001 - 35,000 Baht (34.5%, n =69), samples with income between 35,001-50,000 Baht (16%, n= 32), samples with income of 50,001-65,000 Baht (3%, n = 6), and samples with income with More than 65,000 Baht (2%, n = 4) respectively.

Table 3.9: Frequency of using cosmetics of the samples

Frequency of using cosmetics (per week)	Frequency	Percentage (%)
Never	38	19%
1~3 days	35	17.5%
4~6 days	39	19.5%
Everyday	88	44%
Total	200	100%

As shown in Table 3.9, descriptive findings showed that 44 percent of the samples use cosmetics for makeup everyday (44%, n=88), followed by 19.5 percent of the samples use cosmetics for makeup 4-6 days per week (19.5%, n=39), 19 percent of the samples never use cosmetics for makeup (19%, n=38), respectively. And the percentage of using cosmetics for makeup only 1-3 days per week was 17.5 percent (17.5%, n=35).

Table 3.10: Frequency of buying cosmetics of the samples

Frequency of buying cosmetics (per month)	Frequency	Percentage (%)
Less than once	77	38.5%
1~3 times	94	47%
4~6 times	26	13%
More than 6 times	3	1.5%
Total	200	100%

As shown in Table 3.10, descriptive findings indicated that most frequency of buying cosmetics were 1-3 times per month (47%, n=94), followed by buying cosmetics less than once per month (38.5%, n=77), buying cosmetics 4-6 times per month (13%, n=26), and more than 6 times per month (1.5%, n=3), respectively.

3.7 Data Analysis and Interpretation

The data was analyzed using SPSS 22.0 (Statistical Package for Social Sciences). The methods of the data analysis in this study included Analysis of Variance (One-Way ANOVA), Multiple Regression.

H1: Brand equity of a brand is positively related to the frequency of celebrity advertising across online media for the brand for cosmetics consumers.

The independent variable was the frequency of celebrity advertising across online media. The lists of ordinal scale were used to measure independent variables. The dependent variable was brand equity including brand awareness (H1a), brand association (H1b), brand loyalty (H1c), perceived quality (H1d).

Therefore, Multiple Regression analysis was utilized to determine the relationship between frequency of online celebrity advertising and brand equity from aspects of Brand Awareness (BA), Brand Association (BAS), Perceived Quality (PQ), Brand Loyalty (BL).

Hypothesis 2: Different type of consumers (idolaters and non-idolaters) have different attitudes towards brand equity.

The independent variable was different type of consumers including idolaters and non-idolaters. The dependent variable was brand equity.

The interval scale of consumers' attitudes towards brand equity was used to measure the dependent variable. Therefore, One-Way ANOVA was used to find the nominal independent variables and an interval dependent variable.

CHAPTER 4

FINDINGS

This chapter shows the results of the quantitative statistic surveyed from two hundred Chinese consumers through online questionnaire to collect data. The hypotheses will be analyzed by using One-Way ANOVA and Linear Regression to test the hypotheses. The topics outlined below encompass the detail of this chapter:

4.1 Summary on findings of descriptive analysis

4.2 Hypotheses findings and testing

4.2.1 Hypotheses findings

4.2.2 Findings of the study

4.1 Summary on findings of descriptive analysis

Table 4.1: The Frequency of Chinese Consumers

Are you a super fan of some celebrity?	Type of consumers	Interpretation	Frequency	Percentage
Yes	Idolater	Behaviors follow celebrities	95	47.5%
No	Non-idolater	Focus on brand itself not celebrity	105	52.5%

As shown in table 4.1, the descriptive analysis found that most of the samples were non-idolaters (52.5%, n=105) and the rest of them were idolaters (47.5%, n=95), but there was little gap between the two numbers.

Table 4.2: The Frequency of celebrity advertising through online platforms

Online platforms	The frequency of celebrity endorsement AD	Frequency	Percentage (%)
Portal websites	Not at all (0 time per day)	25	12.5
	Rarely (Once per day)	35	17.5
	Sometimes (Twice per day)	48	24.0
	Quite often (3 times per day)	71	35.5
	Always (4 times per day or more)	21	10.5
Video websites	Not at all (0 time per day)	18	9.0
	Rarely (Once per day)	29	14.5
	Sometimes (Twice per day)	38	19.0
	Quite often (3 times per day)	62	31.0
	Always (4 times per day or more)	53	26.5
Exact media	Not at all (0 time per day)	22	11.0
	Rarely (Once per day)	51	25.5
	Sometimes (Twice per day)	85	42.5
	Quite often (3 times per day)	35	17.5
	Always (4 times per day or more)	7	3.5

(Continued)

Table 4.2(Continued): The Frequency of celebrity advertising through online platforms

Social media	Not at all (0 time per day)	11	5.5
	Rarely (Once per day)	19	9.5
	Sometimes (Twice per day)	31	15.5
	Quite often (3 times per day)	42	21.0
	Always (4 times per day or more)	97	48.5
Vertical websites	Not at all (0 time per day)	17	8.5
	Rarely (Once per day)	63	31.5
	Sometimes (Twice per day)	54	27.0
	Quite often (3 times per day)	43	21.5
	Always (4 times per day or more)	23	11.5
Mobile application	Not at all (0 time per day)	20	10.0
	Rarely (Once per day)	43	21.5
	Sometimes (Twice per day)	56	28.0
	Quite often (3 times per day)	63	31.5
	Always (4 times per day or more)	18	9.0

As shown in table 4.2, the descriptive analysis indicated that the frequency of celebrity advertising through six different online platforms received by Chinese consumers. Of all the respondents, most said they often saw Celebrity ADs on Portal websites, three times per day (35.5%, n=71), followed by Sometimes, twice per day (24.0%, n=48), Rarely, once per day (17.5%, n=35), Not at all, 0 time per day (12.5%,

n=25), and Always, 4 times per day or more (10.5%, n=21), respectively. When asked Celebrity ADs on Video websites, most said they saw them quite often, three times per day (31.0%, n=62), followed by Always, 4 times per day or more (26.5%, n=53), Sometimes, twice per day (19.0%, n=38), and Rarely, once per day (14.5%, n=29), respectively. And only few of them said they did not see these ADs everyday (9.0%, n=18). Of all the respondents, most said they saw Celebrity ADs on Exact media sometimes, twice per day (42.5%, n=85), followed by Rarely, Once per day (25.5%, n=51), Quite often, 3 times per day (17.5%, n=35), Not at all, 0 time per day (11.0%, n=22), and Always, 4 times per day or more (3.5%, n=7), respectively. Of all the respondents, most said they always saw Celebrity ADs on Social media, 4 times per day or more (48.5%, n=97), followed by Quite often, 3 times per day (21.0%, n=42), Sometimes, twice per day (15.5%, n=31), Rarely, once per day (9.5%, n=19), and Not at all, 0 time per day (5.5%, n=11), respectively. When asked Celebrity ADs on Vertical websites, most said they saw them rarely, just once per day (31.5%, n=63), followed by Sometimes, twice per day (27.0%, n=54), Quite often, 3 times per day (21.5%, n=43), Always, 4 times per day or more (11.5%, n=23), and Not at all, 0 time per day (8.5%, n=17), respectively. Of all the respondents, most said they saw Celebrity ADs on Mobile application quite often, 3 times per day (31.5%, n=63), followed by Sometimes, twice per day (28.0%, n=56), Rarely, once per day (21.5%, n=43), Not at all, 0 time per day (10.0%, n=20), and Always, 4 times per day or more (9.0%, n=18), respectively.

Table 4.3: Means, Standard deviation, and Interpretation on the samples' perceived brand equity towards on Celebrity Advertising online

Consumer Perceived Brand Equity	\bar{X}	SD	Interpretation
Brand Awareness (BA)			
Among competing brands, I can easily notice the brand endorsed by the celebrity.	4.18	0.58	Strongly agreeable
I can recognize the brand name through the celebrity advertising online.	4.23	0.66	Agreeable
I can recognize the brand logo when I see the celebrity who endorse the brand.	3.95	0.98	Agreeable
Total	4.05	0.77	High brand awareness
Brand Association (BAS)			
I can mention one specific product of the brand.	3.81	0.91	Agreeable
I can think about the user imagery of the brand.	4.07	0.72	Agreeable
I can know the using situation about the brand.	3.82	0.96	Agreeable
Total	3.90	0.86	High brand association

(Continued)

Table 4.3(Continued): Means, Standard deviation, and Interpretation on the samples' perceived brand equity towards on Celebrity Advertising online

Brand Loyalty (BL)			
I will support the brand all the times when my favorite celebrity endorses it.	4.29	0.61	Agreeable
I will repeat buying the brand that my favorite celebrity endorses it.	4.40	0.56	Agreeable
I am interested in the new series of the brand whenever my favorite celebrity endorses it.	3.74	1.06	Agreeable
Total	4.14	0.74	High brand loyalty
Perceived Quality (PQ)			
The brand is reliable because my favorite celebrity endorses it.	3.22	1.19	Neutral
The brand is popular because there are so many celebrities whom I like endorse the brand online.	3.92	0.95	Agreeable
The brand has higher quality on product safety because the endorsing celebrity has good reputation.	3.68	1.07	Agreeable
Total	3.6	1.07	Neutral perceived quality
The mean of brand equity	3.95	0.84	

As for Table 4.3, the descriptive analysis of consumers' attitude towards on the brand equity endorsed by celebrity mean is 3.95 ($\bar{X} = 3.95$). Based on the criteria of mean score, it is positive when the score among 3.67 and 5.00, so it showed that the consumers have the positive attitudes towards brand equity over all, including high

brand awareness ($\bar{X}= 4.05$), high brand association ($\bar{X}= 3.90$), and high brand loyalty ($\bar{X}=4.14$).

4.2 Finding on Hypotheses testing

4.2.1 Hypotheses findings

Based on the objectives and research question, the hypotheses results are following:

Hypothesis 1: Brand equity of a brand is positively related to the frequency of celebrity advertising across online platforms for the brand for cosmetics consumers.

Table 4.4: The result of Regression of Celebrity Endorsement through online platforms towards to Brand Equity

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	39.967	1	39.967	57.514	.000 ^b
	Residual	137.593	198	.695		
	Total	177.561	199			

a. Dependent Variable: the average attitudes towards brand equity

b. Predictors: (Constant), The average frequency of AD1

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.784	.226		7.889	.000		
	The average frequency of AD1	.511	.067	.474	7.584	.000	1.000	1.000

a. Dependent Variable: the average attitudes towards brand equity

As shown in Table 4.4, the result of Regression indicated that Brand Equity is significant positively related to the frequency of Celebrity Endorsement across online platforms in Chinese cosmetics market ($F=57.514$, $p<.05$). It means hypothesis 1 is supported.

Hypothesis 1a: Brand Awareness of a brand is positively related to the frequency of celebrity advertising across online media for the brand for cosmetics consumers.

Table 4.5: The result of Regression of Celebrity Endorsement through online platforms towards to Brand Awareness

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	70.919	6	11.820	16.086	.000 ^b
	Residual	141.814	193	.735		
	Total	212.733	199			

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.746	.245		7.128	.000		
	Portal websites	-.023	.078	-.027	-.300	.764	.421	2.374
	Video websites	.155	.083	.190	1.858	.065	.329	3.035
	Exact media	.068	.082	.064	.830	.408	.575	1.740
	Social media	.366	.079	.437	4.630	.000	.388	2.578
	Vertical websites	-.068	.059	-.076	-1.163	.246	.802	1.247
	Mobile application	-.002	.075	-.002	-.025	.980	.510	1.960

a. Dependent Variable: the average attitude to brand awareness

As showed in Table 4.5, the Liner Regression revealed that Brand awareness is significant positively related to the frequency of Celebrity Endorsement through online platforms ($F=16.086$, $p<.05$), so H1a is supported. However, among 6 different online elements, only the frequency of Celebrity Endorsement on Social media is significant positively related to brand awareness ($B=.366>0$, sig. $<.05$). Moreover, the frequency of Celebrity Endorsement on Video websites ($B=.155$, sig. $>.05$) and Exact media ($B=.068$, sig. $>.05$) is positively related to brand awareness but not significant. And the frequency of Celebrity Endorsement on Portal websites ($B=-.023$, sig. $>.05$),

Vertical websites ($B=-.068$, $\text{sig}.>.05$) and Mobile application ($B=-.002$, $\text{sig}.>.05$) is not significant negatively related to Brand awareness. Overall, H1a is supported.

Hypothesis 1b: Brand Association of a brand is positively related to the frequency of celebrity advertising across online media for the brand for cosmetics consumers.

Table 4.6: The result of Regression of Celebrity Endorsement through online platforms towards to Brand Association

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	56.364	6	9.394	14.824	.000 ^b
	Residual	122.303	193	.634		
	Total	178.667	199			

a. Dependent Variable: the average attitude to brand association

b. Predictors: (Constant), Mobile application, Vertical websites, Portal websites, Exact media, Social media, Video websites

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.800	.227		7.913	.000		
	Portal websites	-.034	.073	-.043	-.464	.643	.421	2.374
	Video websites	.212	.077	.285	2.744	.007	.329	3.035
	Exact media	.055	.076	.057	.729	.467	.575	1.740
	Social media	.197	.073	.256	2.678	.008	.388	2.578
	Vertical websites	-.084	.055	-.102	-1.539	.125	.802	1.247
	Mobile application	.100	.070	.119	1.433	.153	.510	1.960

a. Dependent Variable: the average attitude to brand association

As showed in Table 4.6, the Liner Regression revealed that Brand Association is significant positively related to the frequency of Celebrity Endorsement through online platforms ($F=14.824$, $p<.05$), so H1b is supported. However, among 6 different

online elements, Brand association is significant positively related to the frequency of Celebrity Endorsement on two of them which are Social media ($B=.197>0$, $\text{sig}.<.05$) and Video websites ($B=.212$, $\text{sig}.<.05$). Moreover, the frequency of Celebrity Endorsement on Exact media ($B=.055$, $\text{sig}.>.05$) and Mobile application ($B=.100$, $\text{sig}.>.05$) is positively related to brand awareness but not significant. And the frequency of Celebrity Endorsement on Portal websites ($B=-.034$, $\text{sig}.>.05$), and Vertical websites ($B=-.084$, $\text{sig}.>.05$) is not significant negatively related to Brand association. Overall, H1b is supported.

Hypothesis 1c: Brand Loyalty of a brand is positively related to the frequency of celebrity advertising across online media for the brand for cosmetics consumers.

Table 4.7: The result of Regression of Celebrity Endorsement through online platforms towards to Brand Loyalty

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	66.709	6	11.118	11.126	.000 ^b
	Residual	192.871	193	.999		
	Total	259.580	199			

a. Dependent Variable: the average attitude to brand loyalty

b. Predictors: (Constant), Mobile application, Vertical websites, Portal websites, Exact media, Social media, Video websites

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.966	.286		6.884	.000		
	Portal websites	-.032	.091	-.033	-.350	.727	.421	2.374
	Video websites	.151	.097	.168	1.557	.121	.329	3.035
	Exact media	.057	.095	.049	.599	.550	.575	1.740
	Social media	.228	.092	.246	2.468	.014	.388	2.578
	Vertical websites	-.256	.068	-.259	-3.737	.000	.802	1.247
	Mobile application	.186	.087	.185	2.131	.034	.510	1.960

a. Dependent Variable: the average attitude to brand loyalty

As showed in Table 4.7, the Liner Regression revealed that Brand Loyalty is significant positively related to the frequency of Celebrity Endorsement through online platforms ($F=11.126$, $p<.05$), so H1c is supported. However, among 6 different online elements, the frequency of Celebrity Endorsement on two of them including Social media ($B=.228$, $sig.<.05$) and Mobile application ($B=.186$, $sig.<.05$) is significant positively related to brand loyalty. Moreover, the frequency of Celebrity Endorsement on Video websites ($B=.151$, $sig>.05$) and Exact media ($B=.057$, $sig>.05$) is positively related to brand loyalty but not significant. And the frequency of Celebrity Endorsement on Vertical websites ($B=-.256$, $sig.<.05$) is significant negatively related to Brand loyalty. Overall, H1c is supported.

Hypothesis 1d: Perceived quality of a brand is positively related to the frequency of celebrity advertising across online media for the brand for cosmetics consumers.

Table 4.8: The result of Regression of Celebrity Endorsement through online platforms towards to Perceived Quality

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	54.013	6	9.002	9.594	.000 ^b
	Residual	181.098	193	.938		
	Total	235.111	199			

a. Dependent Variable: the average attitude to perceived quality

b. Predictors: (Constant), Mobile application, Vertical websites, Portal websites, Exact media, Social media, Video websites

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2.043	.277		7.380	.000		
	Portal websites	-.092	.088	-.101	-1.039	.300	.421	2.374
	Video websites	.138	.094	.162	1.471	.143	.329	3.035
	Exact media	.076	.092	.068	.818	.414	.575	1.740
	Social media	.291	.089	.331	3.260	.001	.388	2.578
	Vertical websites	-.187	.066	-.198	-2.812	.005	.802	1.247
	Mobile application	.112	.085	.117	1.318	.189	.510	1.960

a. Dependent Variable: the average attitude to perceived quality

As showed in Table 4.8, the Liner Regression revealed that Perceived Quality is significant positively related to the frequency of Celebrity Endorsement through online platforms ($F=9.594$, $p<.05$), so H1d is supported. However, among 6 different online elements, only the frequency of Celebrity Endorsement on Social media ($B=.291$, $sig.<.05$) is significant positively related to brand loyalty. Moreover, the frequency of Celebrity Endorsement on Video websites ($B=.138$, $sig>.05$), Exact media ($B=.076$, $sig>.05$) and Mobile application ($B=.112$, $sig.>.05$) is positively

related to Perceived quality but not significant. And the frequency of Celebrity Endorsement on Vertical websites ($B=-.187$, $\text{sig}.<.05$) is significant negatively related to Perceived quality. Overall, H1d is supported.

Hypothesis 2: Different type of consumers (idolaters and non-idolaters) have different attitudes towards brand equity.

Table 4.9: The result of One-Way ANOVA of consumers' type difference towards brand equity

Variable	Sum of Squares	df	Mean square	F	Sig.
Brand equity	177.561	199	0.514	147.552	0.000

As shown in Table 4.9, the analysis of One-Way ANOVA revealed that different type of consumers have significantly different attitudes towards brand equity ($F_{(4)}=147.552$, $p <.05$). Moreover, idolater consumers (Mean=4.087) has higher attitudes towards brand equity than non-idolater consumers (Mean=2.855). The findings revealed that samples' difference of consumers between idolater and non-idolater was significantly associated with brand equity. That is, hypothesis 2 was supported.

Hypothesis 2a: Different type of consumers (idolaters and non-idolaters) have different attitudes towards brand awareness.

As shown in Table 4.10, the analysis of One-Way ANOVA revealed that different type of consumers have significantly different attitudes towards brand awareness ($F_{(4)}=$

97.128, $p < 0.05$). Moreover, idolater consumers (Mean=4.274) has more higher attitudes towards brand awareness than non-idolater consumers (Mean=3.089). The findings revealed that samples' difference of consumers between idolater and non-idolater was significantly associated with brand awareness. That is, hypothesis 2a was supported.

Table 4.10: The result of One-Way ANOVA of consumers' type difference towards brand awareness

Variable	Sum of Squares	df	Mean square	F	Sig.
Brand awareness	212.733	199	0.721	97.128	0.000

Hypothesis 2b: Different type of consumers (idolaters and non-idolaters)

have different attitudes towards brand association.

Table 4.11: The result of One-Way ANOVA of consumers' type difference towards brand association

Variable	Sum of Squares	df	Mean square	F	Sig.
Brand association	178.667	199	0.677	65.879	0.000

As shown in Table 4.11, the analysis of One-Way ANOVA revealed that different type of consumers have significantly different attitudes towards brand association ($F_{(4)} = 65.879$, $p < 0.05$). Moreover, idolater consumers (Mean=4.001) has

more higher attitudes towards brand association than non-idolater consumers (Mean=2.980). The findings revealed that samples' difference of consumers between idolater and non-idolater was significantly associated with brand association. That is, hypothesis 2b was supported.

Hypothesis 2c: Different type of consumers (idolaters and non-idolaters) have different attitudes towards brand loyalty.

Table 4.12: The result of One-Way ANOVA of consumers' type difference towards brand loyalty

Variable	Sum of Squares	df	Mean square	F	Sig.
Brand loyalty	259.580	199	0.751	147.769	0.000

As shown in Table 4.12, the analysis of One-Way ANOVA revealed that different type of consumers have significantly different attitudes towards brand loyalty ($F_{(4)} = 147.769$, $p < .05$). Moreover, idolater consumers (Mean=4.059) has more higher attitudes towards brand loyalty than non-idolater consumers (Mean=2.568). The findings revealed that samples' difference of consumers between idolater and non-idolater was significantly associated with brand loyalty. That is, hypothesis 2c was supported.

Hypothesis 2d: Different type of consumers (idolaters and non-idolaters) have different attitudes towards perceived quality.

Table 4.13: The result of One-Way ANOVA of consumers' type difference towards perceived quality

Variable	Sum of Squares	df	Mean square	F	Sig.
Perceived quality	235.111	199	0.755	113.326	0.000

As shown in Table 4.13, the analysis of One-Way ANOVA revealed that different type of consumers have significantly different attitudes towards perceived quality ($F_{(4)} = 113.326, p < .05$). Moreover, idolater consumers (Mean=4.088) has more higher attitudes towards perceived quality than non-idolater consumers (Mean=2.788). The findings revealed that samples' difference of consumers between idolater and non-idolater was significantly associated with perceived quality. That is, hypothesis 2d was supported.

4.2.2 Findings of the study

The main targets of this study are two types of consumers in Chinese cosmetics market. According to the data of the questionnaire, the number of idolaters is slightly less than that of non-idolater, but the attitude of idolater to brand equity is much higher than that of non-idolater. When consumers are idolaters, once they see a star advertisement for a cosmetic, whether the brand is familiar or not, they are more likely to notice the brand's message; when consumers are non-idolaters, they do not

perform as strongly as idolaters, and they are less likely to respond to the product. The perception of brand equity depends entirely on the brand, not the celebrity on the advertisement. In addition to different types of consumers on the same advertising brand equity perception is different, the data analysis also shows that celebrity advertising of cosmetics brand appears on different online platforms, but also on the degree of consumer perception of brand equity has different effects. Of the six different online platforms, social media, video websites and vertical websites are the most frequently seen celebrity ads. At the same time, these three platforms also positively affect consumers' perception of brand equity.

In conclusion, for the case of the Chinese cosmetics market in this study, the perception of cosmetics brand equity endorsed by celebrities depends on the type of consumers and the advertising frequency through online platform. That is to say, in fact, the initiative of a brand to establish its own brand equity still depends on the brand side. If a new brand wants to quickly enter the market and establish a certain brand equity, then find a celebrity with their brand positioning to endorse the brand, they can quickly attract idolater consumers. But when a brand wants to enhance non-idolater's perception of brand equity, relying on high-frequency celebrity endorsement for publicity is not very helpful.

CHAPTER 5

DISCUSSION

This chapter summaries the key findings and analyses the findings that were collected from Chinese consumers of cosmetics. And 200 valid questionnaires had been collected for data analysis to summarize and discuss the quantitative findings of hypothesis1 including hypothesis 1a, hypothesis 1b, hypothesis 1c and hypothesis 1d, and hypothesis 2 including hypothesis 2a, hypothesis 2b, hypothesis 2c and hypothesis 2d. Meanwhile, we check the whole process again and put up with our recommendation for future application and research. The topics outlined below encompass the detail of this chapter:

5.1 Summary and Discussion

5.1.1 Summary of the Descriptive Findings and Discussion

5.1.2 Hypotheses Summary and Discussion

5.2 Conclusion of the Research

5.3 Limitations of the Study

5.4 Recommendation for Future Application

5.5 Recommendation for Future Research

5.1 Summary and Discussion

After the data collection and analysis of the questionnaire, the main content of this part is to summarize and discuss the results. By analyzing whether the assumption is established, the effective measures to enhance brand equity in the real market are discussed.

5.1.1 Summary of the Descriptive Findings and Discussion

Of the 200 respondents, 52.5% said they were not idolaters. They made up three times a week and bought cosmetics once or three times a month, respectively. They also had a negative perception of the cosmetics brand equity endorsed by celebrities. They don't start building positive perceptions of the brand because of the frequency or platform of celebrity endorsement, but the data also show that non-idolater consumers are more likely to identify the brand endorsed by celebrity in other brands when celebrity advertisement is more frequent. In other words, even if high-frequency celebrity endorsement advertising does not make non-idolater consumers to produce brand loyalty and perceived quality of the brand, it still has a positive effect on brand awareness and brand association. Conversely, even though idolater consumers account for only 47.5% of the total, they feel more positively about the brand equity of celebrity endorsements. Idolater will follow their idols and browse social media, video websites, and vertical websites more frequently than others on different online platforms to get information about their idols' activities. High frequency celebrity endorsement advertising promote idolater to understand brands and even follow brands.

At the same time, the results show that most idolaters are students with a monthly income of under 35,000 baht and make up every day, but fans' behavior makes them

play the very important role in improving brand equity. Among competing brands, they are more loyal to celebrity endorsements, and some idolaters say "I am interested in the new series of the brand when never my favorite celebrity endorsements it." For non-idolaters, even celebrity endorsements do not improve their brand equity integrity. Physical perception will also have a positive impact on brand awareness and brand association. Therefore, for "Among competing brands, I can easily notify the brand endorsed by the celebrity." ", "I can recognize the brand name through the celebrity advertising online." and "I can think about the user imagery of the brand." The mean values are 4.18, 4.23 and 4.07, respectively, all exceeding 4, belonging to the higher degree of approval.

And all the hypotheses are supported. According to the analysis results, the main consumers in China's cosmetics market are still female consumers, aged 20-30 years. The number of idolater and non-idolater is not much different, most of them are students and employees of private enterprises.

5.1.2 Hypotheses Summary and Discussion

The examples who ever consumed cosmetics characterized by demographic difference in respect to consumer type and frequency of celebrity advertisement through different online platforms, which affect the brand equity, including brand awareness, brand association, perceived quality, and brand loyalty. The survey instrument tested two major hypotheses which are all supported:

Hypothesis 1: Brand equity of a brand is positively related to the frequency of celebrity endorsement advertising across online platforms for the brand for cosmetics consumers.

The findings analyzed by Regression displayed that the frequency of celebrity endorsement advertising across online platforms can significantly affect positive brand equity at the statistical significance of 0.00. In the Table 4.4, the result from Model Summary Table indicated that the correlation coefficient (R) is equal to 0.474, it means that the frequency of celebrity endorsement advertising across online platforms has a certain statistical influence on brand equity. For the coefficient of determination is equal to 0.225, which means that if the frequency of celebrity endorsement advertising across online platforms increase or decrease, it will effect on consumers' perception to brand equity increase or decrease 22.5%. The result from Coefficients Table shows that the frequency of celebrity endorsement advertising across online platforms has a positive influence on brand equity with B equal to 0.511.

Hypothesis 1 was supported. The frequency of celebrity endorsement advertising across online platforms actually has a significant influence on brand equity perceived by consumers. The findings also confirmed that advertisement frequency is a builder of brand equity (Yoo et al., 2000).

Hypothesis 1a: Brand Awareness of a brand is positively related to the frequency of celebrity endorsement advertising across online platforms for the brand for cosmetics consumers.

The findings analyzed by Regression displayed that the frequency of celebrity endorsement advertising across online platforms can significantly affect brand awareness positively at the statistical significance of 0.00. In the Table 4.5, the result from Model Summary Table indicated that the correlation coefficient is equal to 0.577, it means that the frequency of celebrity endorsement advertising across online platforms has a certain statistical influence on brand awareness. For the coefficient of determination (R^2) is equal to 0.333, which means that if the frequency of celebrity endorsement advertising across online platforms increase or decrease, it will effect on consumers' perception to brand awareness increase or decrease 33.3%. Of the six different online platforms, according to Coefficients Table, it shows that the frequency of celebrity endorsement advertising on Social Media, B equal to 0.366 has higher significant positive influence on brand awareness than advertising on the other five platforms.

Hypothesis 1a was supported. The frequency celebrity endorsement advertising across online platform which is Social Media actually has a significant influence on brand awareness perceived by consumers.

Hypothesis 1b: Brand Association of a brand is positively related to the frequency of celebrity endorsement advertising across online platforms for the brand for cosmetics consumers.

The findings analyzed by Regression displayed that the frequency of celebrity endorsement advertising across online platforms can significantly affect brand association positively at the statistical significance of 0.00. In the Table 4.6, the result from Model Summary Table indicated that the correlation coefficient is equal to

0.562, it means that the frequency of celebrity endorsement advertising across online platforms has a certain statistical influence on brand association. For the coefficient of determination (R^2) is equal to 0.315, which means that if the frequency of celebrity endorsement advertising across online platforms increase or decrease, it will effect on consumers' perception to brand association increase or decrease 33.3%. Of the six different online platforms, according to Coefficients Table, it shows that the frequency of celebrity endorsement advertising on Social Media, B equal to 0.366 and Video Websites, B equal to 0.212 have higher significant positive influence on brand association than advertising on the other four platforms.

Hypothesis 1b was supported. The frequency celebrity endorsement advertising across online platforms which are Social Media and Video Websites actually has a significant influence on brand association perceived by consumers.

Hypothesis 1c: Brand Loyalty of a brand is positively related to the frequency of celebrity endorsement advertising across online platforms for the brand for cosmetics consumers.

The findings analyzed by Regression displayed that the frequency of celebrity endorsement advertising across online platforms can significantly affect brand loyalty positively at the statistical significance of 0.00. In the Table 4.7, the result from Model Summary Table indicated that the correlation coefficient is equal to 0.507, it means that the frequency of celebrity endorsement advertising across online platforms has a certain statistical influence on brand loyalty. For the coefficient of determination (R^2) is equal to 0.257, which means that if the frequency of celebrity endorsement advertising across online platforms increase or decrease, it will effect on consumers'

perception to brand loyalty increase or decrease 25.7%. Of the six different online platforms, according to Coefficients Table, it shows that the frequency of celebrity endorsement advertising on Social Media, B equal to 0.228 and Mobile application, B equal to 0.186 have higher significant positive influence on brand loyalty than advertising on the other four platforms. Meanwhile, the frequency of celebrity endorsement advertising on Vertical Websites, B equal to -0.256 has higher significant negative influence on brand loyalty than others.

Over all, hypothesis 1c was supported. The frequency celebrity endorsement advertising across online platforms which are Social media, Mobile Application and Vertical Websites actually has a significant influence on brand loyalty perceived by consumers.

Hypothesis 1d: Perceived quality of a brand is positively related to the frequency of celebrity endorsement advertising across online platforms for the brand for cosmetics consumers.

The findings analyzed by Regression displayed that the frequency of celebrity endorsement advertising across online platforms can significantly affect perceived quality positively at the statistical significance of 0.00. In the Table 4.8, the result from Model Summary Table indicated that the correlation coefficient is equal to 0.479, it means that the frequency of celebrity endorsement advertising across online platforms has a certain statistical influence on perceived quality. For the coefficient of determination (R^2) is equal to 0.230, which means that if the frequency of celebrity endorsement advertising across online platforms increase or decrease, it will effect on

consumers' perception to perceived quality increase or decrease 23.0%. Of the six different online platforms, according to Coefficients Table, it shows that the frequency of celebrity endorsement advertising on Social Media, B equal to 0.291, has higher significant positive influence on perceived quality than advertising on the other five platforms. Meanwhile, the frequency of celebrity endorsement advertising on Vertical Websites, B equal to -0.187 has higher significant negative influence on perceived quality than others.

Over all, hypothesis 1d was supported. The frequency celebrity endorsement advertising across online platforms which are Social media and Vertical Websites actually has a significant influence on perceived quality.

Hypothesis 2: Different type of consumers (idolater and non-idolater) have different attitudes towards brand equity.

The findings analyzed by One-Way ANOVA showed that the sample's consumer type (idolater and non-idolater) has significant influence on their attitudes towards brand equity ($F_{(4)} = 147.552, p < 0.05$). Thus, this hypothesis was supported.

As shown in Table 4.9, the results of ANOVA indicated that there was a significant difference between idolater and non-idolater in terms of their attitudes towards brand equity. Idolater consumers (mean=4.087) has higher positive attitudes towards brand equity than non-idolater consumers (mean=2.854).

Since knowledge structures of these two groups are expected to be different, it is expected that consumers who are at different stages of their journey to buy a product

would behave differently (Keller, 1993). The findings also confirmed this view that the two groups may also place different emphasis on the intensity of advertisement that they consume.

Hypothesis 2a: Different type of consumers (idolater and non-idolater) have different attitudes towards brand awareness.

The findings analyzed by One-Way ANOVA showed that the sample's consumer type (idolater and non-idolater) has significant influence on their attitudes towards brand awareness ($F_{(4)} = 97.128, p < 0.05$). Thus, this hypothesis was supported.

As shown in Table 4.10, the results of ANOVA indicated that there was a significant difference between idolater and non-idolater in terms of their attitudes towards brand awareness. Idolater consumers (mean=4.274) has higher positive attitudes towards brand awareness than non-idolater consumers (mean=3.089).

Hypothesis 2b: Different type of consumers (idolater and non-idolater) have different attitudes towards brand association.

The findings analyzed by One-Way ANOVA showed that the sample's consumer type (idolater and non-idolater) has significant influence on their attitudes towards brand association ($F_{(4)} = 65.879, p < 0.05$). Thus, this hypothesis was supported.

As shown in Table 4.11, the results of ANOVA indicated that there was a significant difference between idolater and non-idolater in terms of their attitudes towards brand association. Idolater consumers (mean=4.001) has higher positive attitudes towards brand association than non-idolater consumers (mean=2.980).

Hypothesis 2c: Different type of consumers (idolater and non-idolater) have different attitudes towards brand loyalty.

The findings analyzed by One-Way ANOVA showed that the sample's consumer type (idolater and non-idolater) has significant influence on their attitudes towards brand loyalty ($F_{(4)} = 147.769$, $p < 0.05$). Thus, this hypothesis was supported.

As shown in Table 4.12, the results of ANOVA indicated that there was a significant difference between idolater and non-idolater in terms of their attitudes towards brand loyalty. Idolater consumers (mean=4.059) has higher positive attitudes towards brand loyalty than non-idolater consumers (mean=2.568).

Hypothesis 2d: Different type of consumers (idolater and non-idolater) have different attitudes towards perceived quality.

The findings analyzed by One-Way ANOVA showed that the sample's consumer type (idolater and non-idolater) has significant influence on their attitudes towards perceived quality ($F_{(4)} = 113.326$, $p < 0.05$). Thus, this hypothesis was supported.

As shown in Table 4.13, the results of ANOVA indicated that there was a significant difference between idolater and non-idolater in terms of their attitudes

towards perceived quality. Idolater consumers (mean=4.088) has higher positive attitudes towards perceived quality than non-idolater consumers (mean=2.788).

5.2 Conclusion of the Research

In today's Chinese market, with the development of mobile Internet, celebrities play a very important role in brand communication and sales. In the fan economy market, with more and more Internet users searching Taobao for "celebrity matches", such as airport photos of celebrities, Street Photos of celebrities wearing bags, ornaments and celebrities' own skin care products exposed on social networking sites, celebrities' carry-on index is developing into one of the important business value evaluation criteria. (2017) . From July to September alone, more than 400 million people searched Taobao for "Star Same Item," an average of more than 4.5 million times a day, according to Ali data (2018). That's equivalent to half of Hangzhou residents searching Taobao for "Star Same Item" once a day. Therefore, more and more brands begin to pay attention to the star effect, and more celebrities endorse such a way for the brand to bring more sales, more attention, so as to enhance brand equity.

The theory of Customer Based Brand Equity proposed by Keller (1993) aims to prove that the brand equity as a different reaction to the brand marketing caused by brand knowledge of the consumer. In this study, consumers with different knowledge structure are idolater and non-idolater. Most cosmetics consumers are women, and 80% of the idolater group are women, as the Ali data (2018) confirms. And, in the

relevant data of idolater, almost all consumers are daily makeup, the frequency of cosmetics purchased is about once to three times a month. So, in Chinese cosmetics market, the buying power of idolater consumers is enormous, such as the recent boom in popularity of young actor Zhu Yilong endorsed the brand Nivea, after the official announcement of the spokesman, Nivea's products are basically empty, and the quality of Zhu Yilong's endorsement advertising also makes fans for this. Brand recognition has been added. Therefore, the study of consumer types on celebrity endorsement advertising brand equity is meaningful.

Another important finding came from early researchers is that brand choice probability is enhanced with the dimensions of brand equity (Yoo et al.,2000) and advertisement frequency is a builder of brand equity (Yoo et al., 2000). Taking the findings forward, this study analyzed the relative importance of online platforms for two groups of consumers——idolaters and non-idolaters of a product category. It was found that not all online platforms impact brand equity significantly. For example, social media is not a good medium to advertise for non-idolaters, but a good medium for idolaters, while portal websites is not a good medium for both idolaters and non-idolaters. Thus, this study proved that as consumers are on different levels in their journey to gather knowledge they behave differently.

5.3 Limitations of the Study

This study is limited by several factors that can be addressed in future research. First, our sample is limited geographically. Our hypothesis should be tested further in other countries with offline methods to get universal data.

The celebrity endorsement advertisement in this study is more abstract. In further research, the celebrity endorsement advertisement should be specified to get the pertinent and targeted data.

We have considered only advertising frequency through online platforms while considering media effectiveness. Other factors, like advertisement quality and advertising through offline platforms, can also influence the outcome.

5.4 Recommendation for Future Application

5.4.1 Findings for hypothesis 1 revealed that the variation of brand equity perceived by consumers was significantly associated with the frequency of celebrity endorsement advertising through online platforms in terms of Chinese cosmetics market. In terms of the four dimensions of brand equity, findings of hypothesis 1a, 1b, 1c and 1d showed that the frequency of celebrity endorsement advertising through social media has significantly positive influence in brand equity. The frequency of advertisement in video websites and mobile application also has significantly positive influence in brand association and brand loyalty respectively. However, there is also significantly negative influence between the frequency of advertisement through vertical websites and brand loyalty, as well as perceived quality.

The support of hypothesis 1 also confirmed that advertisement frequency is a builder of brand equity found by You et al (2000). Therefore, when a brand wants to increase its brand equity from all four dimensions though increasing the frequency of celebrity endorsement advertising, it is better to increase the frequency in social media, like Weibo, Wechat and QQ. In order to improve brand association and brand loyalty, it is considered that the celebrity advertisement can have higher frequency on Vedic websites and mobile application respectively. At the same time, it is worth noting that careful consideration should be given to increasing the frequency of celebrity endorsement advertising on vertical websites because it has a negative impact on brand loyalty and perceived quality.

5.4.2 Findings in hypothesis 2 showed that the variation of brand equity perceived by consumers was significantly associated with the type of consumers which divided into idolaters and non-idolaters in terms of Chinese cosmetics market. In general, idolater consumers perceived brand equity including brand awareness, brand association, brand loyalty and perceived quality is more positive than non-idolater consumers.

The support of hypothesis 2 proved the research result from Keller (1993) that different knowledge level of consumers behaved different attitudes towards brand equity. Idolater consumers will follow the brand through celebrity endorsement, while non-idolater consumers are more concerned about the brand itself no matter who is the endorsing celebrity or whether have the celebrity endorsement. Therefore, as the brand, it is supposed to clear that celebrity endorsement can help the brand on

improving brand equity, but can not guarantee that brand equity will be raised for certain.

5.5 Recommendation for Future Research

Despite the contributions that the present study provides, the researchers also have to discuss some research limitations, and there are some recommendations for the future research as follows:

5.5.1 This kind of research should consider all target sample not only online platform users, offline users should be included as well.

5.5.2 When studying advertisement or brand, it is better to select one exact advertisement or brand to research.

5.5.3 It should be considering more factors except for advertising frequency though online platform, the future research can also consider media effectiveness, such as advertisement quality.

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Questionnaire

This questionnaire aims to examine cosmetics consumers' responses to the cosmetics brands increasing brand equity through celebrity advertising frequency. There are 28 questions. It will take less than 15 minutes to complete this questionnaire. There is no right or wrong answers, so please respond as honestly as possible. Your responses will remain anonymous. Please answer all questions sincerely. The questionnaire is divided into 3 parts as follows:

Section 1: Personal information

Section 2: Exposure to celebrity advertisement

Section 3: Brand equity

Section 1: Personal information

Please choose the only one answer that best represents you or your behavior.

1. Gender: 1). Male 2). Female

2. Age:

1). 15~19 2). 20~24 3). 25~30 4). 31~35 5). 36~40 6). More than 40

3. Marital status:

1). Single 2). Involved in a relationship 3). Married

4). Divorced 5). Others (Please specify):

4. Occupation:

1). Student 2). Government officer

3). Private company employee 4). Public enterprise employee

5). Freelancer

6). Entrepreneur

7).

Others (Please specify)

5. Monthly income:

1). Less than 20,000 Baht

2). 20,000 - 35,000 Baht

3). 35,001 - 50,000 Baht

4). 50,001 - 65,000 Baht

5). More than 65,000 Baht

6. Frequency of using cosmetics for your makeup (per week):

1). Never

2). 1~3 days

3). 4~6 days

4). Everyday

7. Frequency of buying cosmetics (per month):

1). Less than 1 time

2). 1~3 times

3). 4~6 times

4). More than 6 times

8. What is your most favorite cosmetics brand? Please indicate the brand name.

.....

9. Which cosmetics brand do you buy most frequently? Please indicate the brand name.

.....

Section 2: Exposure to celebrity advertisementPlease choose the only one answer that best represent you.

10. Are you a super fan of some celebrities?

1). Yes, please indicate the name of your most favorite celebrity

.....

2). No

Based on your personal experience, what is the frequency of seeing the celebrity advertisement of cosmetics brands from the following online platforms.

Not at all Rarely Sometimes Quite often Always

1 2 3 4 5

- 11. Portal websites
- 12. Video websites
- 13. Exact media
- 14. Social media
- 15. Vertical websites
- 16. Mobile application

Section 3: Brand equity

Please indicate the level of your agreement/disagreement with the following statements regarding your perception of the brand equity. Put the \surd in the box that best represents your answer.

Statements	Strongly disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly agree (5)
Brand awareness					
17. Among competing brands, I can easily notice the brand endorsed by the celebrity.					

Statements	Strongly disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly agree (5)
18. I can recognize the brand name through the celebrity advertising online.					
19. I can recognize the brand logo when I see the celebrity who endorse the brand.					
Brand association					
20. I can mention one specific product of the brand.					
21. I can think about the user imagery of the brand.					
22. I can know the using situation about the brand.					
Brand loyalty					

Statements	Strongly disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly agree (5)
23. I will support the brand all the times when my favorite celebrity endorses it.					
24. I will repeat buying the brand that my favorite celebrity endorses it.					
25. I am interested in the new series of the brand whenever my favorite celebrity endorses it.					
Perceived quality					
26. The brand is reliable because my favorite celebrity endorses it.					
27. The brand is popular because there are so many					

Statements	Strongly disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly agree (5)
celebrities whom I like endorse the brand online.					
28. The brand has higher quality on product safety because the endorsing celebrity has good reputation.					

** Thank you **

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