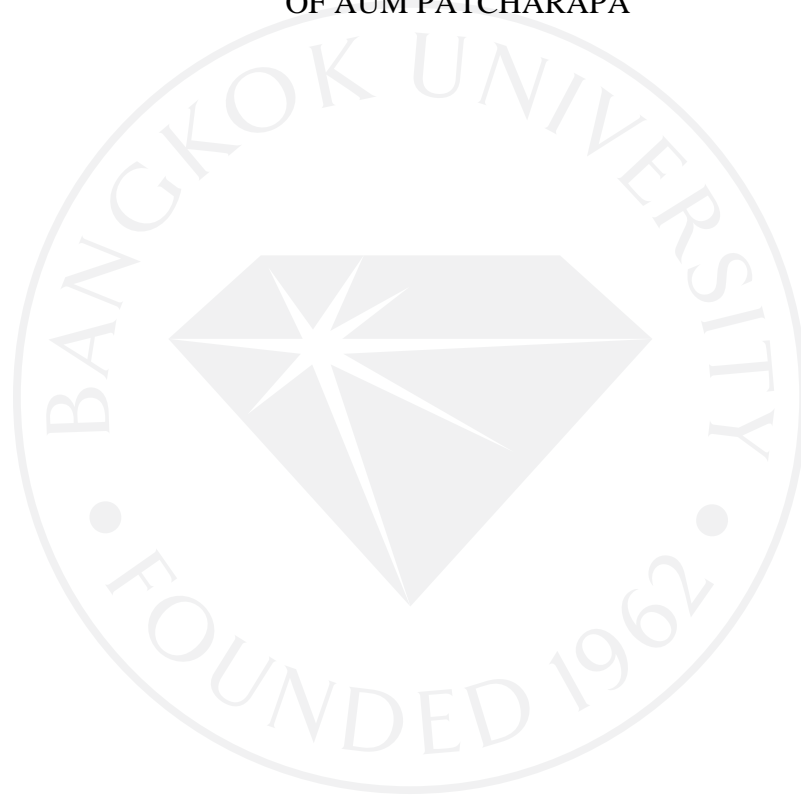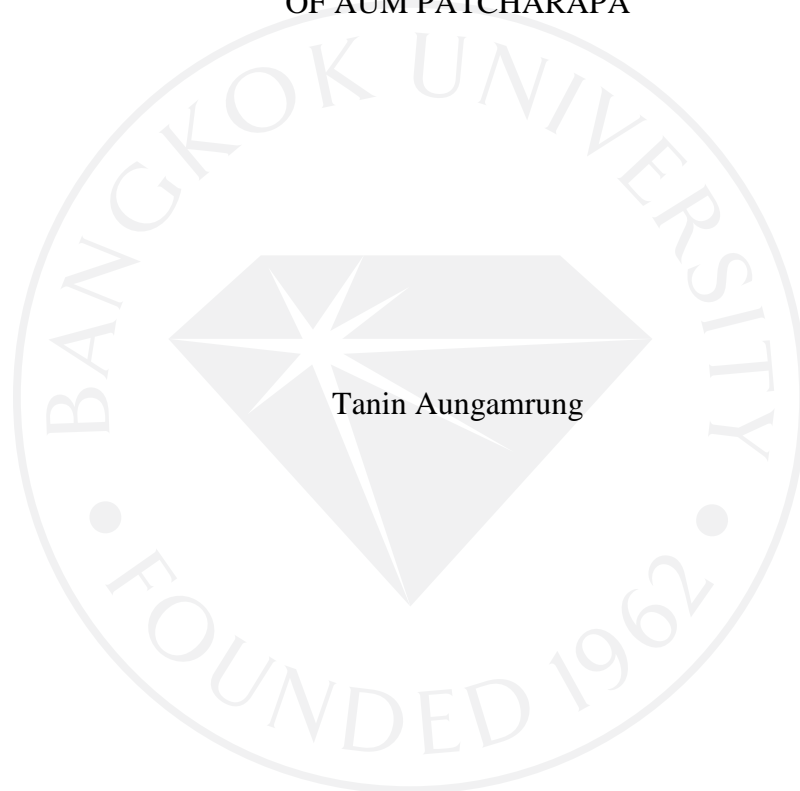THE INFLUENCE OF SOURCE CREDIBILITY OF THAI CELEBRITY'S

ENDORSEMENT IN DTAC ADVERTISEMENT ON INSTAGRAM TOWARD

CUSTOMERS' BRAND PERCEPTION AND PURCHASE INTENTION: A CASE

OF AUM PATCHARAPA

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OF AUM PATCHARAPA

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The Influence of Source Credibility of Thai Celebrity's Endorsement in Dtac Advertisement on Instagram Toward Customers' Brand Perception and Purchase Intention: A Case of Aum Patcharapa (87 pp.)

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ABSTRACT

This research aims to study the influence of source credibility of Thai celebrity's endorsement in Dtac advertisement on Instagram toward customers' brand perception and purchase intention. The study was conducted in quantitative approach by using online survey to collect the data from 400 participants who are Instagram users. Standard multiple regression was used to analyze the hypotheses. The result of the study showed that there was a strong positive relationship between source credibility of Thai celebrity endorsements in Dtac advertisement on Instagram and customers' brand perception $F(3,396) = 291.31$, $p < .05$. This means by watching Dtac advertisement on Instagram featured by Thai celebrity (Aum Patcharapa), her source credibility has an impact to the sample of the study toward brand perception to Dtac 4G services. Moreover, it was found that there was a positive relationship between source credibility of Thai celebrity endorsements in Dtac advertisement on Instagram and customers' purchase intention $F(3,396) = 129.74$, $p < .05$. This means by watching Dtac advertisement on Instagram featured by Thai celebrity (Aum Patcharapa), her source credibility has an impact to the sample of the study toward purchase intention to Dtac 4G services.

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CHAPTER 1

INTRODUCTION

1.1 Rationale and Problem Statement

Nowadays, we are living in the age of communication which has no border. The process of how people communicate has changed very fast, and the new technology is very helpful to develop the system of communication. From the past until now, humans have created and developed their ways of communication. We started from sending a fire signal to a horse messenger, from letters to telegraph, from telephone to mobile phone and it brought to the big change of people interaction, social media (Kamalipour, 2007). In the present day, social media becomes a part of our life and has high impact to the society.

Social media is the newest communication channel that people use to interact with each other, and it has a lot of influence to people's lifestyle as well. Icha and Edwin (2016) give an explanation of social media that it is the combination of two words - social and media, social means the interaction of individuals to the group or the community and media means the medium or channel that allows the users to create and exchange the information. Social media is an online community of people to have an interaction, share their content, and it is also used for collaboration (Mouth & Martinez, 2014). Social media has started with the time when scientists and engineers developed computer and created the Internet in 1940 but it became popularity in 2000, and after 2005 many kinds of social media were created (Hendricks, 2013). By the invention of social media, it reduces the gap of time and space because it helps users know what has happened around the world just in a few

minutes by one click. For each site of social media, they have their unique styles to give their users to use. However, the main objective of every kind of social media is to allow users to connect with other people who have similar interests (Boyd & Ellison, 2008). People use social media in variety of reasons depending on the purpose of usage and the type of each social media. Social media has a lot of impact to users because it is used not only for personal purpose or entertaining but also for business purposes to keep in touch with customers or for business network, and it can be used for developing social marketing as well (Fulgoni & Lipsman, 2015; Alarcon-del-Amo, Lorenzo-Romero, & Gomez-Borja, 2016).

The new platform of marketing on digital network is called digital marketing. Digital marketing is the marketing strategies of the companies that use to compete in the digital age (Patrutiu Baltes, 2015). Social media is used as a communication tool for companies to do the digital marketing activity between the brand and their customers because it can reach to the customers wider, faster, and easier when comparing with the traditional marketing activity (Lee, Hutton, & Shu, 2015). It is not easy for the brand to deal on digital marketing because to be success on doing the digital marketing activity the brand must sustain the positive relationship between the brand and customers, thus, the brand has to understand the nature of their customers and what they need before they aware of it which will satisfy on their demand (Todor, 2016).

In Thailand, the percentage of social media use by Thais is 74% from population (We Are Social, 2018). The survey of Hootsuite and We Are Social revealed the statistic of time spending with media by Thais from age 16 to 64 years

old is 9 hours a day on the Internet and 4 hours a day on social media (We Are Social, 2018). The percentage of top 5 social media platforms used by Thais are Facebook 75%, YouTube 72%, Line 68%, Facebook Messenger 55%, and Instagram 50% from population (We Are Social, 2018). According to the statistics, it showed that Thais spend their time on the Internet and social media very frequently. This reason leads to the brands to do their marketing on digital platform to response on Thais lifestyle on social media.

There are many kinds of social media sites that are available for people to use. The most well-known social media, such as, Facebook, Twitter, Pinterest, or LinkedIn are used by millions of users which lead to the brands to apply their marketing activity on social media (Kane, Alavi, Labianca, & Borgatti, 2014). One of the social media sites in this study is Instagram. Instagram has launched in 2010 by Kevin Systrom and Mike Krieger. It is the social network application that users can take photos and share to the follower (Ting, de Run, & Liew, 2016). Instagram is originally a sharing photos application, but nowadays it allows users to shoot the short video as well (Al-Bahrani & Patel, 2015). "Image first, text second" is the rule of Instagram (Lee, Lee, Moon, & Sung, 2015). This means the application creates the positioning clearly that it is visual-oriented which people can take, edit, and share photos within one application (Lee, et al., 2015). There are many Instagram users around the world including Thailand. In Thailand Instagram is in top 5 of the most popular social network sites. In early of 2018 the number of Instagram users of Thais is 13 million which can estimate 19% from population (We Are Social, 2018). The use of social media such as Instagram, for example, helps to the increase of mobile commerce in Thailand more than 70% (The Nation, 2018). For marketers, Instagram

is one of the effective social media that the brand can use for digital marketing activity in Thailand.

By operating the digital marketing activity, brand sends the messages through the social media to create the impact which is called "word-of-mouth". Word-of-mouth has been perceived as powerful information of consumer behaviors (Fulgoni & Lipsman, 2015). In the digital age, word-of-mouth is called electronic word-of-mouth (e-WOM) which is related to the use of social media that the users can share information and have interaction on real time, and it is also perceived that the e-WOM can create more credibility and trustworthy by users when compared with other kinds of communication (Levy & Gvili, 2015). Thus, to create the impact and e-WOM, brand creates the credible and trustworthy messages by using someone who is credible and well-known in the society (celebrity) to convey the messages to convince the public. Celebrities are group of people who are very well-known by people in the society, have high attractiveness, lifestyle, and unique character which is different from ordinary people (Schlecht, 2013). Well-known celebrities are more likely to gain attention from public because they have high capability to influence the public opinion, thus, celebrity has been using as a communication strategy for the business on advertising (Ju-Feng, Shyh-Rong, & Ya-Fang, 2015). Hoekman (n.d.) stated on the celebrity endorsement that celebrity strategy has positive effect to both of the brand and celebrities. Customers feel trust on the products that their favorite celebrities are recommended. This leads to the purchase of products because customers would like to look like their favorite celebrity. Also, using celebrity endorsement can create brand awareness and brand recognition easier. Social media becomes the channel for the

brand to communicate with the target by using celebrities as the representative of opinions and voices to influence the public (Foong & Yazdanifard, 2014).

Total Access Communication Public Company Limited, Dtac, is one of the wireless telecommunication services in Thailand established in 1989 (Dtac, n.d.). Since the establishment of Dtac, Dtac had never hired any celebrity for the advertisement, but in 2017 Dtac hired one of the most popular Thai celebrities, Patcharapa Chaichuea (Aum), as the brand ambassador of Dtac 4G services (Matichon Online, 2017). Lars-Ake Norling, CEO of Dtac, said that Dtac renews the marketing strategy by introducing the new experience of Dtac Super 4G with the most famous celebrity Aum Patcharapa as the presenter on TV commercial and digital media (Dtac, 2017). Dtac chose Aum Patcharapa as the presenter to communicate with target market because Aum Patcharapa is a popular celebrity among the perception of Thais. Everyone in any gender and any ages admires her (Positioning, 2017). Dtac needs to gain new customers from the mass target in the up-country, and Aum Patcharapa is a good presenter who has over 7 million followers on her personal Instagram which can help Dtac compete with other competitors (Prachachat, 2017). Thus, this can be concluded that Dtac uses celebrity endorsement strategy to promote the services, create the relationship with target customers, and create the brand image.

1.2 Objectives of Study

According to the use of social media by Thais and the influence of Thai celebrities on social media, it is the advantage for the brand to hire Thai celebrities as a spokesperson and presenter of the brand to gain public attention, convince public to

purchase on product or service, and create the positive image to the brand. Thus, this research aimed to study

1.2.1 The influence of source credibility (trustworthiness, expertise, and attractiveness) of Thai celebrities' endorsement in Dtac 4G services advertisement on Instagram towards customers' brand perception to Dtac 4G services.

1.2.2 The influence of source credibility (trustworthiness, expertise, and attractiveness) of Thai celebrities' endorsement in Dtac 4G services advertisement on Instagram towards customers' purchase intention to Dtac 4G services.

1.3 Scope of Study

The independent variable of this research will be source credibility (trustworthiness, expertise, and attractiveness) of Thai celebrities' endorsement in Dtac 4G services advertisement on Instagram. This leads to the two dependent variables which are (1) brand perception of customers to Dtac 4G services, and (2) the purchase intention of customers to the Dtac 4G services.

This research will study on Thais both male and female from age between 18 to 39 years old and above who use Instagram, are being the customers Dtac 4G services, and use Instagram to follow Aum Patcharapa. The research approach of this study will be quantitative research to measure the significant level between the independent variable and the two dependent variables. The time of this study is approximately 6 months including analyzing the information and data.

1.4 Research Questions

Three variables in the study, which are source credibility (trustworthiness, expertise, and attractiveness) of Thai celebrities' endorsement in Dtac 4G services advertisement on Instagram, brand perception of customers to Dtac 4G services, and the purchase intention of customers to the Dtac 4G services, lead to two research questions to examine in this research

1.4.1 Do the attractiveness, trustworthiness, and expertise of Thai celebritiy endorsement (Aum Patcharapa) on Instagram in Dtac 4G services advertisement create positive brand perception to Dtac 4G services?

1.4.2 Do the attractiveness, trustworthiness, and expertise of Thai celebrity endorsement (Aum Patcharapa) on Instagram in Dtac 4G services advertisement influence Thais purchase intention on Dtac 4G services?

1.5 Significance of the Study

This research studied in various aspects in communication that include sender, message, channel, and receiver. These are the benefit of this study.

1.5.1 It will be significant for any brand that is interested to hire Thai celebrities as their spokesperson or presenter. This research showed the influence of Thai celebrity on brand perception and purchase intention to Thais. If brand choose the presenter who match with the brand or product, the outcome will benefit to the brand in term of the perception and purchase.

1.5.2 It will be significant for the brand to launch the advertisement on social media to communicate with the target. There are many social media sites to use and the different target group use different social media sites to reach them. This research showed the influence of Thai celebrity advertisement on Instagram to Thais. Instagram could be one of the channels on social media to reach the target.

1.6 Definition of Terms

1.6.1 Celebrity endorsement is the use of well-known person to statement about the products in advertisement (Larson, 1998). It is the involvement between celebrities and product that they advertise (Anson, 2014). Celebrity endorsement advertisement has high impact to gain attention from audience (Sutherland & Sylvester, 1993).

1.6.2 Source credibility is the measurement of celebrities who endorse in the advertisement (Ohanian, 1990). One of the facts that make a successful in persuasion is the image or charisma of the speaker (Larson, 1998). Source credibility covers with trustworthiness, expertise, and attractiveness (Ohanian, 1990).

1.6.3 Brand perception is perceived by customers in identifying the brand (Sadeghi & Tabrizi, 2011). By using the celebrity endorser in the advertisement is the strategy for marketers to gain positive effect from audience (Choi, Lee, & Kim, 2005). Um and Lee (2015) concluded that celebrity endorsement can create brand perception on customers by helping to generate brand awareness, gain attention to the brand, and create positive relationship between brand and target.

1.6.4 Purchase intention is the process that individuals search for products or services that they need and make a decision to purchase based on individuals demand (Ahmed, Seedani, Ahuja, & Paryani, 2015). Besides their individual decision, it also has other factors that involve in making the decision, such as, cultural influence, social influences, family influence, and celebrity endorsement (Ahmed, et al. 2015). By hiring celebrities endorsement in the advertisement can stimulate purchase intention in customer mind (Zipporah & Mberi, 2014). There are three determinants that are used to test the purchase intention, (1) intention and behavior to purchase the product, (2) stability of intention to purchase the product, and (3) intention to purchase the product under the person's control (Kutthakaphan & Chokesamritpol, 2013).

1.6.5 Instagram is a kind of social media application used to share photos and short video (Al-Bahrani & Patel, 2015). It does not only use for social interaction between people but also use to enhance the business operation in order to reach their customers (Ting, et al. 2016). Instagram becomes the channel to provide the connection between brands and customers (Ting, et al. 2016).

CHAPTER 2

LITERATURE REVIEW

This chapter describes the related literature and past studies in advertisement, celebrity endorsement advertisement, brand perception, and purchase intention. It also discusses the related theories to develop hypotheses and theoretical framework. This chapter discusses in the following sections:

2.1 Related literature and previous studies

    2.1.1 Background in Advertisement

    2.1.2 Celebrity Endorsement

    2.1.3 Source Credibility

    2.1.4 Brand Perception

    2.1.5 Purchase Intention

    2.1.6 Instagram

2.2 Related Theories

    2.2.1 Multi-Step Flow Theory

    2.2.2 The Rhetoric

2.3 Hypotheses

2.4 Theoretical Framework

2.1 Related Literature and Previous Studies

2.1.1 Background in Advertisement

As communication technologies change our behaviors on what people do with media, our role has changed from passive audience to be active audience. By using

the new technologies (the Internet and social media), they help us open the world and see things in another perspective. The question is, "Is the advertising still effective in the present day?" Sheehan (2014) gave an answer that even the change of communication technologies can help people to be clever but advertising is still effective in term of stimulating their purchases. But just advertising alone cannot be effective; people are looking for information on media to make a decision which includes the message in the advertisement, word-of-mouth, online consumers rate and comment, and the spokesperson or presenter (Sheehan, 2014).

Advertising is the message information that gives notice, inform, and announce to the public which is the tool of marketing communication to inform consumers about products or services (Jovanovic, Vlastelica, & Kostic, 2016). Advertising occurs when brand and advertiser have something new to sell. They create demand in the advertisement for consumer decision making (Sutherland & Sylvester, 1993). Advertising has existed for a long time since people had living together, and it aimed to persuade people to purchase products (Straubhaar & LaRose, 2002). Straubhaar and LaRose (2002) also explained that advertising creates needs in consumer by using persuasive message (words and images) in order to gain attention from public and convince them to purchase.

In our daily life, we are surrounding with advertising. Advertisement is used to convince audience to interest the brand and product. In the advertisement, it covers the important information about product, for example, price, features, and place to buy, and it also requires the creative design to make the advertising stand out in order to compete with competitors and get attention from audience (Straubhaar & LaRose,

2002). Straubhaar and LaRose (2002) explained the persuasive message in advertisement is composed with two dimensions, which are information dimension and emotional dimension. Information dimension is the fact about the product while emotional dimension is the use of symbol to create image and feeling to the brand or product, such as, image, mood, and design. The purpose of advertising is to get attention from audience and be a choice for them to change their brand choice (Larson, 1998). The persuasive appeals in advertising affect to human society and behaviors of people in term of purchasing behavior, developing attitudes toward brand and products, and changing our values and lifestyles (Larson, 1998).

To get in touch with target audience, mass media becomes the mainstream channel to communicate with consumer, for example, television, magazine, radio, the Internet, and social network from which all advertisement that we have seen stimulate the attitude, knowledge, and purchasing behavior of consumer (Sharma & Sharma, 2009). In the present day, the Internet and social media become the first medium that brand and marketer use to reach their audience because these channels are interactive, and people can give comment, feedback, and look for information in a real time which can consider as two-way communication (Xie & Lee, 2015). To emphasize the effectiveness of the advertisement, advertiser creates advertising through art and entertainment which is called popular culture to reach their audience (Straubhaar & LaRose, 2002). Advertiser creates the familiar symbols between brand and customers by using the strong emotion that can touch customers' feeling, such as, music, dancing, movies, or testimonial to identify the product (Straubhaar & LaRose, 2002).

2.1.2 Celebrity Endorsement

Testimonial is the use of well-known celebrities or athletes to statement about the products (Larson, 1998). In another word, testimonial or celebrity is one of the strategies that has been used in the advertisement to gain attention from audience. Many advertisements are covering with celebrity as a presenter of the brand who helps the advertising and the product stand out (Sutherland & Sylvester, 1993). There are different levels of celebrity to measure of how famous they are, such as, local celebrity, athletes, social media influencer, international celebrity, and role model (Anson, 2014). Different kinds of product may have different target group which leads to the use of different level of celebrity in the advertisement in order to convey the message to the specific target audience. Besides helping the advertisement stand out, the use of celebrity image is a chance to make people recall the advertising, product, and brand (Sutherland & Sylvester, 1993). Celebrities are surrogates for the brand and well-known celebrities can be mnemonic device that drives advertising to the receiver (Sutherland & Sylvester, 1993).

By using celebrity in the advertising, the images of celebrity reflect to the image of product and brand. Celebrity is the symbol that can identify to the image of the brand and more endorse between celebrity and brand. This can associate with the identification and closeness with the target group (Sutherland & Sylvester, 1993). Sutherland and Sylvester (1993) also described that as celebrity associates with the brand when we consume the product, it becomes the expression of our identity as well. A celebrity associated with the brand is called endorsement. Endorsement is the measure of how celebrity involves with the brand in the advertisement (Anson, 2014).

There are different levels of endorsement, for example, photo of celebrity with product, celebrity mentioning about the brand, celebrity posting on social media, celebrity advertising on television, celebrity show with the use of product. Audience can recognize the brand or product because of celebrity and use the product by celebrity in daily life (Anson, 2014). As we are consumers, we expose to the message and celebrity endorsement in the advertisement in our identity. When we consume the brand, it represents of sharing the common identity among people who are interested in the common things, thus, it is the strategy of using celebrity in the advertisement to create the effective message, build brand equity and identity, and also stimulate needs and purchase to audience.

According to the various target customers who consume different contents in different channels, brand has to come up with the creative content that can catch the eyes of customer to interest in the advertisement. This becomes to the strategy for advertiser and brand to hire celebrity in the advertisement. By using celebrity endorsement in the advertising, it not only gets attention from target to interest in the product but also helps brand to gain brand equity, brand image, brand awareness, and reputation. Thus, the overall of review literature leads the researcher to study further about the influence of celebrity endorsement in advertising which impacts the purchase intention and brand perception of customers.

The research of Zafar and Rafique (2012) on 'Impact of Celebrity Advertisement on Customers' Brand Perception and Purchase Intention' focused on the study about influence of celebrity endorsement in advertisement in India. Zafar and Rafique (2012) claimed that in this age people tend to ignore any kinds of

advertisement but when the celebrity was chosen on the product advertisement, it can get the attention from public which leads the brand to hire celebrity for the advertisement. This research studied about the relationship of celebrity physical attractiveness, source credibility, and congruency towards the customer attitude and purchase intention. The result revealed that the physical attractiveness, credibility, and congruence of celebrity on the advertisement had an impact on the customer's perception towards the advertisement. Also if customer perceives the physical attractiveness and the credibility of celebrity match to the product that celebrity advertises, it can lead to the purchase intention of that product.

Another research of Mat Dom, Ramli, Audrey Lim Li, and Tan Tze (2016) on 'Determinants of the Effectiveness of Celebrity Endorsement in Advertisement' focused on the study about celebrity endorsement advertisement in Malaysia. Mat Dom, et al. (2016) explained that nowadays it is the trend of the advertisement to use celebrity endorsement. There are many brands hiring the celebrity to advertise on the product advertisement but it does not mean that all celebrities fit to all products. By using the celebrity endorsement advertising, the brand has to choose the celebrity that fits to the product for the effectiveness of the advertisement. Source credibility is composed of expertise, trustworthiness, and attractiveness towards the celebrity endorsement advertisement. The result revealed that celebrity as the source credibility can impact to the endorsement advertisement effectiveness because when celebrity appears on the advertisement, customer's first impression will be positive to the advertisement. Celebrity who matches with product can increase to brand recall and the purchase intention.

2.1.3 Source Credibility

According to the first two researches, both research authors mention similar term in their study which is source credibility. Source credibility is the measurement of celebrity endorsers developed by Ohanian. Ohanian (1990) discussed that testimonial advertising (celebrity endorsement advertising) has been chosen for product advertisement because it can reach to the target audiences. It is the trend of advertising to choose famous actors or actresses, athletes, or well-known celebrity who have similar character with the product and target audience. It is difficult for the brand to choose the appropriate spokesperson for product. It would be more effective if that spokesperson has attractiveness, trustworthy, and expert. 'Source Credibility' is a term to describe the positive characteristic of speaker who can convey the message to the receiver. Ohanian proposes three dimensions of source credibility which are expertise, trustworthiness, and physical attractiveness.

Trustworthiness means individual can rely on to be good, honest, sincere, etc. (Oxford Dictionary, 2005). Ohanian (1990) gives the definition of trustworthiness in communication as the degree of confidence and the level of acceptance by the receiver towards the message and speaker. This related to the study of Aristotle, 'Ethos'. Trustworthiness describe to the intention and ability of speaker. The speaker who has high trustworthy can convey an effective message to the receiver rather than low trustworthy in term of changing the receivers' attitude. In another word, the celebrities who are famous can be trusted by the receiver. Trustworthiness of celebrity is very important to create the effective message in term of persuasion and changing attitude of audience (Ohanian, 1990).

Expertise means expert knowledge or skill in particular subject (Oxford Dictionary, 2005). In the research 'Pretest of Images Associated with the Expertise Dimension', Loureiro and Mello (2016) explained the definition of expertise that as human beings we particularly admire someone who has high level of expertise based on personal preference. Expertise or source expertise is one of the persuasive techniques that speaker would use in persuasive communication in order to convince the audience. Ohanian (1990) suggested the past research studies of expertise can be referred as competency, experienced, qualified, educated, and trained. Expertise refers to the ability of speaker who can convince the receiver to change their attitude and behavior. Also, we are more likely to be persuaded by the expert speakers rather than non-expert speakers.

Attractiveness means pleasant to look at (Oxford Dictionary, 2005). Ohanian (1990) suggests the physical attractiveness is an important role as the first impression or the initial judgmental from others. Using good-looking celebrity (attractiveness celebrity) is more successful in term of gaining attention from audience to interest in the advertisement and the products (Popescu, 2014). Ohanian (1990) suggested many past research findings about physical attractiveness and defined the term as attractive, chic, classy, beautiful, elegant, sexy, and likability. The past research found that in advertising, physical attractive spokesperson can create positive impact to the products that they advertise and change the attitude and behavior of audience.

The research of Ohanian (1990) which aimed to study about source credibility found the evidence in the past research that high credible source are able to persuade or convince the audience more than lower source credibility in term of changing

attitude and behavior. However, it is not always in that way, because in some situation when the audience already exposed themselves with the message the lower source credibility can induce the receiver better than the high source credibility did. This leads to measure the interaction between source and receiver. There are plenty of advertisements in Thailand that use celebrity endorsement to represent the speaker and presenter of the brand. Celebrities are source credibility that has high potential in order to gain attention from audience and also to change their attitude and behavior as well.

To conclude Ohanian's research (1990), he discussed that source credibility has been vastly studied in psychology, communication, marketing, and advertising. It is valid to study the credibility of spokesperson in three different dimensions – attractiveness, trustworthiness, and expertise.

In another study of source credibility in persuasion of Larson (1998), credibility of speaker was defined as a key factor that drives the effective message and persuasion to the receiver. Many persuaders are successful in persuasion because of their image or charisma which audience believes that their presentation is convincing, their reputation, knowledge, and trustworthy (Larson, 1998). Larson (1998) gave the dimension of source credibility composed of trustworthiness, expertise, and dynamism. The first dimension is trustworthiness which can be defined as sincerity that audiences (receivers) analyze speaker's motives and hidden agenda, such as, good eye contact, gesture, and voice (Larson, 1998). The confidence of speaker can build the credibility, trustworthiness, and potential to persuade audiences because they believe and judge his or her trust by reputation, message, and motivation. The second

dimension is expertise which refers as the perceived of having knowledge and expert

in the particular field (Larson, 1998). Larson (1998) proposed 'qualification' is the

term that can identify expertise well because it is the main factor to determine whether

we will believe someone or not. The third dimension is dynamism which refers as the

image. Dynamism is the degree that audience admires and identifies with the source's

attractiveness, power, and energy (Larson, 1998). The dynamism is related to the term

charisma which is an individual's ability and influence of speaker in motivation the

collective group (Terlouw, 2010). In another definition, charisma is an ability of

leadership perceived by followers' perception that the behaviors of leaders can create

the positive image and impression among their followers (Hernandez Baeza, Araya

Lao, Garcia Meneses, & Gonzalez Roma, 2009). Hernandez Baeza, et al. (2009)

provided four reasons to support the effective impact of charismatic leadership (1)

leader should be engaged the emotional expression, (2) leader should tend to point out

the positive image, (3) leader should tend to grab attention from public in positive

way, and (4) leader should have a unique character, positioning, and power to transmit

their positive image. The high dynamic of speakers' attractiveness is the ability to

influence audience (Larson, 1998). Both Ohanian (1990) and Larson (1998)

mentioned about source credibility in the similar dimensions but in different terms to

explain about the image, ability, and credibility of speakers to convince the target. It

is very important to emphasize that the effective persuasion is not only from the

message but also the speaker. Attractiveness (dynamism), expertise, and

trustworthiness are linked to give positively effect in persuasion (Hamilton & Stewart,

1993). Persuader should have trustworthiness or sincerity, confident, knowledge,

experience, good appearance, and interaction with the message and audience to accomplish the goal of persuasion.

2.1.4 Brand Perception

The research of Um and Lee (2015) on 'Korean Advertising Practitioners' Perspectives on Celebrity Endorsement' focused on the study about the perception of advertisers and client toward the celebrity endorsement in advertising. Um and Lee (2015) introduced that the advertising campaign has been employed with celebrity for a long time. To employ the celebrity endorser in the advertisement, advertisers and marketers expect the positive effects from the audience, for example, the increasing of brand awareness and brand recall, the attitude toward the brand and products, and the increasing of sales volume (Choi, et al. 2005). Um and Lee (2015), studied about 'Reasons for employing celebrity endorser' which is the discussion to the impact of using celebrity endorser advertisement toward the perception of customers (receivers). The research conducted with agency and client in Korea, and the result revealed that top three reasons that the agency and client employ the celebrity endorser because (1) celebrity can help to generate the brand awareness, (2) celebrity can gain the attention to the brand, and (3) celebrity can create the relationship between the brand and target. It also has other reasons for employing celebrity endorsement, for example, celebrity can help the advertisement stand out, represent to the brand image, and increase sale volume. Um and Lee (2015) concluded that employing celebrity endorsers can help the brand to create the positive brand image, reflect the brand's credibility, and create value and status of the brand.

To conclude the research of Um and Lee (2015), the most important reason that the agency and client decided to choose celebrity endorser advertisement strategy is that celebrity endorser can generate the brand awareness followed by the potential of building good relationship, gaining the brand attention, and convincing the audience to purchase the product. Selecting the celebrity endorsement strategy for advertising can benefit to the brand, and it can impact the customers' attitude and intention toward the brand and product through the celebrity endorser (Mishra, Roy, & Bailey, 2015).

2.1.5 Purchase Intention

Social media and marketing is the combination of communication channel and marketing strategy for developing and maintaining the relationship with customers which is very effective on purchase intention (Bowen & Bowen, 2016). Audience use social media as a decision making choice by looking for information, rate, or review from others before they decide to purchase for product or service (Maecker, Barrot, & Becker, 2016). Social media becomes the channel for the marketing strategies to communicate with target, build brand trustworthiness, and effectively persuade and stimulate the purchase intention on the products (Hajli, 2014).

Purchase intention is the process that individuals search for products or services that they need and make a decision to purchase based on individuals demand (Ahmed, Seedani, Ahuja, & Paryani, 2015). But there are many factors that effect to the purchase intension, such as, cultural influence, social influences, family influence, and celebrity endorsement (Ahmed, et al. 2015). According to the research of Zipporah and Mberia (2014) in the topic of 'The Effects of Celebrity Endorsement in

Advertisements' which aimed to examine the impact and the effect of celebrity endorsement in advertisement on audience perception through the mass media. Zipporah and Mberia (2014) introduced that advertising is the integration between customers and businesses. It is the strategy of marketing to deliver the prepared messages to the target audience (Zipporah & Mberia, 2014). Celebrity endorsement is one of the strategies that we often see on television, print media, and social network. The use of celebrity endorsement can help audiences to remember the message of the advertising and the brand because when celebrity appears on the advertisement, the image of celebrity and brand already shaped in mind of customers (Agrawal & Kamakura, 1995). Mass media becomes the main channel that can stimulate and convince the change in attitude and behavior of receiver toward the celebrity endorsement advertising.

Zipporah and Mberia (2014) research mentioned about the factor that contributes to celebrities influence on audience by media. They described that nowadays audience exposes with a lot of information on media, and they have influenced to our belief from what we have seen, read, or heard. By using celebrity who refers as an influencer for the advertising campaign with the use of media (including social media) as a channel to convey the message in advertisement to the receiver, celebrity (influencer) and social media have high potential and impact to shape audiences' attitude (Fresno Garcia, Daly, & Segado Sanchez-Cabezudo, 2016). Zipporah and Mberi (2014) analyzed the difference between celebrity endorsement and non-celebrity endorsement advertisement that for non-celebrity endorsement advertisement, the message will focus on the brand or products, while for celebrity endorsement advertisement, the message will focus on the celebrity more than the

product, but celebrity endorsement advertisement can be perceived more as positive attitude and purchase intention by audience than non-celebrity endorsement advertisement. Celebrity endorser has potential to deliver a key message with high connection between the brand and customers effectively but it is also very challenge for the brand to choose the right celebrity endorser and channel to advertise or communicate with customers (Ace Metrix, 2014).

From Zipporah and Mberi (2014) research, the authors concluded that celebrity endorsement advertisement is the use of testimonial technique that is composed of source credibility, brand, and media. Using of celebrity endorsement can help the brand to transfer and generate the positive image, brand and product awareness, value, and also stimulate the purchase intention toward the customers' perception. If the brand chooses the right celebrity that matches to the brand, product, and target audience, celebrity will help the advertisement and the brand stand out, gain the brand awareness, and create positive attitude by audience toward the advertising.

2.1.6 Instagram

Nowadays, social media dose not only that channel for delivering, receiving, and sharing information but also becomes a channel for marketing activities (Ting, et al. 2016). Ting, et al. (2016) explained that Instagram is very popular among young generation because it attracts them rather than any other social media and they tend to spend more time on the Instagram. Berg and Sterner (2015) claimed that Instagram is used for marketing opportunities for the brand to keep in touch with customers.

Instagram plays an important role for the brand in marketing strategy to enhance customers brand perception and purchase intention (Tran, 2016).

The research by Jatto (2014) on 'Consumer Attitude towards Celebrity Endorsements on Social Media' focused on the use of social media by celebrities in order to communicate and promote the products that they endorse to their follower. Jatto (2014) explained that there are millions of dollars spent on celebrity advertising. Brands and celebrities are using social network sites (Instagram and Twitter) to promote and sell the product that celebrity endorses to their target customers because celebrity endorsement is an effective advertising strategy that brands can get a good return of investment (ROI) (Jatto, 2014). Jatto (2014) found the factors that effect the attitude of consumers towards celebrity endorsement are source credibility (attractiveness, trustworthiness, and expertise), the relation between product or brand and celebrity with the perception of followers, and social media. When celebrities appear on the advertising whether on traditional media or social network, it can gain a lot of attention from audiences who adore in the celebrity to interest with the product and may lead to the influence of purchase on the product (Palmieri, 2013).

Jatto (2014) measured the relationship between source credibility and consumer attitude towards celebrity endorsements on social media including brand awareness, brand image, and purchase intention. The research found that effective source credibility and the accordance between the product and celebrity can create the positive image to both celebrity and brand. The outcome showed the success of choosing the right celebrity that matches with the product on celebrity endorsement advertising on social media can give brand awareness, brand image, and purchase

intention. Also, when comparing the effectiveness between Instagram and Twitter towards celebrity endorsement advertising, the result revealed that Instagram is more effective than Twitter in order to gain brand awareness meanwhile Twitter gain more effective in term of creating brand image and purchase intention. This is interesting to investigate because the research of Jatto (2014) has done in Dublin in which people might have different attitudes when compared with Thais towards celebrity endorsement advertisement on Instagram.

Another research of Kutthakaphan and Chokesamritpol (2013) on 'The Use of Celebrity Endorsement with the Help of Electronic Communication Channel (Instagram)' focused on the study of Magnum ice cream in Thailand. Magnum hired powerful celebrities in Thailand, such as, Chompoo Araya, Anada, and Opal Panisra to promote the ice cream on Instagram. Kutthakaphan and Chokesamritpol (2013) aimed to study the impact of social network (Instagram) used by Thai celebrities in order to convince Thais to purchase the product. Purchase intention is the marketing strategy that is used by many brands and in order to be purchased by customers, marketers have to understand the interest of consumer (Kutthakaphan & Chokesamritpol, 2013). There are three determinants that are used to test the purchase intention, (1) intention and behavior to purchase the product, (2) stability of intention to purchase the product, and (3) intention to purchase the product under the person's control (Kutthakaphan & Chokesamritpol, 2013). The result revealed that the positive attitude of respondents toward the use of celebrities' endorsement through Instagram have purchasing behavior and continue to consume the product after they saw the product posted on celebrities' Instagram (Kutthakaphan & Chokesamritpol, 2013).

In conclusion, source credibility is important for the brand because it can effect to the brand and product. When the celebrity endorser matches with the product or brand, it can gain the positive attitude to the marketing strategy in term of brand perception and purchase intention. Based on the review, the use of Instagram can help brands communicate and promote their products to the target easier. Celebrity endorsement can help the brand to establish brand awareness, brand personality, and motivate the purchase intention if the personality of celebrity matches with the brand or product (Mishra, 2015).

2.2 Related Theories

2.2.1 Multi-Step Flow Theory

Based on the study in this research, the first communication theory that can be applied to the study is 'Multi-Step Flow Theory'. Multi-step flow theory discusses about the influence of opinion leaders on mass media (television, radio, newspaper, and the Internet and social network) over the audience (Katz & Lazarsfeld, 1995). Katz & Lazarsfeld (1995) introduced that mass media has little ability to influence individual. In fact, the cause that influences over audience's attitude, knowledge, behavior, and decision making is the opinion leaders. Opinion leaders are people who are in the spot of public attention, have ability of leadership, can provide information and opinion, and can influence others in community (Zhang, He, & Cao, 2014). Opinion leaders are the source of information, who share the message and use mass media as the communication channel to convey the message to the receiver or target audience (Stansberry, 2012). In other words, opinion leaders use mass media to communicate with their target in order to exchange, seek, and persuade them to

change their attitude, knowledge, behavior, and decision making by using the shared

information on mass media. The flow of information starts from opinion leaders who

distribute the message through the mass media (include social network) and it goes to

the target audience. The message can be shared over the social media as a multi

directional and diffuse to the target. Chamnanpood (2011) also explained that Multi-

Step Flow theory is the interpersonal communication or word-of-mouth

communication that sender and receiver exchange the information or comment

together. The flow of communication is not only a downward but it also diffuse to

many people even it can feedback (upward) to the sender. It relates to the product or

service that they will talk about the product from individual to individual and also to

others who may have the common interest. The word-of-mouth communication is one

of the effective communication strategies to distribute the message from opinion

leaders on mass media to the audience because it can influence to the individual

decision making even to purchase the product or service (Katz, 1957).

Celebrities can consider as opinion leaders according to their followers

whether in real life or on social network, such as, Instagram and Twitter. They can

gain the attention from their followers and have great influence over their followers

(Sinha & Kanthy, 2015). Celebrities are group of people who has high reputation,

attractiveness, trustworthiness, and expertise that people in the society admire them

and want to be like them. In the perspective of marketers and advertisers, they

perceive the reputation of celebrity can impact the public. This thinking leads them to

hire celebrity endorsement on the advertisement to promote the product or service on

mass media. Celebrity endorsement advertisement helps the brand to deliver message

to the target audience. In the present day we can see the celebrity endorsement

advertisement mostly on social media (Thanh, 2016). Social media becomes the communication channel between celebrities and their followers, and it is also a channel that celebrities use to give opinions and speech, and promote products or services on social media (Sinha & Kanthy, 2015). In the current situation, social media is a tool of celebrities to have an impact on consumers' decision making (Poghosyan, 2015). Based on the source credibility and reputation of celebrities with the use of social media, the potential of celebrity in the advertisement can create e-WOM that impact to the public opinion in consumers' brand perception and purchase intention (Jin & Phua, 2014).

2.2.2 The Rhetoric

The Rhetoric which was originated by Aristotle can be applied to this research. Aristotle provides the solution of 'how to' for public speaking. Aristotle studied for logical, realistic, and rational view of society to understand the various types of people. There are 3 important components of The Rhetoric theory
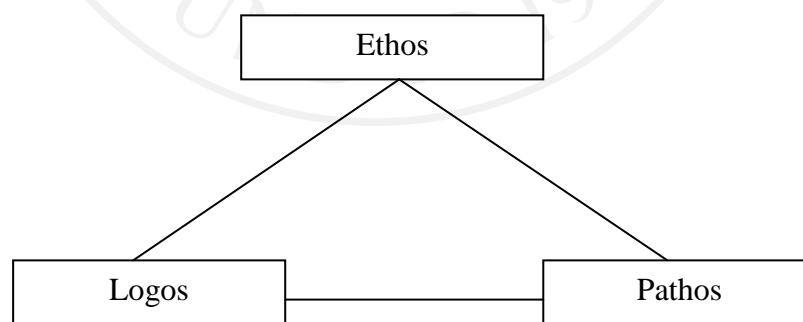
Figure 1: The Rhetoric

To design the most effective speech, speaker must have these 3 components: ethos, pathos, and logos because the key learning of this theory is not only to provide speaker to have good skill in public speaking but also provide a potential for speaker in order to persuade or convince people. West and Turner (2014) gave an explanation in each component which describes the good characteristic of the speaker to create an effective message.

Ethos or credibility is the first thing that speaker should have because it is their personal character or the credit of speaker itself. Ethos can define as the tone, character, life status, morality, mood, and attitude that speakers have shown out or have represented it as their image (Geertz, 2016). Any speaker who has a good credibility will have more ability to influence audience. For the endorser the most important factor that they must have is credibility and trust to create the credible message to the receiver (Hai-xia, Guang, & Gang, 2015).

Pathos or emotion can describe when listener is influenced whether by the personality of the speaker or the message on which audience will judge based on their personal preference. Pathos is the most important persuasive technique because speaker has to create the spot connection with the audiences in order to make audience trust and convey communication message effectively (Di Carlo, 2015). At this stage, it is the reflection to the speaker by audience. It's like two way communication that listener gives feedback to the speaker in order to respond to the messages, such as, clicking 'Like', giving comment, or purchasing.

Logos or logic is the process of speaker to give a logical message. Logos refers as the verbal dimension which is the advantage point of speaker to speak and

explain the message in the form of speech (Douglass & Arnold, 1970). It is the process that audience will use the ability and knowledge in order to processing the information in logical ways (Demirdogen, 2010). Douglass and Arnold (1970) also explained that logos works as the stimulation which means that the messages can create needs from the message itself or might be from the influencer to the respondents. By having an effective speech it is very important for speaker to have the influential message in logical reason that can create the change of knowledge, attitude, and behaviors of receiver in order to congruous the sender's purpose.

This research will study on the use of Thai celebrity (Aum Patcharapa) on Instagram in order to advertise Dtac 4G services. Instagram is the social media networking that Thai celebrities are using to post their stories of daily life, communicate with their followers, and also be a channel advertising and marketing as well. The popularity of Instagram has more than 200 million users all over the world, and spending time average 220 minutes on the application of these users makes Instagram become the marketing tool to advertise the products (Hempel, 2014). Thai celebrities as opinion leaders on social network posted photo and video of Dtac 4G services on the personal Instagram account to advertise and promote the brand which might attract audience attention, and it probably causes to the purchase intention as well.

2.3 Hypotheses

According to the review of related literature and past research, it leads to two hypotheses in order to test the significance between one independent variable with two dependent variables.

H1: Source credibility (attractiveness, trustworthiness, and expertise) of Thai celebrity endorsement (Aum Patcharapa) in Dtac 4G services advertisement on Instagram has positive impact towards brand perception of customers to the Dtac 4G services.

H2: Source credibility of Thai celebrity endorsement (Aum Patcharapa) in Dtac 4G services advertisement on Instagram has positive impact towards purchase intention of customers on Dtac 4G services.

2.4 Theoretical Framework
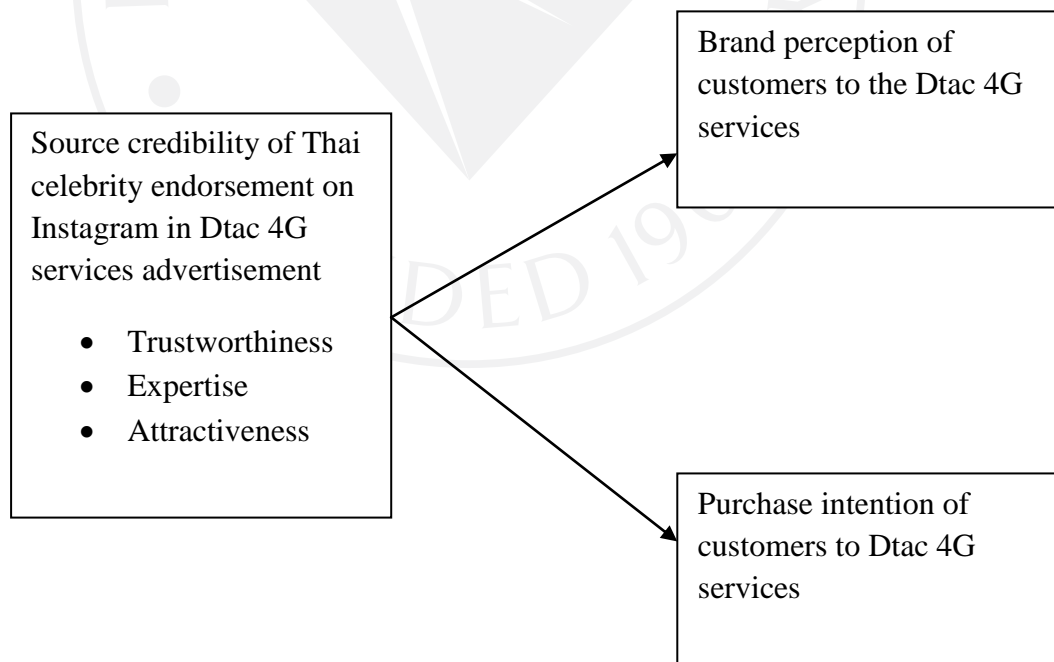
Figure 2: Theoretical Framework

CHAPTER 3

METHODOLOGY

This chapter describes about the research methodology and sampling method in order to examine the influence of source credibility of Thai celebrity endorsement in Dtac advertisement on Instagram toward customers' brand perception and purchase intention in a case of Aum Patcharapa. This chapter discusses the following sections:

3.1 Research design

3.2 Population and sample selection

3.3 Research instrument

3.4 Instrument Pretest

3.5 Data collection procedure

3.6 Summary of demographic data

3.1 Research Design

The purpose of this research is to examine the influence of Thai celebrities' endorsement in Dtac advertisement on Instagram toward customers' purchase intention on Dtac 4G services and the brand perception of customers to Dtac. The research approach of the study is quantitative research. Quantitative research is the use of quantity and statistic to test the communication phenomena and represent it as the amounts (Keyton, 2011). The method for collecting the data is the survey in order to test the hypotheses between source credibility (attractiveness, expertise, and trustworthiness) towards purchase intention and brand perception of customers.

3.2 Population and Sample Selection

This research conducts in Thailand on Thais who have Instagram account and follow the Instagram of Thai celebrity (Aum Patcharapa). The participants of this research are both male and female online network users from age between 18 to 39 years old and above over based on the data collection of online users as We Are Social (2018) found that these ages are the most users on social network. This research study conducted with the sample of 400 participants who were selected by the convenient sampling. These participants are Instagram users only. The type of survey that used to collect the data is online survey. The questionnaire was posted on online network sites to collect the data because the participants are online network users.

3.3 Research Instrument

The questionnaire covers 4 parts in order to study the participants' demographic, attitude toward source credibility of Thai celebrity's endorsement, brand perception, and purchase intention.

Part 1: Participant Demographic

The first part consists of the basic demographic information and the behavior of using Instargram of the participants. The question is composed of sex, age, education level, occupation, income, the time spent on Instagram, and the usage of Instagram to follow Thai celebrity (Aum Patcharapa).

Part 2: Attitude toward 'Source Credibility' of Thai celebrity endorsement (Aum Patcharapa) in Dtac advertisement on Instagram

The second part studies about the attitude of participants toward the source credibility of Thai celebrity endorsement (Aum Patcharapa) on Instagram in Dtac advertisement. As mentioned in chapter 2, source credibility is composed of the measurement in three dimensions, which are, trustworthiness, expertise, and attractiveness. Each dimension will contain different aspects, for example, trustworthiness consists of dependable, honest, reliable, sincere, and the trustworthy. Expertise consists of expert, experienced, knowledgeable, qualified, and skilled. And attractiveness consists of attractive, classy, beautiful, elegant, and sexy. In this part, the questionnaire was designed to be in 'Likert scale' to select the reflection of participants' attitude toward the source credibility. The answer will be selected from number 1 to 5 on strongly agree (5), agree (4), neutral (3), disagree (2), and strongly disagree (1).

Part 3: Brand perception of customers to Dtac 4G services

The third part aimed to study on the brand perception of customers after they saw Dtac advertisement on Instagram featured by Thai celebrity (Aum Patcharapa). The use of celebrity endorsement technique in advertising not only helps increase the sales but also increase the attention, positive attitude toward the advertisement, and provide the brand position (Um & Lee, 2015). Thus, this part will measure 5 different aspects, which are, (1) celebrity endorsement can help the advertisement stand out, (2) celebrity endorsement can grab your attention to the advertisement, (3) celebrity endorsement adds the new dimension to the brand image, (4) celebrity endorsement

can help recognize to the brand, and (5) celebrity endorsement increases positive attitude to the brand. The answer will be selected in Likert scale from number 1 to 5 on strongly agree (5), agree (4), neutral (3), disagree (2), and strongly disagree (1).

Part 4: Purchase intention of customers to Dtac 4G services

The fourth part aimed to study on the purchase intention of customers to Dtac 4G services after they saw Dtac advertisement on Thai celebrity (Aum Patcharapa) Instagram. Purchase intention refers to the behavior of customers who make a decision to purchase products or services about which they search for information from influencers, such as, friends, family, and celebrities (Kutthakaphan & Chokesamritpol, 2013). This part will measure 3 different aspects, which are, (1) intention to purchase Dtac 4G services, (2) definitely to purchase Dtac 4G services, and (3) continue to purchase Dtac 4G services. The answer will be selected in Likert scale from number 1 to 5 on strongly agree (5), agree (4), neutral (3), disagree (2), and strongly disagree (1).

To interpret the data from Likert scale, the average score was analyzed in the following range and meaning.

Table 3.1: The interpretation and meaning of Likert scale

Range	Interpretation
1.00-1.80	Customers strongly disagree with the source credibility, brand perception, and purchase intention.

Table 3.1 (Continued): The interpretation and meaning of Likert scale

Range	Interpretation
1.81-2.60	Customers disagree with the source credibility, brand perception, and purchase intention.
2.61-3.40	Customers neutral with the source credibility, brand perception, and purchase intention.
3.41-4.20	Customers agree with the source credibility, brand perception, and purchase intention.
4.21-5.00	Customers strongly agree with the source credibility, brand perception, and purchase intention.

3.4 Instrument Pretest

The questionnaire was written in English, so, it had to be translated into Thai because the participants of this research are Thais. In the translation process, the words and definition have to translate in the correct meaning, clear, and understandable for the participants. After the questionnaire has been approved, it was distributed to 30 participants for the instrument pretest to make sure that this questionnaire is reliable. Later, the data of 30 participants were analyzed by SPSS program to test the reliability of the instrument by Cronbach's alpha coefficient.

Table 3.2: The reliability of instrument

Variables	Cronbach's Alpha (α) from 30 participants
Source Credibility	0.867

(Continued)

Table 3.2 (Continued): The reliability of instrument

Variables	Cronbach's Alpha (α) from 30 participants
Brand Perception	0.842
Purchase Intention	0.861
Total	0.900

As shown in Table 3.2, the results of Cronbach's alpha coefficient is accepted because it's greater than 0.7 level of reliability. The compute of Cronbach's alpha from all variables from 30 participants is 0.900. Thus, this questionnaire is reliable.

3.5 Data Collection Procedure

After studied the literature review and previous studies about celebrities endorsement, source credibility, brand perception, and purchase intention it leads to design the questionnaire. According to the program of study, the questionnaire was written in English first and it has to translate into Thai language because the samples of this research are Thais. By translating the questionnaire, it has to be carefully to translate the words and definition because there are many words in Thai language that able to translate from English meaning. So, the meaning in Thai has to be correct, clear, and understandable for participants. When it translated and approved, the questionnaire was send on social media, such as, Line application, Facebook, and Twitter to collect the data from 400 participants of Thais.

3.6 Summary of Demographic Data

This part shows the demographic information of the 400 participants who responded the questionnaire. It composes with sex, age, education level, occupation,

income, the frequency of using Instagram, and the use of Instagram to follow Thai celebrity (Aum Patcharapa). The summary presented in the frequency and percentage in the following table.

Table 3.3: The frequency and percentage of the participants in sex

Sex	Frequency	Percentage
Male	204	51.0
Female	196	49.0
Total	400	100.0

From the Table 3.3, most participants of this research are male (51.0%) and female (49.0%).

Table 3.4: The frequency and percentage of the participants in age

Age	Frequency	Percentage
18-24 years old	62	15.5
25-31 years old	157	39.3
32-38 years old	170	42.5
39 years old and above	11	2.8
Total	400	100.0

From the Table 3.4, the biggest age range is 32-38 years old (42.5%), 25-31 years old (39.3%), 18-24 years old (15.5%), and 39 years old and above (2.8%).

Table 3.5: The frequency and percentage of the participants in education level

Education level	Frequency	Percentage
High school	9	2.3
Bachelor degree	318	79.5
Master degree	70	17.5
Doctoral degree	2	0.5
Other	1	0.3
Total	400	100.0

From the Table 3.5, most of the participants are bachelor degree (79.5%),

followed by master degree (17.5%), high school (2.3%), doctoral degree (0.5%), and

only 0.3% is other.

Table 3.6: The frequency and percentage of the participants in occupation

Occupation	Frequency	Percentage
Employees	290	72.5
Student	43	10.8
Freelance	31	7.8
Government Officer	23	5.8
Other	7	1.8
Out of work	6	1.5
Total	400	100.0

From the Table 3.6, most of the participants are employees (72.5%), followed by student (10.8%), freelance (7.8%), government officer (5.8%), other (1.8%), and out of work (1.5%).

Table 3.7: The frequency and percentage of the participants in income

Income	Frequency	Percentage
Below 10,000 THB	21	5.3
10,001-20,000 THB	36	9.0
20,001-30,000 THB	98	24.5
30,001-40,000 THB	189	47.3
Over 40,000 THB	56	14.0
Total	400	100.0

From the Table 3.7, almost half of the participants' income is 30,001-40,000 THB (47.3%), followed by 20,001-30,000 THB (24.5%), Over 40,001 THB (14.0%), 10,001-20,000 THB (9.0%), and below 10,000 THB (5.3%) respectively.

Table 3.8: The frequency and percentage of the participants in time spent on

Instagram

Time spent on Instagram	Frequency	Percentage
Every 5-10 minutes	12	3.0
Every 30 minutes	25	6.3

(Continued)

Table 3.8 (Continued): The frequency and percentage of the participants in time spent

on Instagram

Time spent on Instagram	Frequency	Percentage
Every hour	231	57.8
Every 2-3 hours	83	20.8
More than 3 hours	49	12.3
Total	400	100.0

From the Table 3.8, most of the participants frequently use Instagram every

hour (57.8%), every 2-3 hour (20.8%), more than 3 hours (12.3%), every 30 minute

(6.3%), and every 5-10 minute (3.0%) respectively.

Table 3.9: The frequency and percentage of the participants in the use of Instagram to

follow Thai celebrities

The use of Instagram to follow Thai celebrities	Frequency	Percentage
Yes	400	100.0
No	-	-
Total	400	100.0

From the Table 3.9, every participant followed the Instagram of Thai

celebrities.

CHAPTER 4

FINDINGS

To examine the influence of Thai celebrity's endorsement in advertisement on Instagram toward customers' brand perception and purchase intention of Dtac 4G services, questionnaire was designed to collect the data. After it was completed, SPSS program was used to analyze the data. This chapter presents the finding of the research in the following sections:

4.1 Hypotheses Findings

4.2 Finding of the Study

4.3 Results of the Hypothesis Testing

4.4 Conclusion

4.1 Hypotheses Findings

This research aimed to study on the influence of Thai celebrity's endorsement in advertisement toward customers' brand perception and purchase intention. There are two hypotheses to test in this research.

H1: Source credibility (attractiveness, trustworthiness, and expertise) of Thai celebrity endorsement (Aum Patcharapa) in Dtac 4G services advertisement on Instagram has positive impact towards brand perception of customers to the Dtac 4G services.

H2: Source credibility of Thai celebrity endorsement (Aum Patcharapa) in

Dtac 4G services advertisement on Instagram has positive impact towards purchase

intention of customers on Dtac 4G services.

4.2 Findings of the Study

Besides testing the hypotheses, this research also found the statistics in each

variable (source credibility, brand perception, and purchase intention) that related to

the finding and result of the hypotheses.

The first variable to present is the attitude of customers toward 'Source

Credibility' of Thai celebrity endorsement in Dtac advertisement on Instagram.

Source credibility measures in three dimensions, trustworthiness, expertise, and

attractiveness. Trustworthiness consists of dependable, honest, reliable, sincere, and

trustworthy. Expertise consists of expert, experienced, knowledgeable, qualified, and

skilled. Attractiveness consists of attractive, classy, beautiful, elegant, and sexy. SPSS

program was used to compute the attitude of customers in three dimensions into one

variable and analyze the statistic result. The findings present in the follow tables.

Table 4.1: The attitude of customers towards source credibility of Thai celebrity

(Aum Patcharapa) endorsement in Dtac 4G services advertisement on

Instagram

Source Credibility	Attitude of customers					Mean	Standard Deviation	Level
	5	4	3	2	1			
Trustworthiness								
Reliable	203 (50.7)	133 (33.3)	63 (15.8)	-	1 (0.3)	4.34	0.756	Strongly agree

(Continued)

Table 4.1 (Continued): The attitude of customers towards source credibility of Thai

celebrity (Aum Patcharapa) endorsement in Dtac 4G services

advertisement on Instagram

Source Credibility	Attitude of customers					Mean	Standard Deviation	Level
	5	4	3	2	1			
Honest	174 (43.5)	164 (41.0)	60 (15.0)	1 (0.3)	1 (0.3)	4.27	0.738	Strongly agree
Sincere	138 (34.5)	195 (48.8)	64 (15.8)	2 (0.5)	1 (0.3)	4.17	0.722	Agree
Trustworthy	116 (29.0)	181 (45.3)	102 (25.5)	-	1 (0.3)	4.03	0.754	Agree
Dependable	91 (22.8)	189 (47.3)	119 (29.8)	-	1 (0.3)	3.92	0.737	Agree
Total of trustworthiness						4.14	0.613	Agree
Expertise								
Experienced	194 (48.5)	147 (36.8)	54 (13.5)	4 (1.0)	1 (0.3)	4.32	0.762	Strongly agree
Expert	159 (39.8)	156 (39.0)	82 (20.5)	2 (0.5)	1 (0.3)	4.18	0.785	Agree
Qualified	141 (35.3)	192 (48.0)	63 (15.8)	3 (0.8)	1 (0.3)	4.17	0.731	Agree
Skilled	150 (37.5)	168 (42.0)	78 (19.5)	3 (0.8)	1 (0.3)	4.16	0.774	Agree
Knowledgeable	157 (39.3)	147 (36.8)	92 (23.0)	3 (0.8)	1 (0.3)	4.14	0.811	Agree
Total of expertise						4.19	0.614	Agree

Table 4.1 (Continued): The attitude of customers towards source credibility of Thai

celebrity (Aum Patcharapa) endorsement in Dtac 4G services

advertisement on Instagram

Source Credibility	Attitude of customers					Mean	Standard Deviation	Level
	5	4	3	2	1			
Attractiveness								
Beautiful	224 (56.0)	121 (30.3)	55 (13.8)	-	-	4.42	0.721	Strongly agree
Classy	186 (46.5)	162 (40.5)	51 (12.8)	1 (0.3)	-	4.33	0.702	Strongly agree
Elegant	167 (41.8)	185 (46.3)	47 (11.8)	1 (0.3)	-	4.30	0.678	Strongly agree
Sexy	151 (37.8)	173 (43.3)	75 (18.8)	1 (0.3)	-	4.19	0.736	Agree
Attractive	135 (33.8)	174 (43.5)	90 (22.5)	-	1 (0.3)	4.11	0.759	Agree
Total of attractiveness						4.26	0.551	Strongly agree
Total						4.20	0.533	Agree

From the Table 4.1 found that customers has 'Agree' with the attitude toward

source credibility of Thai celebrity endorsement (Aum Patcharapa) in Dtac 4G

services advertisement on Instagram ($\bar{x}$ = 4.20). Mostly customers has strongly agree

with the source credibility of Thai celebrity endorsement (Aum Patcharapa) in

attractiveness ($\bar{x}$ = 4.26) followed by expertise ($\bar{x}$ = 4.19) and trustworthiness ($\bar{x}$ =

4.14). By in detail, customers have strongly agreed with beautiful ($\bar{x}$ = 4.42), reliable

($\bar{x}$ = 4.34), classy ($\bar{x}$ = 4.33), experienced ($\bar{x}$ = 4.32), elegant ($\bar{x}$ = 4.30), and honest ($\bar{x}$

= 4.27) attitude toward source credibility of Thai celebrity endorsement (Aum Patcharapa) in Dtac 4G services advertisement on Instagram. While most of the customers have agreed with the sexy ($\bar{x} = 4.19$), expert ($\bar{x} = 4.18$), sincere ($\bar{x} = 4.17$), qualified ($\bar{x} = 4.17$), skilled ($\bar{x} = 4.16$), knowledgeable ($\bar{x} = 4.14$), attractive ($\bar{x} = 4.11$), trustworthy ($\bar{x} = 4.03$), and dependable ($\bar{x} = 3.92$) respectively, as reported in the Table 4.1.

The second variable is the attitude of customers toward brand perception of Dtac 4G services advertisement on Instagram featured by Thai celebrity (Aum Patcharapa). Brand perception measures in five aspects, which are, (1) celebrity endorsement can help the advertisement stand out, (2) celebrity endorsement can grab attention to the advertisement, (3) celebrity endorsement adds the new dimension to the brand image, (4) celebrity endorsement can help to recognize the brand, and (5) celebrity endorsement increases positive attitude to the brand. SPSS program was used to compute the attitude of customers toward brand perception into one variable and analyzed the statistic result.

Table 4.2: The attitude of customers toward brand perception to Dtac 4G services advertisement on Instagram featured by Thai celebrity (Aum Patcharapa)

Brand Perception	Attitude of customers					Mean	Standard Deviation	Level
	5	4	3	2	1			
Grab attention to the advertisement	191 (47.8)	144 (36.0)	59 (14.8)	4 (1.0)	2 (0.5)	4.30	0.790	Strongly agree

(Continued)

Table 4.2 (Continued): The attitude of customers toward brand perception to Dtac 4G

services advertisement on Instagram featured by Thai

celebrity (Aum Patcharapa)

Brand Perception	Attitude of customers					Mean	Standard Deviation	Level
	5	4	3	2	1			
Recognize the brand	149 (37.3)	188 (47.0)	59 (14.8)	2 (0.5)	2 (0.5)	4.20	0.739	Agree
Increase positive attitude to the brand	113 (28.2)	207 (51.7)	71 (17.8)	6 (1.5)	3 (0.8)	4.05	0.766	Agree
Add new dimension to the brand image	102 (25.5)	216 (54.0)	76 (19.0)	4 (1.0)	2 (0.5)	4.03	0.728	Agree
Help advertisement stand out	75 (18.8)	221 (55.3)	101 (25.3)	2 (0.5)	1 (0.3)	3.92	0.691	Agree
Total						4.09	0.582	Agree

From the Table 4.2, customers 'Agree' with the attitude toward brand

perception to Dtac 4G services advertisement on Instagram featured by Aum

Patcharapa ($\bar{x}$ = 4.09). By using Thai celebrity endorsement (Aum Patcharapa) in

Dtac 4G services advertisement on Instagram, customers strongly agreed that

celebrity endorsement can grab their attention to Dtac 4G services advertisement ($\bar{x}$ =

4.30). Meanwhile, most of the customers agreed that celebrity endorsement can make

them recognize the brand ($\bar{x}$ = 4.20), followed by increase the positive attitude

($\bar{x}$ = 4.05), add new dimension to the image ($\bar{x}$ = 4.03), and make the advertisement

stand out ($\bar{x}$ = 3.92) as shown in the Table 4.2.

The third variable is the attitude of customers toward purchase intention to

Dtac 4G services advertisement on Instagram featured by Thai celebrity (Aum

Patcharapa). Purchase intention measures in three aspects, which are, (1) intention to

purchase Dtac 4G services, (2) definitely to purchase Dtac 4G services, and (3)

continue to purchase Dtac 4G services. SPSS program was used to compute the

attitude of customers toward purchase intention into one variable and analyzed the

statistic result.

Table 4.3: The attitude of customers toward purchase intention to Dtac 4G services

advertisement on Instagram featured by Thai celebrity (Aum Patcharapa)

Purchase Intention	Attitude of customers					Mean	Standard Deviation	Level
	5	4	3	2	1			
Definitely purchase	158 (39.5)	145 (36.3)	73 (18.3)	13 (3.3)	11 (2.8)	4.07	0.976	Agree
Continue purchasing	119 (29.8)	174 (43.5)	82 (20.5)	15 (3.8)	10 (2.5)	3.94	0.936	Agree
Intention to purchase	72 (18.0)	190 (47.5)	116 (29.0	12 (3.0)	10 (2.5)	3.76	0.870	Agree
Total						3.92	0.842	Agree

From the Table 4.3, customers 'Agree' with the attitude toward purchase

intention to Dtac 4G services advertisement on Instagram feature by Aum Patcharapa

($\bar{x}$ = 3.92). Their behaviors are definitely purchase Dtac 4G services ($\bar{x}$ = 4.07),

continue purchasing Dtac 4G services ($\bar{x} = 3.94$), and have intention to purchase Dtac

4G services ($\bar{x} = 3.76$) respectively, as shown in the Table 4.3.

4.3 Results of the Hypothesis Testing

There are two hypotheses to test in this research and this part presents the

result of hypotheses testing in the following table.

H1: Source credibility (attractiveness, trustworthiness, and expertise) of

Thai celebrity endorsement (Aum Patcharapa) in Dtac 4G services

advertisement on Instagram has positive impact towards brand perception of

customers to the Dtac 4G services.

Table 4.4: Model summary hypothesis 1

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.830[a]	.688	.686	.32629

a. Predictors: (Constant), Trustworthiness, Expertise, Attractiveness

Table 4.5: ANOVA[a] hypothesis 1

Model		Sum of Square	df	Mean Square	F	Sig.
1	Regression	93.040	3	31.013	291.308	.000[b]
	Residual	42.159	396	.106		
	Total	135.200	399			

a. Dependent Variable: Brand Perception

b. Predictors: (Constant), Trustworthiness, Expertise, Attractiveness

Table 4.6: Coefficients[a] hypothesis 1

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations		
	B	Std. Error	Beta			Zero-order	Partial	Part
1 (Constant)	.294	.134		2.199	0.28			
Trustworthiness	.326	.042	.344	7.820	.000	.747	.366	.219
Expertise	.276	.049	.291	5.626	.000	.770	.272	.158
Attractiveness	.304	.045	.288	6.749	.000	.721	.321	.189

a. Dependent Variable: Brand Perception

A standard multiple regression was used to analyze Hypothesis 1 between

brand perception as dependent variable and trustworthiness, expertise, and

attractiveness as independent variables. The multiple correlation coefficient ($R = .83$)

was significant different from zero, $F (3,396) = 291.31$, $p < .05$, and 68.6% of the

variation in the dependent variable was explained by the set of independent variables

($R^2 = .688$, adjusted $R^2 = .686$). Trustworthiness $sr_i^2 = .048$, $t = 7.82$, $p < .05$,

Expertise $sr_i^2 = .025$, $t = 5.63$, $p < .05$, and Attractiveness $sr_i^2 = .036$, $t = 6.75$, $p < .05$

were found significantly and uniquely contribute to the prediction of brand

perception. The equation of prediction produced by this analysis describes the

relationship between the variables to be:

Brand Perception = .326 x Trustworthiness + .276 x Expertise + .304 x

Attractiveness + .294

H2: Source credibility of Thai celebrity endorsement (Aum Patcharapa)

in Dtac 4G services advertisement on Instagram has positive impact towards

purchase intention of customers on Dtac 4G services.

Table 4.7: Model summary hypothesis 2

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.704[a]	.496	.492	.60027

a. Predictors: (Constant), Trustworthiness, Expertise, Attractiveness

Table 4.8: ANOVA[a] hypothesis 2

Model		Sum of Square	df	Mean Square	F	Sig.
1	Regression	140.248	3	46.749	129.741	.000[b]
	Residual	142.690	396	.360		
	Total	282.937	399			

a. Dependent Variable: Purchase Intention

b. Predictors: (Constant), Trustworthiness, Expertise, Attractiveness

Table 4.9: Coefficients[a] hypothesis 2

	Unstandardized Coefficients		Standardized Coefficients			Correlations		
Model	B	Std. Error	Beta	t	Sig.	Zero-order	Partial	Part
1 (Constant)	.036	.246		.148	.882			
Trustworthiness	.746	.077	.544	9.717	.000	.684	.439	.347
Expertise	.417	.090	.304	4.625	.000	.610	.226	.165
Attractiveness	-.224	.083	-.147	-2.707	.007	.421	-.135	-.097

a. Dependent Variable: Purchase Intention

A standard multiple regression was used to analyze Hypothesis 2 between purchase intention as dependent variable and trustworthiness, expertise, and attractiveness as independent variables. The multiple correlation coefficient ($R = .70$) was significant different from zero, $F(3,396) = 129.74$, $p < .05$, and 49.2% of the variation in the dependent variable was explained by the set of independent variables ($R^2 = .496$, adjusted $R^2 = .492$). Trustworthiness $sr_i^2 = .120$, $t = 9.72$, $p < .05$, Expertise $sr_i^2 = .027$, $t = 4.63$, $p < .05$, and Attractiveness $sr_i^2 = -.009$, $t = -2.71$, $p <$

.05 were found significantly and uniquely contribute to the prediction of purchase intention. The equation of prediction produced by this analysis describes the relationship between the variables to be:

Purchase Intention = .746 x Trustworthiness + .417 x Expertise + -.224 x Attractiveness + .036

4.4 Conclusion

As presented throughout this chapter, the result revealed the positive impact and relationship between source credibility of Thai celebrity endorsement (Aum Patcharapa) in Dtac 4G services advertisement on Instagram toward brand perception and purchase intention of customers to the Dtac 4G services. Standard multiple regression revealed the result of hypothesis 1 with the positive relationship between source credibility and customers brand perception. Customers perceived that source credibility of Thai celebrity endorsement (Aum Patcharapa) in Dtac 4G services advertisement on Instagram has positive impact to them in brand perception (as shown in Table 4.6). After they saw the advertisement of Dtac 4G services featured with Aum Patcharapa, her source credibility helps to grab their attention, help them recognize the brand, increase their positive attitude to the brand, add new dimension to the brand image, and help the advertisement stand out.

Standard multiple regression also revealed the result of testing hypothesis 2, that there is the positive relationship between source credibility and customers purchase intention. This means customers perceived that source credibility of Thai celebrity endorsement (Aum Patcharapa) in Dtac 4G services advertisement on

Instagram has positive impact to their purchase intention (as shown in Table 4.9).

After they saw the Dtac 4G cervices advertisement on Instagram featured by Aum

Patcharapa she leads them to definitely to purchase, continue to purchase, and have an

intention to purchase Dtac 4G services.

CHAPTER 5

DISCUSSION

As presented throughout in this research, this chapter presents the summary and discussion of the research study in the following section:

5.1 Hypotheses Summary

5.2 Discussion

5.3 Recommendation for Further Application

5.4 Recommendation for Further Research

5.1 Hypotheses Summary

There are two hypotheses tested and presented in this research.

H1: Source credibility (attractiveness, trustworthiness, and expertise) of Thai celebrity endorsement (Aum Patcharapa) in Dtac 4G services advertisement on Instagram has positive impact towards brand perception of customers to the Dtac 4G services.

From the testing of hypothesis 1, the result revealed the significant strong positive relationship between source credibility of Thai celebrity in Dtac 4G services advertisement on Instagram and customers brand perception to Dtac 4G services. It can represent the influence of Thai celebrities who have source credibility in trustworthiness, expertise, and attractiveness in advertisement can influence to the sample of the study in term of brand perception. After the sample of the study saw the advertisement of Dtac 4G services featured by Thai celebrity endorsement (Aum

Patcharapa) in advertisement on Instagram, source credibility of Thai celebrity has strong positive impact to the sample of the study in brand perception. Thai celebrity endorsement (Aum Patcharapa) helps to grab audience attention, help audience to recognize the brand, increase audience positive attitude to the brand, add new dimension to the brand image, and help the advertisement stand out.

H2: Source credibility (attractiveness, trustworthiness, and expertise) of Thai celebrity endorsement (Aum Patcharapa) in Dtac 4G services advertisement on Instagram has positive impact towards purchase intention of customers on Dtac 4G services.

From the testing of hypothesis 2, the result indicated the significant positive relationship between source credibility of Thai celebrity in Dtac 4G services advertisement on Instagram and customers purchase intention on Dtac 4G services. This can imply that Thai celebrities who have source credibility in trustworthiness, expertise, and attractiveness in advertisement can influence the sample of the study to purchase the products or services. After the sample of the study saw the advertisement of Dtac 4G services featured by Thai celebrity endorsement (Aum Patcharapa) in advertisement on Instagram, source credibility of Thai celebrity has positive impact to the sample of the study in purchase intention. The celebrity endorsement (Aum Patcharapa) helps to motivate purchase intention to the sample of the study by creating a stability of intention to purchase, continue to purchase, and intention and behavior to purchase Dtac 4G services.

5.2 Discussion

Based on the research studies and findings, it can conclude that celebrity's endorsement advertisement is still an effective advertising technique to Instagram users. As Larson (1998) mentioned celebrities' endorsement is a use of well-known person to statement about the products. In Thailand there are many advertisements using celebrities' endorsement because they can gain attention from audience. Zafar and Rafique (2012) also claimed that when celebrity endorsement in the advertisement they can get attention from public to interest the brand and products. But it doesn't mean that in every advertisement that celebrities endorse is effective to persuade audience to interest the brand or products. The most important fact to make celebrities endorsement advertisement effective is the source credibility. Ohanian (1990) proposed three dimensions of source credibility to describe the positive characteristic of speakers which are trustworthiness, expertise, and attractiveness. And not only Ohanian but also Larson explained about source credibility. Larson (1998) concluded that source credibility is a persuasion technique that speaker use to deliver the message to audience. Just the message alone is not effective enough to convince the audience but it also involves with the speaker.

Aum Patchara who is a celebrity endorser in the advertisement of Dtac 4G services in 2017 has performed well in source credibility. According to the research, Aum Patchrapa got well performance in trustworthiness, expertise, and attractiveness in Dtac 4G services advertisement on Instagram. After the sample of the study saw Dtac 4G services advertisement on Instagram featured by Thai celebrity (Aum Patcharapa), her source credibility in the advertisement creates the positive impact to

the sample of the study in brand perception, such as, grab their attention to Dtac 4G services advertisement, making them recognize the brand, increasing the positive attitude, adding new dimension to the image, and making the advertisement stand out. And by her source credibility in the advertisement, it stimulates positive impact to the purchase intention to the sample of the study. Thus, this research supports to the previous study of Ohanian and Larson in source credibility. If speaker (celebrities) has well performed in source credibility and their characteristics match with the brand or products, audience will accept the message. This means source credibility of speaker can increase audience's brand perception and purchase intention.

The result of the study also support to the Multi-Step Flow theory and Rhetoric. In the study, Thai celebrity (Aum Patcharapa) advertised in Dtac 4G services advertisement and posted it on her personal Instagram to reach the target audience. Thai celebrity (Aum Patcharapa) is an influencer who communicates with the audience through social media to make them perceive the brand and purchase the product. There are multi flows of communication, which are, the advertisement featured by Thai celebrity (Aum Patcharapa) who is an influencer and the advertisement was posted and shared on Instagram to reach the target. The flow of communication by using celebrities who are influencer endorsed in the advertisement and posted on social media can impact to the sample of the study to have positive brand perception and purchase intention. And for the Rhetoric, it focuses on ethos, pathos, and logos from the speaker and the response from audience. Source credibility of Thai celebrity (Aum Patcharapa) can explain to the Rhetoric theory that her credibility in trustworthiness, expertise, and attractiveness in Dtac 4G services advertisement on Instagram can impact to the sample of the study to perceive the

positive brand perception and purchase intention. Dtac hired Thai celebrity (Aum Patcharapa) to advertise in the Dtac 4G services advertisement and it was posted on Instagram. When the audience (the sample of the study) saw the advertisement featured by Thai celebrity (Aum Patcharapa) her source credibility (trustworthiness, expertise, and attractiveness) impact to the sample of the study to have the positive brand perception and it leads to have purchase intention to the product.

To emphasize and prove the success of using celebrity endorsement advertisement, in 2018 Dtac hired Sunny Suwanmethanont (Sunny) as a presenter of Dtac Jaidee. Dtac communicated to the audience that the brand represented the simplicity, carefulness, and kindness which were different from competitors. Moreover, the characteristic of Sunny represented well in kindness and playfulness made him to be the presenter of Dtac Jaidee (AdslThailand, 2018). The campaign was launched on both offline and online channel. And to continue the mobile network services campaign, Dtac also hired Naphat Siangsomboon (Nine) as a presenter of Dtac Turbo (Dtac, 2018). As to promote the services of Dtac networking that support to the difference lifestyle of audience, Dtac chose Nine Naphat as a presenter in this campaign to communicate with the young generation, and this campaign was launched on both offline and online channel (Dtac, 2018).

These cases show the success of using Thai celebrities' endorsement advertisement technique because Thai celebrities can grab attention from audience to interest the brand or products. Dtac has done well in choosing Thai celebrities to advertise in the campaign because the company does not choose the celebrities from their reputation and appearance but from their characteristic (Brand Inside, 2018).

Dtac chooses the celebrities who match with each campaign in order to reach the target because Dtac knew that different campaigns have different purpose to advertise and they need specific celebrity to convey the message of them. If the characteristic and source credibility of Thai celebrities match with the brand and product, the outcome will be positive to the brand. As shown in this research study, source credibility of Thai celebrity (Aum Patcharapa) matches with Dtac 4G services, after the sample of the study saw the advertisement of Dtac 4G services featured by Thai celebrity on Instagram her source credibility leads the sample of the study to have positive attitude towards brand perception and purchase intention to Dtac 4G services.

5.3 Recommendation for Further Application

5.3.1 The finding of hypothesis 1 found the significant strong positive relationship between source credibility of Thai celebrity endorsement in Dtac 4G services advertisement on Instagram towards brand perception of customers. This finding can conclude that source credibility (trustworthiness, expertise, and attractiveness) of Thai celebrity in the advertisement has positive attitude towards brand perception. If the characteristic and source credibility of Thai celebrities match with the brand or products that they advertise, the attitude of audience will be positive to the brand. For example, attention to the brand, brand recognize, adding the new dimension to the brand, and positive attitude towards brand. Therefore, any brand can use Thai celebrities' endorsement advertisement in brand perception. When brands choose the celebrity who matches with the brand or product in the advertisement, audience will have positive attitude towards brand perception.

5.3.2 The finding of hypothesis 2 found the significant positive relationship between source credibility of Thai celebrity endorsement advertisement on Instagram and purchase intention of customers to Dtac 4G services. This finding can conclude that source credibility (trustworthiness, expertise, and attractiveness) of Thai celebrity in the advertisement can impact the sample of the study in purchase intention. There are three levels of purchase intention; customers have intention and behaviors to purchase, customers have stability of intention to purchase, and customers have continued purchasing. Any brand can use Thai celebrities' endorsement advertisement to build customers' purchase intention. When source credibility of Thai celebrities matches with the brand and product in the advertisement, celebrities' endorsement can lead audience to have a decision to purchase the product.

5.4 Recommendation for Further Research

5.4.1 This research requires more time to study. According to the time limitation of the course study, it effects to the time of collecting data. If researcher is interested in finding out the influence of celebrities' endorsement in advertisement toward customers attitude, he or she can expand the time of study and design the appropriate questionnaire.

5.4.2 The research about attitude can be conducted by using qualitative approach as well. This means, critical research approach is able to apply in this research. By using quantitative approach, the answers will be determined according to the questionnaire. If researcher uses the qualitative approach, researcher will get deep and more insight information from participants.

5.4.3 There might be other factors of celebrities' endorsement in advertisement on Instagram that could impact to customers brand perception and purchase intention. Therefore, researcher can study the hidden factors that might reflect to Thais attitude.

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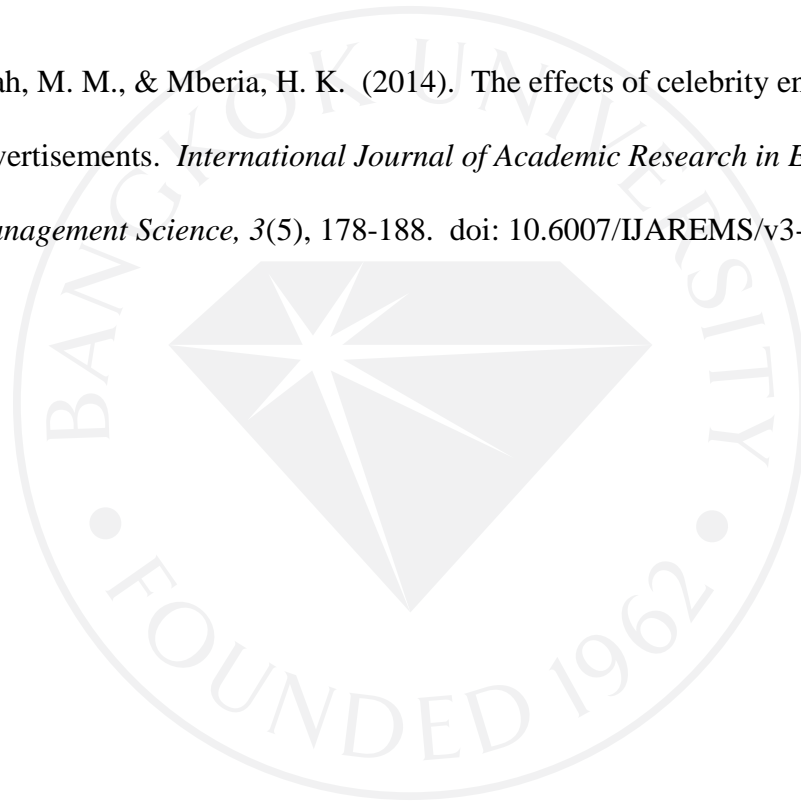
APPENDICES

APPENDIX A

Questionnaire

The Influence of Thai Celebrity's Endorsement in Dtac Advertisement on Instagram Toward Customers' Brand Perception and Purchase Intention to Dtac: A Case of Aum Patcharapa

This questionnaire is used to examine the influence of Thai celebrity's endorsement in Dtac advertisement on Instagram toward customers' brand perception and purchase intention. This questionnaire is a part of ICA 701: Independent Study course in master degree of Bangkok University. All of the information will be used for academic research only.

Thank you for your participation.

Part 1: Participant Demographic

Put a ✓ in the box that matches with your answer.

1. Sex

   ☐ Male   ☐ Female

2. Age

   ☐ 18-24 years old   ☐ 25-31 years old

   ☐ 32-38 years old   ☐ 39 years old and above

3. Education level

   ☐ High school   ☐ Bachelor degree

   ☐ Master degree   ☐ Doctoral degree

☐ Other

4. Occupation

☐ Student   ☐ Employees

☐ Government Officer   ☐ Freelance

☐ Out of work   ☐ Other

5. Income (per month)

☐ Below 10,000 THB   ☐ 10,001-20,000 THB

☐ 20,001-30,000 THB   ☐ 30,001-40,000 THB

☐ Over 40,001 THB

6. How frequently do you use the Instagram?

☐ Every 5-10 minutes   ☐ Every 30 minutes

☐ Every hour   ☐ Every 2-3 hours

☐ More than 3 hours

7. Do you follow the Instagram of Thai celebrities?

☐ Yes   ☐ No

Part 2: Attitude toward 'Source Credibility' of Thai celebrity endorsement in Dtac advertisement on Instagram

2.1 In the latest Dtac advertisement that **Aum Patcharapa** has been chosen as presenter. Put a ✓ in the box that reflects your attitude toward celebrities' trustworthiness.

	Source credibility in trustworthiness toward Aum Patcharapa	Strongly agree (5)	Agree (4)	Neutral (3)	Disagree (2)	Strongly disagree (1)
1.	Dependable					
2.	Honest					
3.	Reliable					
4.	Sincere					
5.	Trustworthy					

2.2 In the latest Dtac advertisement that **Aum Patcharapa** has been chosen as

presenter. Put a ✓ in the box that reflects your attitude toward celebrities' expertise.

	Source credibility in expertise toward Aum Patcharapa	Strongly agree (5)	Agree (4)	Neutral (3)	Disagree (2)	Strongly disagree (1)
1.	Expert					
2.	Experienced					
3.	Knowledgeable					
4.	Qualified					
5.	Skilled					

2.3 In the latest Dtac advertisement that **Aum Patcharapa** has been chosen as

presenter. Put a ✓ in the box that reflects your attitude toward celebrities'

attractiveness.

	Source credibility in attractiveness toward Aum Patcharapa	Strongly agree (5)	Agree (4)	Neutral (3)	Disagree (2)	Strongly disagree (1)
1.	Attractive					
2.	Classy					
3.	Beautiful					
4.	Elegant					
5.	Sexy					

Part 3: Brand perception of customers to Dtac 4G services

Put a ✓ in the box that reflects your attitude toward Dtac 4G services after you saw

Dtac advertisement on Instagram featured by **Aum Patcharapa**.

	Brand perception to Dtac 4G services	Strongly agree (5)	Agree (4)	Neutral (3)	Disagree (2)	Strongly disagree (1)
1.	Celebrity endorsement can help Dtac 4G services advertisement stand out.					
2.	Celebrity endorsement can grab your attention to Dtac 4G services advertisement.					
3.	Celebrity endorsement adds the new dimension to the image of Dtac 4G services.					
4.	Celebrity endorsement can help you recognize to Dtac 4G services.					
5.	Celebrity endorsement increases your positive attitude to Dtac 4G services.					

Part 4: Purchase intention of customers to Dtac 4G services

Put a ✓ in the box that reflects your purchase intention after you saw Dtac

advertisement on Instagram featured by **Aum Patcharapa**.

	Purchase intention behavior	Strongly agree (5)	Agree (4)	Neutral (3)	Disagree (2)	Strongly disagree (1)
1.	I have an intention to purchase Dtac 4G services after I saw the advertisement on Instagram featured by Aum Patcharapa.					
2.	I definitely purchase Dtac 4G services after I saw the advertisement on Instagram featured by Aum Patcharapa.					
3.	I continue purchasing Dtac 4G services after I saw the advertisement on Instagram featured by Aum Patcharapa.					

APPENDIX B

แบบสอบถาม

อิทธิพลของดาราไทยในโฆษณาดีแทคบนอินสตาแกรมที่มีผลต่อการรับรู้แบรนด์และการตัดสินใจซื้อของผู้บริโภคต่อแบรนด์ดีแทค: กรณีศึกษาของ อั้ม พัชราภา

แบบสอบถามนี้จัดทำขึ้นเพื่อศึกษาเกี่ยวกับอิทธิพลของดาราไทยในโฆษณาดีแทคบนอินสตาแกรมที่มีผล

ต่อการรับรู้แบรนด์และการตัดสินใจซื้อของผู้บริโภค โดยใช้กรณีศึกษาของ อั้ม พัชราภา บนโฆษณา

ดีแทค แบบสอบถามนี้เป็นส่วนหนึ่งของวิชา ICA 701: Independent Study (การวิจัยอิสระ) คณะ

นิเทศศาสตร์มหาบัณฑิต มหาวิทยาลัยกรุงเทพ ข้อมูลในการตอบแบบสอบถามจะใช้ในการวิจัยเท่านั้น

ขอขอบคุณในความร่วมมือ

ส่วนที่ 1: ข้อมูลทั่วไปของผู้ตอบแบบสอบถาม

ใส่เครื่องหมาย ✓ ในช่องที่ตรงกับคำตอบของท่าน

1. เพศ

   ☐ ชาย   ☐ หญิง

2. อายุ

   ☐ 18-24 ปี   ☐ 25-31 ปี

☐ 32-38 ปี   ☐ มากกว่า 39 ปี ขึ้นไป

3. ระดับการศึกษา

☐ มัธยมศึกษาตอนปลาย   ☐ ปริญญาตรี

☐ ปริญญาโท   ☐ ปริญญาเอก

☐ อื่นๆ

4. อาชีพ

☐ นักเรียน/ นักศึกษา   ☐ พนักงานบริษัท

☐ เจ้าหน้าที่รัฐบาล   ☐ อาชีพอิสระ

☐ ไม่ได้ประกอบอาชีพ   ☐ อื่นๆ

5. รายได้ (เฉลี่ยต่อเดือน)

☐ น้อยกว่า 10,000 บาท   ☐ 10,001-20,000 บาท

☐ 20,001-30,000 บาท   ☐ 30,001-40,000 บาท

☐ มากกว่า 40,001 บาท

6. ท่านเข้าใช้งานอินสตาแกรมในหนึ่งวันบ่อยแค่ไหน?

☐ ทุกๆ 5-10 นาที   ☐ ทุกๆ 30 นาที

☐ ทุกๆชั่วโมง   ☐ ทุกๆ 2-3 ชั่วโมง

☐ มากกว่า 3 ชั่วโมง

7. ท่านติดตามอินสตาแกรมของดาราไทยหรือไม่?

☐ ใช่   ☐ ไม่ใช่

ส่วนที่ 2: ทัศนคติต่อความน่าเชื่อถือของดาราไทยในโฆษณาดีแทคบนอินสตาแกรม

2.1 ในโฆษณาดีแทคตัวล่าสุดที่ **อั้ม พัชราภา** ได้ถูกเลือกให้เป็นพรีเซ็นเตอร์ โปรดใส่เครื่องหมาย ✓ ใน

ช่องที่สะท้อนทัศนคติของท่านต่อความไว้วางใจที่มีต่อ **อั้ม พัชราภา**

	ความน่าเชื่อถือในด้านความไว้วางใจที่มีต่อ อั้ม พัชราภา	เห็นด้วยอย่างยิ่ง (5)	เห็นด้วย (4)	กลางๆ (3)	ไม่เห็นด้วย (2)	ไม่เห็นด้วยอย่างยิ่ง (1)
1.	วางใจได้					
2.	ซื่อสัตย์					
3.	เชื่อถือได้					
4.	จริงใจ					
5.	ไว้ใจได้					

2.2 ในโฆษณาดีแทคตัวล่าสุดที่ **อั้ม พัชราภา** ได้ถูกเลือกให้เป็นพรีเซ็นเตอร์ โปรดใส่เครื่องหมาย ✓ ใน

ช่องที่สะท้อนทัศนคติของท่านต่อความเชี่ยวชาญที่มีต่อ **อั้ม พัชราภา**

	ความน่าเชื่อถือในด้านความเชี่ยวชาญที่มีต่อ อั้ม พัชราภา	เห็นด้วยอย่างยิ่ง (5)	เห็นด้วย (4)	กลางๆ (3)	ไม่เห็นด้วย (2)	ไม่เห็นด้วยอย่างยิ่ง (1)
1.	มีความชำนาญ					
2.	มีประสบการณ์					
3.	มีความรู้					

	ความน่าเชื่อถือในด้านความเชี่ยวชาญที่มีต่อ อั้ม พัชราภา	เห็นด้วยอย่างยิ่ง (5)	เห็นด้วย (4)	กลางๆ (3)	ไม่เห็นด้วย (2)	ไม่เห็นด้วยอย่างยิ่ง (1)
4.	มีคุณสมบัติเหมาะสม					
5.	มีทักษะ					

2.3 ในโฆษณาดีแทคตัวล่าสุดที่ **อั้ม พัชราภา** ได้ถูกเลือกให้เป็นพรีเซ็นเตอร์ โปรดใส่เครื่องหมาย ✓ ใน

ช่องที่สะท้อนทัศนคติของท่านต่อความน่าดึงดูดที่มีต่อ **อั้ม พัชราภา**

	ความน่าเชื่อถือในด้านความน่าดึงดูดที่มีต่อ อั้ม พัชราภา	เห็นด้วยอย่างยิ่ง (5)	เห็นด้วย (4)	กลางๆ (3)	ไม่เห็นด้วย (2)	ไม่เห็นด้วยอย่างยิ่ง (1)
1.	มีเสน่ห์					
2.	ทันสมัย					
3.	สวย					
4.	สง่างาม					
5.	เซ็กซี่					

ส่วนที่ 3: การรับรู้ต่อแบรนด์ของผู้บริโภคในบริการดีแทค 4จี

โปรดใส่เครื่องหมาย ✓ ในช่องที่สะท้อนทัศนคติของการรับรู้ต่อแบรนด์ในบริการดีแทค 4จี หลังจากที่

ท่านได้ดูโฆษณาดีแทคบนอินสตาแกรมที่แสดงโดย **อั้ม พัชราภา**

	การรับรู้ต่อแบรนด์ในบริการดีแทค 4จี	เห็นด้วยอย่างยิ่ง (5)	เห็นด้วย (4)	กลางๆ (3)	ไม่เห็นด้วย (2)	ไม่เห็นด้วยอย่างยิ่ง (1)
1.	ดาราที่โฆษณาสามารถช่วยให้โฆษณาดีแทค 4จี โดดเด่น					

	การรับรู้ต่อแบรนด์ในบริการดีแทค 4จี	เห็นด้วยอย่าง ยิ่ง (5)	เห็นด้วย (4)	กลางๆ (3)	ไม่เห็นด้วย (2)	ไม่เห็นด้วย อย่างยิ่ง (1)
2.	ดาราที่โฆษณาสามารถดึงดูดความสนใจของท่าน ต่อโฆษณาดีแทค 4จี					
3.	ดาราที่โฆษณาสามารถสร้างมิติใหม่ให้กับ ภาพลักษณ์ของบริการดีแทค 4จี					
4.	ดาราที่โฆษณาสามารถช่วยให้ท่านจำโฆษณา บริการดีแทค 4จี ได้					
5.	ดาราที่โฆษณาสามารถเพิ่มทัศนคติเชิงบวกของ ท่านต่อบริการดีแทค 4จี					

ส่วนที่ 4: ความตั้งใจซื้อสินค้าของผู้บริโภคต่อบริการดีแทค 4จี

โปรดใส่เครื่องหมาย ✓ ในช่องที่สะท้อนต่อความตั้งใจซื้อบริการดีแทค 4จี หลังจากที่ท่านได้ดูโฆษณา

ดีแทคบนอินสตาแกรมที่แสดงโดย **อั้ม พัชราภา**

|	พฤติกรรมการตั้งใจซื้อสินค้า	เห็นด้วย อย่างยิ่ง(5)	เห็นด้วย (4)	กลางๆ (3)	ไม่เห็น ด้วย (2)	ไม่เห็นด้วย อย่างยิ่ง (1)
1.	ฉันตั้งใจที่จะซื้อบริการดีแทค 4จี หลังจากที่เห็น ดารายอดนิยม อั้ม พัชราภา โฆษณาบนอินตราแกรม					
2.	ฉันจะซื้อบริการดีแทค 4จี หลังจากที่เห็นดารายอด นิยม อั้ม พัชราภา โฆษณาบนอินตราแกรม					
3.	ฉันจะยังคงซื้อบริการดีแทค 4จี หลังจากที่เห็นดารา ยอดนิยม อั้ม พัชราภา โฆษณาบนอินตราแกรม					

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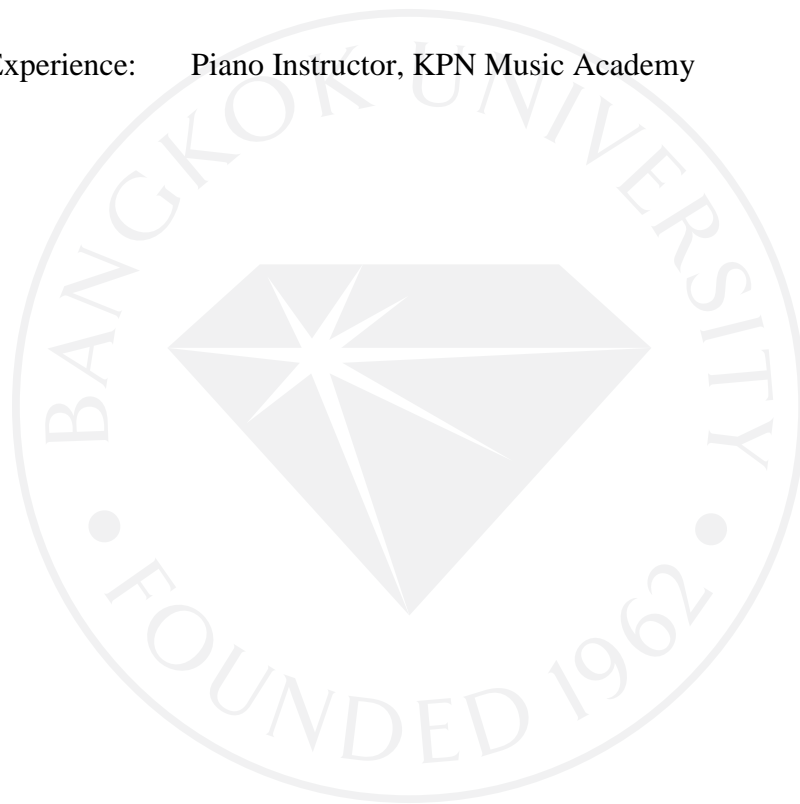
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