

THE EFFECT OF FACTOR AND SOURCE CREDIBILITY OF NBA ATHLETE
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PERCEPTION AND BRAND LOYALTY: A CASE OF KOBE BRYANT IN
ELE.ME'S ADVERTISEMENT ON WEIBO



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ADVERTISEMENT ON WEIBO

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Toward Chinese Customers' Brand Perception and Brand Loyalty: A Case of Kobe
Bryant in Eleme's Advertisement on Weibo

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The Effect of Factor and Source Credibility of NBA Athlete Celebrity's Endorsement Toward Chinese Customers' Brand Perception and Brand Loyalty: A Case of Kobe Bryant in Ele.me's Advertisement on Weibo (71 pp.)

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ABSTRACT

Track and follow the celebrity on social media is becoming a part of thing in people's daily life. Therefore, brands and advertisers would think of the most effective way to communicate with their audience. These trends obviously may bring a lot of opportunities for advertisers, celebrities, business dealers and customers. This study aims to investigate whether the factors and sources (attractiveness, competence, trustworthiness, homogeneity, tie-strength) of the credibility of NBA athletes celebrity's endorsement in Ele.me advertisements on Weibo has a direct and positive relationship with Chinese customers' brand perception and brand loyalty. The quantitative approach was applied to this research paper. 101 of Chinese participates were involved in answering the questionnaire. The result revealed that there is a significantly positive and moderate correlation were found between the factor and source credibility of (attractiveness, competency, homogeneity) to NBA athlete (Kobe Bryant) endorsement in Ele.me advertisement on Weibo toward Chinese customers' brand perception and brand loyalty. Whereas there is no significant correlation were found between the factor and source credibility of (trustworthiness, tie-strength) to NBA athlete (Kobe Bryant) endorsement in Ele.me advertisement on Weibo toward Chinese customers' brand perception and brand loyalty.

*Keyword: Source credibility, Celebrity endorsement, Global advertisement trends,
Social media, Brand perception, Brand loyalty*



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TABLE OF CONTENTS

	Page
ABSTRACT.....	iv
ACKNOWLEDGMENT.....	v
LIST OF TABLES.....	viii
LIST OF FIGURES	ix
CHAPTER 1: INTRODUCTION	1
1.1 Rationale and Problem Statement	1
1.2 Objective of Study	7
1.3 Significant of the Study.....	8
1.4 Scope of Study	9
CHPATER 2: LITERATURE REVIEW	10
2.1 Social Media (Weibo) Advertising	10
2.2 Electronic Word of Mouth on Weibo's Advertisements.....	11
2.3 Attribution Theory.....	12
2.4 The Scenario of Celebrity Endorsement in China	13
2.5 Source Credibility Theory	15
2.5.1 Factors and Sources Credibility on Brand Perception.....	18
2.5.2 Factors and Sources Credibility on Brand Loyalty.....	19
2.6 Research Hypothesis	20
2.7 Theoretical Framework	22

TABLE OF CONTENTS (Continued)

	Page
CHPATER 3: METHOD	23
3.1 Research Design	23
3.2 Sample From Population	24
3.3 Research Instrument	24
3.4 Data Collection Method and Procedure.....	26
3.5 Data Analysis	27
CHPATER 4: FINDINGS AND ANAYSIS.....	28
4.1 Demographic Information Analysis	28
4.2 Hypothesis Testing	33
CHPATER 5: DISCUSSION.....	39
5.1 Conclusion	39
5.2 Discussion on Findings.....	41
5.3 Limitation of the Study	44
5.4 Recommendation for the Future Research	45
BIBLIOGRAPHY.....	46
APPENDIX A.....	53
APPENDIX B.....	61
BIODATA.....	71
LICENSE AGREEMENT OF INDEPENDENT STUDY.....	72

LIST OF TABLES

	Page
Table 4.1.1: Gender distribution of participates.....	29
Table 4.1.2: Age distribution of participates.....	29
Table 4.1.3: Occupation levels of participates.....	30
Table 4.1.4: The current education level of participants.....	30
Table 4.1.5: The frequency and percentage of the participants in time spending in a day on Weibo.....	31
Table 4.1.7: The frequency and percentage of the participants who watched an NBA athlete of Kobe Bryant endorsing a sponsored brand on Weibo before.....	32
Table 4.2.1: Overall correlation table	33
Table 4.2.2: Correlation for the attractiveness of source credibility toward brand perception and brand loyalty.....	34
Table 4.2.3: Correlation for the competence (expertise) of source credibility toward brand perception and brand Loyalty.....	35
Table 4.2.4: Correlation for the trustworthiness of source credibility toward brand perception and brand loyalty.....	36
Table 4.2.5: Correlation for the homogeneity of source credibility toward brand perception and brand loyalty.....	37
Table 4.2.6: Correlation for the tie-strength of source credibility toward brand perception and brand loyalty.....	38

LIST OF FIGURES

	Page
Figure 1: Example of Kobe Bryant endorsing Ele.me on Weibo.....	7
Figure 2: Theoretical Framework.....	22
Figure 3: Cronbach's Alpha Reliability.....	26



CHAPTER 1

INTRODUCTION

1.1 Rationale and Problem Statement

As one of the greatest markets in the world, China has showed the world with many achievements in terms of 5G technology, E-commerce and even the artificial intelligence. These new innovations and technologies change our lifestyle while create multiple channel of the communications. Communication obviously has become much important just like a bridge to connect this modern world. (Frederick, 1993).

One of the greatest communication platforms for the 21st century is definitely the social media, which creates the best connections for people to communicate with each other everywhere around the corner. It helps us in communicating, sharing and linking all information together. Also, it has given benefits to the advertiser and brand in terms of branding, interacting and engaging with their customers. Hence, social media pushes this society and move forward (Marshall, 2013).

Nowadays, China has a large group of people playing social media. There are at least over 1.4 billion active users. These users approximately spend like 4 to 6 hours per day. More than a half of them would watch the advertisements through the mobile device on social media. Mostly, Chinese users will consider and compare the quality of the advertisements, some of advertisements they like and some they don't like. This makes

many advertisers and brands to be more careful when they create the advertisements to the Chinese customers (Chernavina, 2019).

WeChat, Weibo, TikTok, and Bilibili are well-known as four popular social media platforms in China, in which WeChat and Weibo are the most popular social media application. Chinese people usually post the daily stuff on social media and forward their favorite content to their friends. Also, when there is something interesting on the social media post, most of Chinese people will explore it and share the related content to the public at the same time. Obviously, these social media applications have to rely on user-generated contents, because the user-generated contents will help develop online business (Statista, 2019).

Weibo will be selected as the context of this study due to Chinese people always give the best comments on it. For another reason, Chinese people perceive Weibo as ‘Chinese Facebook or Instagram’ that provides them with many types of information. For brands, Weibo makes brands have more opportunities to expand the market by promoting their products or services. In addition, advertisers or brands process the commercial advertisements online is much cheaper than processing in the actual store. Importantly, by promoting brand online, they will gain followers while may raise the brand awareness (Henriques, 2020).

According to Henriques (2020), Weibo has more influence on young people, which allocates about a half of male and female users respectively. Young users dominate more than eighty percent of Weibo active users every year. Out of the age group from

18 to 39 years old. These information and data will be the reference data for the later chapter in developing the questionnaire.

There are so many types of brands advertised on social media, such as creative brand, value brand, innovative brand and so on. This study will mainly introduce and concentrate on a creative food delivery brand, because it recently has increased the exposure among Chinese in China. Ele.me is the food delivery brand, which is under Alibaba group and providing an online food delivering services. Ele.me offers Chinese people with a quick deliver and a good taste. It is a kind of new brand and platform in a decade. Most often, brand like Ele.me will have official account on social media like Weibo, and then place their advertisements through the official Weibo account in order to promote and associate with their products. Moreover, Ele.me focus on people's lifestyle and create creative ideas to associate with their customers. Normally, they will put ideas into video advertisements or some posts on Weibo, so customers can interact with the contents by watching the advertisements (Liao, 2019).

Meanwhile, brands intend to create the impact of electronic word-of-mouth (e-WOM). The meaning is that anyone who get message from a certain brand and forward it to their friends through social media platform. It can create the impact in marketing. Additionally, customers or buyers, those who have experienced an online purchasing would be forwarding the comments to another people. e-WOM will be created in this case, it has two side of impact either positive or negative. Positive comments will increase the credibility instead of having negative comments in e-WOM. However,

brands nowadays intend to hire celebrity to represent the brand. This can lead to a positive comment of e-WOM (Erkan, 2016).

High quality of the advertisements from the advertiser can lead the customers easily accept the content while may create the constant trust. However, it is quite hard to make and keep this type of trust, because people can easily be attracted by the diversity of this society. In other words, maybe just like food you eat every day is different, most of us surely cannot accept the same food every day. In order to build the credibility, the advertisers should be able to concern the source of message and the accuracy of message whether it is capable enough to reach customers' needs and interests. Fortunately, the credible message which possibly can be achieved by targeting customers' favorite source. It can be achieved by looking for the celebrity to endorse the brand. Also, the celebrity may collaborate with a specific brand in terms of branding, advertising and public relations. Hence, we will often see our favorite superstar or idols in the advertisements on different medias (Bachmen, 2013).

The use of celebrities as part of a communication strategy currently has been penetrated into the smart society. Celebrities are successful and famous in some specific areas in terms of the sports and entertainments. Due to this, ordinary people may adore them regard of their personal attractiveness and professionalism. It may would affect ordinary people's social behavior. Also, ordinary people may trust their favorite celebrities with the related content that created by celebrities and brands (Mahayan, 2019)

Based on Hovland & Weiss (1951), the effectiveness of the celebrity endorsement depends on the factors that affect the credibility and source credibility. In source credibility, which are attractiveness, competences and trustworthiness. These three are the most common elements which may positively influence the credibility. In the present time, more than three dimensions were developed on the source of credibility theory. However, these original three source credibility still will be helpful for this study to investigate the source credibility of NBA celebrity of Kobe Bryant in Ele.me advertisements on Weibo towards customer's brand perception and brand loyalty. Actually, people so obsessed with the celebrities because they may see some similarities from them. Therefore, homogeneity and tie-strength as another suggested two factors of affecting credibility will also be explored into the study (Jespersen, 2017).

If an endorser was trust by customers, then it would directly affect customers' opinions about a product. They would intend to purchase that product. This could make product sales increasing. In order to make the local brand more competitive in the market, the researcher of this study would like to know whether the source credibility of the celebrity's endorsement can affect the customers in perceiving the brand and creating brand loyalty. Hence, it is interest to know what kind of celebrity can create this sort of impacts and the advantage of promoting brand. Whether reputation, status and power will be considered as source for the selection of celebrity (Olenski, 2016). By digitally endorsing, customers may feel reliable to the brand as well as recognizing brands. It may positively affect customers' perception and loyalty of brands. Therefore, this study

intends to find out the two factors and three sources credibility of celebrity's endorsement in Ele.me advertisement on Weibo whether have the significant positive and moderate impact on customers perception and loyalty (ExpertVoice, 2020).

The focus of this research paper is on Ele.me advertisement in Weibo, since Ele.me is the modern online-and-offline (O2O) food delivery brand and platform, with over 1,000 online stores in China (Tong & Tan, 2019). Moreover, this research will also explore Kobe Bryant as the endorser who is a sport celebrity since he is one of the famous basketball players in the world (Kuchefski, 2019). He is also the best player, the excellent leader and the modern idol. From 2008 until now, Kobe became very popular in China with about 60 million Chinese fans on his Weibo account. He got five National Basketball Association Championships during this period of the time. He is the closest idol and sign to Chinese 80s and 90s generations and his “Mamba Mentality” on the court encourage over millions of Chinese people. Chinese young people love him and admire his success. They appreciate winning and wish to show their support to those successful celebrities by interacting with brands while purchasing product in the current open economy (Noll, 2020).

Ele.me soon decided to invite Kobe to represent as its primary brand ambassador in Chinese market for the first time. Before that, Ele.me has never invite any celebrity to be the primary brand ambassador. Except Ele.me, brands like Mercedes Benz, Lenovo, and Taobao were coming to collaborate with Kobe in representing their new products on digital media. Therefore, Ele.me and these brands in China are looking for massive targets to win the market and competitors by hiring a celebrity who has a huge impact

in order to promote their products while create their positive brand image to be succeed (Doland, 2016).



Figure 1: Example of Kobe Bryant endorsing Ele.me on Weibo

Hence, it is worth to investigate the effect of factor and source credibility of Kobe Bryant (NBA athlete celebrity) as an endorser of Ele.me advertisements on Weibo toward Chinese customers' brand perception and brand loyalty.

1.2 Objective of Study

According to the situations of using social media among Chinese and the impact of NBA athlete celebrities (Kobe Bryant) on social media in China, it is an opportunity for the new and creative local Chinese brand (Ele.me) to gain or maintain competitiveness in Chinese market by hiring NBA athlete celebrities as a brand presenter in order to create the positive brand perception and retain the existed customers.

Therefore, the research aims to determine whether the factors or sources credibility of NBA athlete's celebrity endorsement (Kobe Bryant) in terms of attractiveness,

competences, trustworthiness, homogeneity and tie-strength have a direct positive effect toward Chinese customer's brand perception and brand loyalty. The research objectives are as following:

1.2.1) To examine the level of factors or sources credibility (Attractiveness, Competences, Trustworthiness, Homogeneity and Tie-strength) of NBA athlete celebrity's endorsement of Kobe Bryant in Ele.me advertisement on Weibo towards Chinese customers' brand perception.

1.2.1) To investigate the influence of factors or sources credibility (Attractiveness, Competences and Trustworthiness, Homogeneity and Tie-strength) of NBA athlete celebrity's endorsement of Kobe Bryant in Ele.me advertisement on Weibo towards Chinese customers' brand loyalty.

1.3 Significance of the Study

The findings from this study will help elaborate on attribution theory and source credibility theory, which relate information to the source credibility of NBA athlete role of Kobe Bryant that generates the experiences and knowledges towards the information receivers of Chinese customers. On one hand, it will be benefit for the online-to-offline business and advertising agency to select the popular celebrities to be the presenter for promoting their specific products or services to gain a positive customer's brand perception and brand loyalty. One the other hand, it will be benefit for the industries to choose a proper communication channel to launch their advertisements in order to reach

more target customers. Other than that, both benefits will help the industries to strengthen their reputation and gain competitiveness in the current market.

1.4 Scope of Study

The research approach of this study will be quantitative research to measure the significant level of the factors or sources credibility (independent variable) which are attractiveness, competences, trustworthiness, homogeneity and tie-strength, as well as their effect on message receivers with regard to brand perception and brand loyalty (dependent variables).

This study will focus on the independent variable of factors or sources credibility (Attractiveness, Competences, Trustworthiness, Homogeneity and Tie-strength) of NBA athlete celebrities' endorsement in Ele.me advertisements on Weibo.

This also leads to the two dependent variables which are customer's brand perception and the brand loyalty as related to Ele.me services.

This research will focus on young Chinese people, male and female, aging from 18 to 39 years old who are the followers of Kobe Bryant on Weibo.

CHAPTER 2

LITERATURE REVIEW

2.1 Social Media (Weibo) Advertising

Social media has provided with many features and functions to support the users in terms of the communication. Normally, users can create the any contents by adding, deleting, saving or posting whatever they want. This is more interactive and engaged in terms of marketing communication. (Forbes News, 2013). As well as, helps transform the business model from the traditional way to the modern way (Marshall, 2013). Simply explained that social media enhances the social relationship and makes the communications more collaborative in the modern world (Go Digital China, 2019). Thus, brands and advertisers have started looking for the opportunities to develop the variety of advertisements through social media (Akar & Topcu, 2011).

Marketers target online users by analyzing on customer's profile data and engage them with the relevant advertisements based on customer's favorites. Marketers have a precise approach of tracking the customers' data online, which is to collect the number of visits for each customer or participate (Yan, 2011). Hence, these networking websites or marketers would know the most viewed pages or sites, and use these data and information to design the content of advertisements.

Social media advertising involves the use of paid advertisements on social networking sites (SNS) such as Weibo, WeChat, TikTok (Boyd, 2008). Weibo has allowed customers to get access to advertisement and participate in the content and engage with

the variety of ads. Most of the time, Chinese users depend on liking or disliking towards the advertisement of a specific brand or product advertised (Deshpande, 2020). In addition, Chinese users with a smartphone can easily create content about a brand or product through Weibo. Hence, Weibo as the platform, which is encouraging the Chinese users to engage more with the diverse contents while boosting the communications of B2B, B2C, C2C and O2O.

2.2 Electronic Word-of-Mouth on Weibo's Advertisements

Brand posts advertisements on Weibo will typically generate more electronic word of mouth (e-WOM). By using such as hashtags and images or videos through an advertisement (Robertson, 2019). The Journal of Advertising Research (JAR) has made some instructive findings. they find out that the use of advertisements, social-processing words, brand names, and hashtags likely will produce more e-WOM (Bao & Chang, 2014). For example, brand adds a post on Weibo, then brand hashtags itself while puts some fancy words next to the content.

The previous study has explained and analyzed the word of mouth communication with different aspects in 1960s (Mackinnon, 2012). Particularly, it has been identified as a form of communication that relate the customer's perception and satisfaction towards a brand (Mackinnon, 2012). E-WOM was defined as oral communication between individuals or group of people regarding a brand through the social media. Especially, a group of Weibo users often have impact on the credit of a brand (Godes and Mayzlin,

2004). Just like if Weibo users see the hashtags or something fantastic of the ads on Weibo, they will probably share it among a group. Therefore, most of brands expect and create e-WOM to pull the customers by using Weibo as communicative platform.

A study was conducted by Marsha Richins (1983) before the development of the electronic word of mouth. 57% of the subjects in the study stated that they shared experiences of brand through traditional word of mouth (Marsha Richins, 1983). The study revealed customers would share the experiences by orally informing of their friends (Marsha Richins, 1983). Word of mouth (WOM), therefore, was basically means that people orally tell something to another people, as it is the traditional form of communications (Cetin, 2013).

Whereas electronic word of mouth, is another form of sharing experiences, exchanging information of a brand or service through electronic technologies platform such as social media. Electronic word of mouth basically known as (e-WOM) is more incredibly advanced form of communications, which is also more interactive, and collaborative comparing to the traditional word of mouth (Benthaus & Risius & Beck, 2016). For example, Chinese brand usually will have the official account in social media, so electronic word of mouth about brand will be more reliable than traditional media. It is just like comparing the traditional media with the new media. Obviously, e-WOM well matched with the social media which is the part of new media (WebFX, 2020). Moreover, electronic word of mouth includes any negative or positive

statements made by the endorser for a brand or product, which are accessible to many advisers, brand and organizations through the internet (Stauss, 2000).

2.3 Attribution Theory

The researchers will use the attribution theory to explain the impact of electronic word of mouth (Qvist, 2009). This theory is to explain the cause and effect of human's behaviors. It can be influenced by either inside or outside; internally or externally (Kelley 1973). The past studies involved the use of attribution theory in order to examine the effects of source characteristics on persuasion (Mowen, 1986). Mowen (1986) found that the source of an endorsement is important, different sources that applied into the endorsements would cause different results. High quality source of an endorsement would be more persuasive for the audience instead of the low quality of an endorsement. Moreover, high quality source of an endorsement would help to build the believability and credibility of electronic word of mouth. Therefore, it is necessary to select the good quality of advertisements based on attribution theory (Mowen, 1986).

2.4 The Scenario of Basketball Celebrity's Endorsements in China

Based on the past research of celebrity endorsement, which covered about 20% of famous celebrities (Ohanian & Roobina, 1991). However, the recent research showed that the celebrity endorsements have increased a lot than a decade before. In China, there are many famous Chinese celebrities. They have a regular plan for shooting the advertisements almost every week. High paid celebrities mostly are young and coming from the entertainment industry. For example, famous singers and movie stars.

Daxue Consulting, (2020) has showed a list that includes all the high paid endorsers in 2020. Liyin Zhao, Jay Chou and Mi Yang was dominant on the list of the most powerful Chinese brand endorsers in 2020. There are no doubts, because Chinese people like them and love to see their performance, so Chinese people are extremely affected by the crush of pop culture and those famous Chinese celebrities.

Similarly, the NBA (the National Basketball Association) athlete celebrity endorsement is becoming popular now in China. Every year, the famous basketball players would come and visit China for the commercial purpose. For instance, the world's famous basketball players, Kobe Bryant, LeBron James, James Harden and Kevin Durant. Those basketball athlete celebrities have high exposure in China. Kobe has the highest exposure in China due to the basketball journey that he made is incredible. People can see them from the advertisements which they have endorsed. For example, the Nike's ads, the Mercedes-Benz's ads and the Gatorade's ads. Local brands are also looking for the opportunity to collaborate with those talent basketball players (Allen, Schaefer, Parker & Kent). However, most of brands that make the sponsorship with the NBA basketball players are sneaker brands. In the past few years, Chinese sneaker brands was developing so fast and primarily targets young Chinese people. First of all, Young Chinese people loves playing basketball, with approximately three hundred million of Chinese people are playing basketball. Secondly, NBA basketball athletes' work ethic and the performance attract those young fans. Lastly, the high context of culture makes Chinese as a group or like a team, basketball brings them together and liking with this

type of culture (Gao, 2012). Hence, China has a huge number of basketball fans who were motivated by the famous basketball players and the culture of basketball.

Basketball celebrity's endorsement seems very successful to some creative brands, especially for the sneaker brand. Therefore, this research paper will provide a case which related to the most popular basketball player of Kobe Bryant, who has signed a sponsorship with Chinese local delivery brand of Ele.me for the first time.

2.5 Source Credibility Theory

This concept was defined by (Hovland & Janis & Kelly, 1963). Source credibility theory is helpful for the researchers in terms of studying communication effects. The meaning of the theory is that if the source is credible, then it will be persuasive for people to acknowledge. According to Hovland and Weiss, (1951), they suggested that the persuasive message should execute by conducting source credibility theory. Also, the message that brand creates should be persuasive, knowledgeable, reliable and acceptable based on the credibility theory. They finally confirmed that people intend to accept a message if the message is credible. For example, if someone's favorite idol is Kobe Bryant, then he or she may intend to accept the message which is covered the information of Kobe Bryant. In other words, a message involves of people's favorite idols can create credibility and persuasion. Therefore, the conduct of the source credibility theory can influence customers' thoughts and beliefs. This will be beneficial for the researcher to conduct in order to explain the source credibility of NBA athlete celebrity's endorsement toward customer's brand perception and loyalty.

In addition, customers are willing to interact with the message which relates their favorites. It means that if the source of message is interesting and credible, they will probably accept it. Young Chinese customers are passionate about things that they like. For example, Online video games, pop music and sports. Advertisers would always invite famous celebrities to join the specific activities in order to drag young people's attention while raise the public awareness. By participating in this type of activity, young Chinese customers can easily identify themselves with these popular celebrities and often perceive them as idols for their success. When the source credibility of advertisement is high, customers will gain the positive feeling about that advertisement. It may lead customers' opinions about the advertisement. (Kelley, 1973). Hence, the high level of source credibility that may influences customers' opinions, thoughts and values (Ohanian, 1991).

The credibility was originally measured by three common sources which are attractiveness, competences and trustworthiness (Umeogu, 2012). These three original elements have applied for many previous studies. When researchers conduct the research, these three elements will be more applicable regarding the topic of the credibility.

Firstly, the source attractiveness is one of the components of the "Source Valence Model." Like mentioned before, customers like something related to their lifestyle and their favorite celebrities. According to McGuire (1985), he said that the attractiveness

has to be identified by using the likability. For instance, people will be attracted by so many things or specific items, so they may have different feelings about them based on the likability. High level of likability means attractive instead of low level of the likability. In this study, the “likability” will be used to cooperate with the first dimension of attractiveness, which is referring to physical appearance in terms of facial and body appearance, dressing codes, postures, and so on (Ohanian 1990).

According to Erdogan (1999), secondly, competence normally associated with knowledge, experience or skills. Celebrities or endorser will address those attributes up the advertisements. In this case, athlete, musician or doctor will be persuasive if it's related to their professional fields. Therefore, the previous research was illustrated that famous celebrity held high level of competences will possibly get the relatively high level of credibility (Chang & Chen & Tan, 2012).

Thirdly, the trustworthiness means believability, honesty and reliability (Erdogan, 1999). Will customers trust the endorsers and as well as the endorsed brand? According to Smith (1973), the trustful source of message makes customers feel reliable, they are more likely to perceive the message positively. For example, If the endorser is honest when he or she presents the brand's advertisement, then the audiences will trust the brand. Hence, if once customers trust the celebrity endorsers, then they will trust the endorsed brand.

Even though there are many researchers have conducted this theory, the researcher not only focus those three original dimensions, also the researcher will add another two factors together that affect the credibility together in order to see how effective for each of them regarding to the celebrity's endorsement in advertisement on Weibo toward customer's brand perception and brand loyalty.

This study will suggest two new factors of credibility together with three sources of credibility in order to examine whether these five components will positively affect customer's brand perceptions and loyalty. Homogeneity and tie strength are these two factors. According to Phua (2017), People in society who have similar background, similar interest and even similar life experience can be saying that they belong to homogenous group. Simply meaning that if people are similar to each other. For the brands or advertisers, if they hire a celebrity who can also communicate the similar interest or lifestyle with customers in a constant way, that will help connect celebrity and customer all together as homogenous group. Additionally, the information among homogenous group is more reliable due to the similar things in terms of value and belief that they have. Previous study from Chu and Kim (2011) has illustrated that homogenous group can make a strong-tied relationship, which helps to acquire the reliable source in terms of building the brand image in a long period of the time. Therefore, the advantages for these two factors are able to help create a possible long-term relationship between endorsed brand and existed customers (Chang & Chen & Tan, 2012).

2.5.1 Factors and Sources Credibility on Brand Perception

Chinese consumers prefer celebrity commercial and like celebrity who has more professional experience and skill in related areas. About celebrity's endorsed products or brands, if this celebrity is what they like the most, they may have good perception toward that specific brand or product. All those things can be saying that the celebrity's personal charm supports customers' mentality and lifestyle. Hence, customers may perceive high level of brand perception if the endorsed brand contains their favorite celebrities. As well as believe the favorite message from the advertiser instead (Silvera & Austad, 2004).

Some famous celebrities are seemed like an icon in the society. People believe them and follow them. They can present a special culture or lifestyle among young people. Usually, brand or advertiser has to be more creative to communicate with audience's value. Luckily, celebrity's experiences can give brand or advertiser more ideas to develop the value structure be able to implement into the products. Later on, celebrity, brand or advertiser and customers may be able to develop the brand image and strong relationship toward a product in a long term. It may lead the positive impact on brand perception as well (McCracken, 1989).

2.5.2 Factors and Sources Credibility on Brand Loyalty

Brand loyalty is something all marketers or brands are looking forward to achieve. That is because the repeat purchasing and the retention can make sustainable and consistent communication with customers in a long term. It helps brands maintain the

competitiveness in the market and lead to the success (Day, 1969). Loyalty can be caused and classified by attitude loyalty.

According to the past studies, customers keep continuously purchasing or buying the certain products, that reflects to customers' behavior and attitude (Bandyopadhyay, 2007). To be maintain brand loyalty, brands must elaborate with customers in a long period of the time and start focus on their behaviors' changing. However, the source credibility may help to maintain existed customers by creating more likable factors or elements into a product. Therefore, it is interesting to study brand loyalty in order to explore more opportunity for brand in communicating with customers and maintaining competitiveness in the market (Chaudhuri & Holbrook, 2001).

2.6 Research Hypotheses

After reviewing relevant literature, the following hypotheses were postulated:

H1. Factors and sources of the credibility of NBA athletes's endorsement in Ele.me's advertisements on Weibo has a direct and positive relationship with Chinese customers' brand perception and brand loyalty to Ele.me's products and services.

H1.1) Attractiveness of the credibility of NBA athletes's endorsement in Ele.me's advertisements on Weibo has direct and positive relationship with Chinese customers' brand perception and brand loyalty to Ele.me's products and services.

H1.2) Competence (expertise) of the credibility of NBA athletes's endorsement in Ele.me's advertisements on Weibo has direct and positive relationship with Chinese customers' brand perception and brand loyalty to Ele.me's products and services.

H1.3) Trustworthiness of the credibility of NBA athletes's endorsement in Ele.me's advertisements on Weibo has direct and positive relationship with Chinese customers' brand perception and brand loyalty to Ele.me's products and services.

H1.4) Homogeneous of the credibility of NBA athletes's endorsement in Ele.me's advertisements on Weibo has direct and positive relationship with Chinese customers' brand perception and brand loyalty to Ele.me's products and services.

H1.5) Tie-strength of the credibility of NBA athletes's endorsement in Ele.me's advertisements on Weibo has direct and positive relationship with Chinese customers' brand perception and brand loyalty to Ele.me's products and services.

2.7 Theoretical Framework

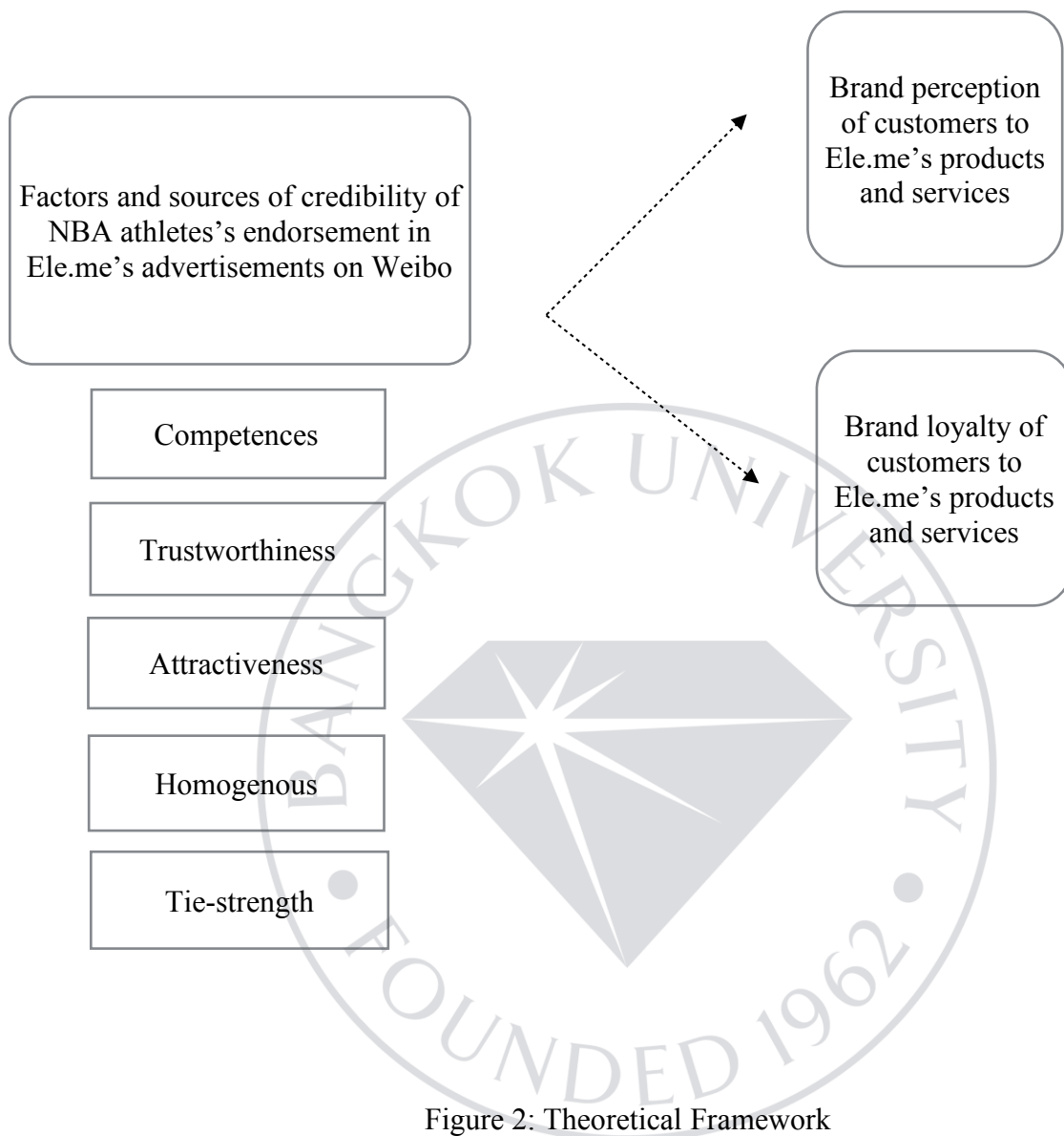


Figure 2: Theoretical Framework

CHAPTER 3

METHOD

In this research paper, the quantitative approach will be used in this paper. method will be chosen and described. This method chapter will include research design, population and sample, research instrument, data collection methods, and data analysis. The researcher will be focused on examining the effect of factor and source credibility of NBA athlete celebrity's endorsement in Ele.me's advertisement on Weibo toward Chinese customers' brand perception and brand loyalty.

3.1 Research Design

This study is an explanatory research. Two research questions are of an explanatory character because they attempt to explain the factors of sources of credibility. Also, the second research question is to explain if there are a direct and positive relations between credibility (attractiveness, competences, trustworthiness, homogeneity, and tie-strength) of NBA athlete celebrities' endorsement in Ele.me's advertisements on Weibo toward Chinese customers' brand perception and brand loyalty to Ele.me's products and services.

This study aims to examine the relationship between the effect of factor and source credibility (attractiveness, competences and trustworthiness, homogeneity and tie-strength) of NBA athlete celebrities' endorsement in Ele.me's advertisements on Weibo toward Chinese customers' brand perception and brand loyalty to Ele.me's products and services. A quantitative research will be chosen to achieve the research objective,

the survey will be implementing into the research in order to collect data from a sizable population in a convenient way.

3.2 Sample from Population

This research focuses on examining the opinions of Chinese people in Thailand. Those people cover Chinese students, Chinese employees and some Chinese freelancers in Thailand who use Weibo and follow the NBA basketball celebrity of Kobe Bryant's account on Weibo. The gender can be both male and female with the age from 18 to 39 years old Chinese people. The population number is unknown.

The sample was 101 participants who were Weibo users and Kobe's followers using the convenient sampling. The sample size was determined using Taro Yamane (1999)'s formula.

3.3 Research Instrument

There are four parts in the questionnaire.

The first part consists of participants' demographic information and their behavior of using Weibo. The question is composed of gender, age, occupation, education level, the frequency of using Weibo, and the usage of Weibo to follow NBA athlete celebrity (Kobe Bryant).

The second part is about the participants' opinion toward the five elements of credibility of NBA athlete celebrity of Kobe Bryant with Ele.me's advertisement on Weibo. A 5-

point Likert scale was used for the questions in this part, ranging from 1= strongly disagree to 5=strongly agree.

The third part is about customers' brand perception after being exposed to Ele.me's advertisement featured by Kobe Bryant on Weibo. This part will measure 5 different aspects, which are, (1) Celebrity endorsement helps the customers recognize Ele.me, (2) Celebrity endorsement attracts customer's attention, (3) Celebrity endorsement creates positive images to Ele.me, (4) Celebrity endorsement makes the customers more interact and involve with Ele.me, and (5) Celebrity endorsement builds a positive attitude among the customers toward the brand. The questionnaires for this part will use also the 'Likert Scale' and the answer will be chosen from number 1 to 5 on strongly agree (5), agree (4), neutral (3), disagree (2), and strongly disagree (1).

The fourth part is about customers' loyalty after being exposed to Ele.me's advertisement featured by Kobe Bryant on Weibo. This part will measure 5 different aspects, which are, (1) I usually think Ele.me will be my first choice compared to others brand, (2) I intend to keep visiting this brand's products and services, (3) I think I am very loyal to this Ele.me service chain, (4) I think this Ele.me brand gives me many inspiration and motivation in daily life, and (5) I would recommend this brand to my friends. The questionnaires for this part will use also the 'Likert Scale' and the answer will be chosen from number 1 to 5 on strongly agree (5), agree (4), neutral (3), disagree (2), and strongly disagree (1).

The survey questions come in two languages, Chinese and English in order to ensure that the participants understand fully each question and answer correctly to what they are asked. The congruence between the Chinese and English section will be checked by a communication expert who are fluent in both languages.

The questionnaire will be sent to the IS advisor to check on content validity that the questionnaire items are investigating the variables they are intended to measure, and can be able to answer all stated research objectives. The reliability of Cronbach's alpha coefficient was .923 (figure 2) which is quite high and significantly high reliability.

		N	%
Cases	Valid	101	100.0
	Excluded ^a	0	.0
	Total	101	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics	
Cronbach's Alpha	N of Items
.923	33

Figure 2 Cronbach's Alpha Reliability

3.4 Data Collection Method and Procedure

The researcher must spread the questionnaire through the mail to reach the sample started from 1, June 2020 to 8, June 2020. The participants are requested to spend some amount of time reading on the first and second page of the questionnaire to ensure they

understand the purpose of the survey. They will be given some amount of time to complete the survey and after collecting, the researcher will observe each criteria that the participants has answered. The answer of who have watched the NBA athlete (Kobe Bryant) endorsing a sponsored brand on Weibo will be utilized in the study and later run through SPSS for data analysis. While those who have never watch the related content will be treated invalid and irrelevant to the study and in that case new sampling will be needed to recollect.

3.5 Data Analysis

The collected data will be analyzed using a statistical package. The descriptive statistics includes frequency, mean score, standard deviation will be used to explain the opinions about factors or sources credibility of NBA athletes' celebrity endorsement in Ele.me's advertisement on Weibo towards customers' brand perception and brand loyalty Pearson's correlation will be used to test hypotheses H1.1-1.5.

Chapter 4

Findings and Analysis

The chapter 4 will be presenting the findings of this research paper. There are two parts: demographic information and hypothesis testing.

4.1 Demographic Information Analysis

The respondents consisted of 81 males and 20 females, with two-thirds were aged 25-31 years old (62.4%), followed by 32-38 years old (18.8%), 18-24 years old (16.8%), and only 2% of them being 39 years old and above.

In total number of respondents, it is obvious that most of them are male respondents (80.2%), followed by female respondents (19.8%) (Table 4.1.1&4.1.2).

Almost 101 respondents, Two-third of the respondents are students (66.3%), and 28.7% of them are employees, followed by 5% of them are freelancer only. Additionally, most of respondents have obtained their bachelor's degree (73.3%), while 18.8% of them were holding the master's degree and 7.9% of them are holding high school's degree (Table 4.1.3&4.1.4).

According to the duration of using Weibo by respondents, One-two of the respondents approximately use Weibo more than 1-2 hours (48.5%) in a day, followed by 24.8% of the respondents spend 31-60 minutes, 11.9% of the respondents spend more than 2-3 hours, 8.9% of them spend 10-30 minutes, less than 5% of the respondents spend 10 minutes and only 1% of the respondents spend more than 3 hours in a day. Moreover, about a half of respondents spending 5-9 time on Weibo every day, followed 44.6% of

them spend 1-4 times, 5% of them spend less than once and just 1% of them spend 10 times or more (Table 4.1.5&4.1.6).

Out of the 101 respondents, 101 of respondents have watched the NBA athlete of Kobe Bryant endorsing a sponsored brand on Weibo before. This meaning that for the majority of the respondents these was not the first interaction with Kobe on Weibo. (Table 4.1.7).

Table 4.1.1: Gender distribution of participates.

Gender	Frequency	Percentage
Male	81	80.2
Female	20	19.8
Total	101	100

Table 4.1.2: Age distribution of participates

Age	Frequency	Percentage
18 to 24 years old	17	16.8
25 to 31 years old	63	62.4
32 to 38 years old	19	18.8
39 years old and above	2	2
Total	101	100

Table 4.1.3: Occupation levels of participates

Occupation	Frequency	Percentage
Student	67	66.3
Employee	29	28.7
Freelancer	5	5
Total	101	100

Table 4.1.4: The current education level of participants

Education Level	Frequency	Percentage
High School's Degree	8	7.9
Bachelor's Degree	74	73.3
Master's Degree	19	18.8
Total	101	100

Table 4.1.5: The frequency and percentage of the participants in time spending in a day on Weibo

Time Spend on Weibo	Frequency	Percentage
Less than 10 minutes	5	5
10-30 minutes	9	8.9
31-60 minutes	25	24.8
More than 1-2 hours	49	48.5
More than 2-3 hours	12	11.9
More than 3 hours	1	1
Total	101	100

Table 4.1.6: (Continued) The frequency and percentage of the participants in time spending every day on Weibo

Time spend on Weibo	Frequency	Percentage
Less than once	5	5
1-4 times	45	44.6
5-9 times	50	49.5
10 times or more	1	1
Total	101	100

Table 4.1.7: The frequency and percentage of the participants who watched the NBA athlete of Kobe Bryant endorsing a sponsored brand (Ele.me) on Weibo before

Participates who watched the NBA athlete of Kobe Bryant endorsing a sponsored brand (Ele.me) on Weibo before	Frequency	percentage
Yes	101	100
No	0	0
Total	101	100

4.2 Hypothesis Testing

Table 4.2.1: Overall correlation table

	Attractive ness	Competen ce	trustworth y	Homogen eity	Tie- strength	Brand perception	Brand loyalty
Attractive ness	1.00						
Competen ce	0.704**	1.00					
trustworth y	-0.014	-0.005	1.00				
Homogen eity	0.639**	0.730**	0.002	1.00			
Tie- strength	0.038	0.101	-0.072	0.035	1.00		
Brand perception	0.592**	0.504**	0.154	0.614**	-0.018	1.00	
Brand loyalty	0.636**	0.622**	0.104	0.693**	0.130	.684**	1.00

Hypothesis 1.1 Attractiveness of the credibility of NBA athletes's endorsement in EEle.me's advertisements on Weibo has direct and positive relationship with Chinese customers' brand perception and brand loyalty to Ele.me's products and services.

Pearson Correlation was conducted to analyze hypothesis 1.1 to explore if there is a relationship between the source credibility of attractiveness to NBA athlete (Kobe Bryant) endorsement in Ele.me's advertisement on Weibo and Chinese customers' brand perception and brand loyalty to Ele.me's products and services. According to Table 4.2.2, significantly positive and moderate correlations were found between the source credibility of attractiveness to NBA athlete (Kobe Bryant) endorsement in Ele.me's advertisement on Weibo and Chinese customers' brand perception ($r = .592$, $p < .05$) and brand loyalty ($r = .636$, $p < .05$). Hence, the hypothesis 1.1 was supported (Table 4.2.2)

Table 4.2.2 Correlation for the attractiveness of source credibility toward brand perception and brand loyalty

	Attractiveness	Brand perception	Brand loyalty
Attractiveness	1.00		
Brand perception	0.592**	1.00	
Brand loyalty	0.636**	0.684**	1.00

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

Hypothesis 1.2 Competence (expertise) of the credibility of NBA athletes's endorsement in Ele.me's advertisements on Weibo has direct and positive relationship with Chinese customers' brand perception and brand loyalty to Ele.me's products and services.

Pearson Correlation was conducted to analyze hypothesis 1.2. According to Table 4.2.3, significantly positive and moderate correlations were found between the source credibility of competence to NBA athlete (Kobe Bryant) endorsement in Ele.me's advertisement on Weibo and Chinese customers' brand perception ($r = .504, p < .05$) and brand loyalty ($r = .622, p < .05$). Hence, the hypothesis 1.2 was supported (Table 4.2.3).

Table 4.2.3 Correlation for the competence (expertise) of source credibility toward brand perception and brand loyalty

	Competence	Brand perception	Brand loyalty
Competence	1.00		
Brand perception	0.504**	1.00	
Brand loyalty	0.622**	0.684**	1.00

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

Hypothesis 1.3 Trustworthiness of the credibility of NBA athletes's endorsement in Ele.me's advertisements on Weibo has direct and positive relationship with Chinese customers' brand perception and brand loyalty to Ele.me's products and services.

Pearson Correlation was conducted to analyze hypothesis 1.3. Based on Table 4.2.4, no significant correlations were found between the source credibility of trustworthiness to NBA athlete (Kobe Bryant) endorsement in Ele.me's advertisement on Weibo and Chinese customers' brand perception ($r = .154$, $p > .05$) and brand loyalty ($r = .104$, $p > .05$). Hence, the hypothesis 1.3 was not supported (Table 4.2.4).

Table 4.2.4 Correlation for the trustworthiness of source credibility toward brand perception and brand loyalty

	Trustworthiness	Brand perception	Brand loyalty
Trustworthiness	1.00		
Brand perception	0.154	1.00	
Brand loyalty	0.104	0.684**	1.00

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

Hypothesis 1.4 Homogeneity of the credibility of NBA athletes's endorsement in Ele.me's advertisements on Weibo has direct and positive relationship with Chinese customers' brand perception and brand loyalty to Ele.me's products and services.

Pearson Correlation was conducted to analyze hypothesis 1.4. Based on Table 4.2.5, significantly positive and moderate correlations were found between the factor credibility of homogeneity to NBA athlete (Kobe Bryant) endorsement in Ele.me's advertisement on Weibo and Chinese customers' brand perception ($r = .614$, $p < .05$) and

brand loyalty ($r=.693$, $p<.05$). Therefore, the hypothesis 1.4 was supported (Table 4.2.5).

Table 4.2.5 Correlation for the homogeneity of source credibility toward brand perception and brand loyalty

	Homogeneity	Brand perception	Brand loyalty
Homogeneity	1.00		
Brand perception	0.614**	1.00	
Brand loyalty	0.693**	0.684**	1.00

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

Hypothesis 1.5 Tie-strength of the credibility of NBA athletes's endorsement in Ele.me's advertisements on Weibo has direct and positive relationship with Chinese customers' brand perception and brand loyalty to Ele.me's products and services.

Pearson Correlation was conducted to analyze hypothesis 1.5. Based on Table 4.2.6, no significant correlations were found between the factor credibility of tie-strength to NBA athlete (Kobe Bryant) endorsement in Ele.me's advertisement on Weibo and Chinese customers' brand perception ($r= -.018$, $p>.05$) and brand loyalty ($r=.130$, $p>.05$). Therefore, the hypothesis 1.5 was not supported (Table 4.2.6).

Table 4.2.6 Correlation for the tie-strength of source credibility toward brand perception and brand loyalty

	Tie-strength	Brand perception	Brand loyalty
Tie-strength	1.00		
Brand perception	-0.018	1.00	
Brand loyalty	0.130	0.684**	1.00

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

Chapter 5

Discussion

5.1 Conclusion

The chapter 4 has verified the correlation between the factor and source of credibility (attractiveness, competence, trustworthiness, homogeneity, tie-strength) to NBA athlete (Kobe Bryant) endorsement in Ele.me's advertisement on Weibo and Chinese customers' brand perception and brand loyalty to Ele.me's products and services. The conclusion and result will be showed as below:

Hypothesis 1.1 After verifying the correlation between the source credibility of attractiveness to NBA athlete (Kobe Bryant) endorsement in Ele.me's advertisement on Weibo and Chinese customers' brand perception and brand loyalty to Ele.me's products and services. The result of finding and analysis revealed that the source credibility of attractiveness to Kobe Bryant's endorsement in Ele.me's advertisement on Weibo has significantly positive and moderate correlations toward customer's brand perception and brand loyalty. To be concluded, the source credibility of attractiveness can affect customer's brand perception and brand loyalty. Other than that, it is important for advertisers or brands to choose the celebrity who has strong charm and attraction in order to gain more positive attention and retention from their customers.

Hypothesis 1.2 After verifying the correlation between the source credibility of competency (expertise) to NBA athlete (Kobe Bryant) endorsement in Ele.me's advertisement on Weibo and Chinese customers' brand perception and brand loyalty. As hypothesis 1.2 was supported in Chapter 4. The result of finding and analysis

revealed that the source credibility of competency (expertise) to Kobe Bryant's endorsement in Ele.me's advertisement on Weibo has significantly positive and moderate correlations toward customer's brand perception and brand loyalty. This can be concluded that the source credibility of attractiveness can affect customer's brand perception and brand loyalty. To be suggested, it is important for advertisers or brands to consider whether the celebrity that they choose is related to the professionalism.

Hypothesis 1.3 Stated the relationship between the source credibility of trustworthiness to NBA athlete (Kobe Bryant) endorsement in Ele.me's advertisement on Weibo and Chinese customers' brand perception and brand loyalty to Ele.me's products and services. However, the correlation result of finding and analysis revealed that the source credibility of trustworthiness to Kobe Bryant's endorsement in Ele.me's advertisement on Weibo has no significant correlations toward customer's brand perception and brand loyalty. This can be concluded that the source credibility of trustworthiness did not have any significant relationship with customer's brand perception and brand loyalty.

Hypothesis 1.4 After verifying the correlation between the source credibility of homogeneity to NBA athlete (Kobe Bryant) endorsement in Ele.me's advertisement on Weibo and Chinese customers' brand perception and brand loyalty. As hypothesis was supported in Chapter 4. The result of finding and analysis revealed that the source credibility of homogeneity to Kobe Bryant's endorsement in Ele.me's advertisement on Weibo has significantly positive and moderate correlations toward customer's brand perception and brand loyalty. This can be concluded that the source credibility of homogeneity can affect customer's brand perception and brand loyalty. Other than that,

the similarity regards to homogeneity is quite important for advertisers or brands to implement.

Hypothesis 1.5 Stated the relationship between the source credibility of tie-strength to NBA athlete (Kobe Bryant) endorsement in Ele.me's advertisement on Weibo and Chinese customers' brand perception and brand loyalty to Ele.me's services. However, the correlation result of finding and analysis revealed that the source credibility of trustworthiness to Kobe Bryant's endorsement in Ele.me's advertisement on Weibo has no significant correlations toward customer's brand perception and brand loyalty. This can be concluded that the source credibility of tie-strength did not have any significant relationship with customer's brand perception and brand loyalty.

5.2 Discussion on Findings

The study revealed five findings by verifying the correlation between the factor and source of credibility (attractiveness, competence, trustworthiness, homogeneity, tie-strength) to NBA athlete (Kobe Bryant) endorsement in Ele.me's advertisement on Weibo and Chinese customers' brand perception and brand loyalty to Ele.me's products and services. In addition, two source of credibility (attractiveness, competency) which positively affected Chinese customers' brand perception and brand loyalty; trustworthiness is not significant according to the test. For factors of credibility (homogeneity, tie-strength), homogeneity is verified that can affect customers' brand perception and brand loyalty; Tie-strength is not significant according to the test.

There are many other points to be discussed as well. First of all, the source credibility of attractiveness to Kobe Bryant's endorsement in Ele.me's advertisement on Weibo has significantly positive and moderate correlations toward customer's brand perception and brand loyalty. This conclusion is exactly supported regarding to the theoretical framework by the source credibility theory of the Chapter 2. The athlete celebrity of Kobe Bryant attracts so many Chinese people in many different ways. His personal charms in terms of physical appearance will drag people's attention. Therefore, it would be a great opportunity for advertiser or brand (Ele.me) to target a celebrity (Kobe Bryant) who has great physical attraction to promote their products and services in this case.

Secondly, the source credibility of competence to Kobe Bryant's endorsement in Ele.me's advertisement on Weibo has significantly positive and moderate correlations toward customer's brand perception and brand loyalty. This conclusion is also supported regarding to the theoretical framework by the source credibility theory of the Chapter 2. The sport is a part of the professional field. Obviously, the sports celebrity is professional in his or her field. So, whether the choice of celebrity is related to the professionalism or professional field may be important. Because customers will perceive the brand positively and be loyal to the brand if the level of competence (expertise) is high toward Kobe Bryant's endorsement in Ele.me's advertisement on Weibo. Hence, the professionalism of the celebrity endorsement will bring the positive perception and the loyalty to the brand.

Thirdly, the source credibility of trustworthiness to Kobe Bryant's endorsement in Ele.me's advertisement on Weibo has no significant correlations toward customer's brand perception and brand loyalty. The result is not supported regarding to the theoretical framework by the credibility theory in Chapter 2. The Chinese participates recently is too sensitive to be controlled by service providers due to the world bad economy and the diversity of brands. Therefore, the source credibility of trustworthiness to Kobe Bryant's endorsement in Ele.me's advertisement on Weibo cannot make Chinese people have constant and positive perception about brands. It is also hard to make the repeat purchase in this case.

Moreover, the factor of credibility of homogeneity to Kobe Bryant's endorsement in Ele.me's advertisement on Weibo has significantly positive and moderate correlations toward customer's brand perception and brand loyalty. According to Phua (2017) in Chapter 2, homogenous people are most likely to associate with their similar interests and lifestyle. Obviously, the Chinese participates are willing to associate with the celebrity (Kobe Bryant) endorsement in Ele.me's advertisements on Weibo due to the high level of similarity on their favorite celebrities. That means, advertisers or brands must target the homogenous group when they communicate with customers. By doing this, they can gain much more attention from potential customers while develop the loyalty.

Lastly, the factor of credibility of tie-strength to Kobe Bryant's endorsement in Ele.me's advertisement on Weibo has no significant correlations toward customer's brand perception and brand loyalty. The independent variable of tie-strength is

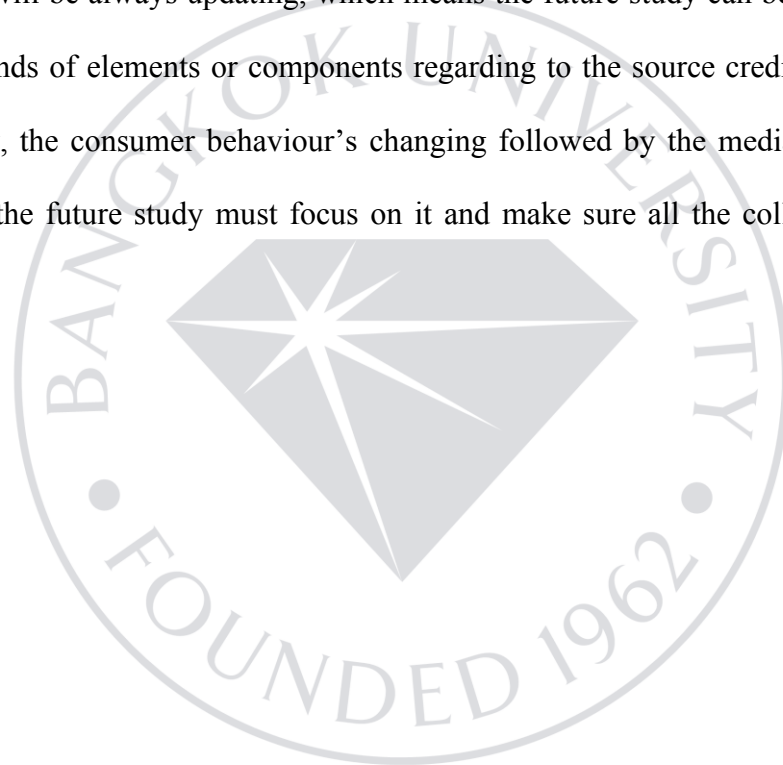
supported regarding to attribution theory. This theory helps people who have similar interest and connect them together through e-WOM. However, A tie-strength group of Chinese participates who have similar interest and seen Kobe Bryant's endorsement in Ele.me's advertisements from Weibo cannot perceive a positive brand perception and develop a constant brand loyalty.

5.3 Limitation of the Study

There are a few limitations of the study. Firstly, the questionnaire has to disseminate online because of the situation of Covid-19. Secondly, because many Chinese that the has actually already gone back home, the researcher took a long time to collect the data of the survey. Finally, the researcher just collected 101 online survey data from the Chinese participates, which cannot be applicable to define all Chinese people in Thailand.

5.4 Recommendation for the Future Research

This type of study is taking much time to read the theory and understand the theory. However, this is also a flexible study. Usually, the independent variables and dependent variable can be always adjusting, it depends on what kind of interesting topic you are going to apply by using similar method. Also, it is better to apply new elements of the source credibility while test the old one. Moreover, the components of the source credibility will be always updating, which means the future study can be found many different kinds of elements or components regarding to the source credibility theory. Importantly, the consumer behaviour's changing followed by the media's changing. Therefore, the future study must focus on it and make sure all the collected data is precise.



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APPENDIX A

I am Wei Mei from the graduate school of the MGC program of Bangkok University. This research which I am recently working on it. The purpose of this research is to find out the relationship between the factor and source of credibility (attractiveness, competence, trustworthiness, homogeneity, tie-strength) to NBA athlete (Kobe Bryant) endorsement in Eleme's advertisement on Weibo and Chinese customers' brand perception and brand loyalty to Eleme's products and services. There are four parts will be covered in the survey. All participates must keep the confidence and thank you for taking your time for the survey.

Part 1: Demographic and personal information

1, What is your gender?

- A. Male
- B. Female

2, What is your age?

- A. 18-24 years

- B. 25-31 years
- C. 32-38 years
- D. 39 years or above

3, What is your occupation?

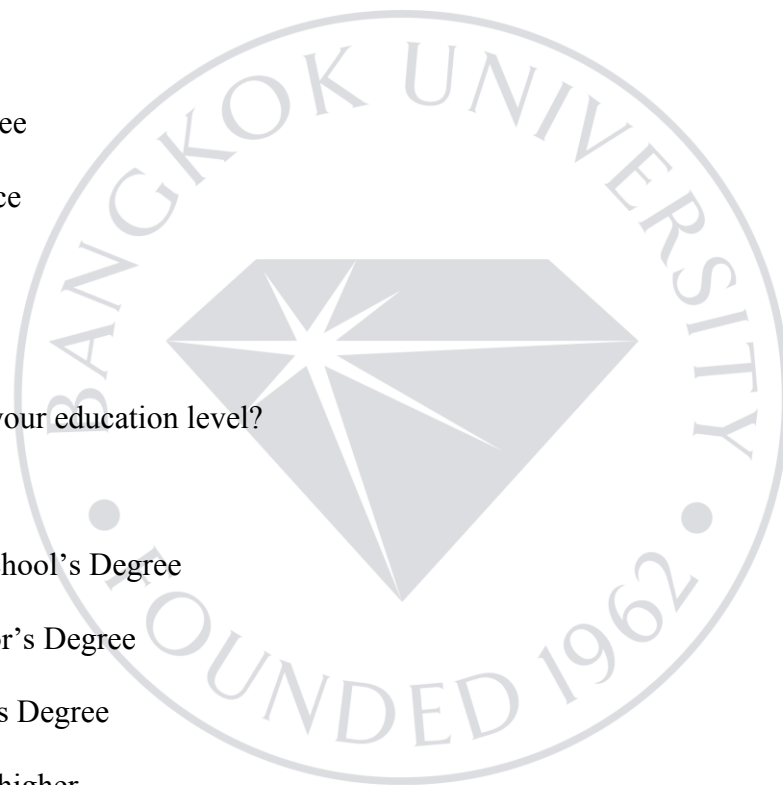
- A. Student
- B. Employee
- C. Freelance

4. What is your education level?

- A. High School's Degree
- B. Bachelor's Degree
- C. Master's Degree
- D. PhD or higher

5. How much time do you use Weibo in a day?

- A. Less than 10 minutes
- B. 10-30 minutes



- C. 31-60 minutes
- D. More than 1 hour - 2 hours
- E. More than 2 hours - 3 hours
- F. More than 3 hours

6. How often do you use Weibo every single day?

- A. Less than once
- B. 1-4 times
- C. 5-9 times
- D. 10 times or more

7. Have you watched the NBA athlete of Kobe Bryant endorsing a sponsored brand (Ele.me) on Weibo before?

- A. Yes
- B. No

Part 2: Opinions about ‘Sources Credibility’ of NBA athletes’ celebrity endorsement in Eleme’s advertisement on Weibo

Put X the box that reflects your opinions toward Eleme’s products and services after you watch Ele.me advertisement on Weibo featured by **Kobe Bryant**.

	How do you perceive Kobe Bryant in Eleme's ads on Weibo?	Strongly Agree (5)	Agree (4)	Neutral (3)	Disagree (2)	Strongly disagree (1)
1	Attractive					
2	Handsome					
4	Elegant					
5	Sexy					
6	Beautiful					

	How do you perceive Kobe Bryant in Eleme's ads on Weibo?	Strongly Agree (5)	Agree (4)	Neutral (3)	Disagree (2)	Strongly disagree (1)
1	An expert					
2	Knowledgeable					
3	Experienced					
4	Qualified					
5	Skilled					
6	Professional					

	How do you perceive Kobe Bryant in Eleme's ads on Weibo?	Strongly Agree (5)	Agree (4)	Neutral (3)	Disagree (2)	Strongly disagree (1)
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1	Dependable					
2	Honest					
3	Reliable					
4	Sincere					
5	Secure					

	How do you perceive Kobe Bryant in Eleme's ads on Weibo? (These questions reflect homogeneity)	Strongly Agree (5)	Agree (4)	Neutral (3)	Disagree (2)	Strongly disagree (1)
1	The endorser looks like me					
2	The endorser is similar to me					
3	The endorser thinks and acts like me					
4	The endorser behaves same way as me					
5	The endorser works like me					

	How do you perceive Kobe Bryant in Eleme's ads on Weibo? (These questions reflect tie-strength)	Strongly Agree (5)	Agree (4)	Neutral (3)	Disagree (2)	Strongly disagree (1)
1	The endorser has the similar work ethic like me					
2	The endorser is from the similar background like me					
3	The endorser has the similar goals and dreams like me					
4	The endorser is from the same social class like me					
5	The endorser has similar social status and impact in the society like me					

Part 3: Customer's brand perception to Eleme's products and services

Put X the box that reflects your perceptions toward Eleme's products and services after you watch Eleme's advertisement on Weibo featured by **Kobe Bryant**.

	Brand perception to Eleme's product and services	Strongly Agree (5)	Agree (4)	Neutral (3)	Disagree (2)	Strongly disagree (1)
1	Celebrity endorsement helps me recognize Ele.me					
2	Celebrity endorsement attracts my attention to Ele.me					
3	Celebrity endorsement creates more images to Ele.me					
4	Celebrity endorsement makes me more interact and involve with Ele.me					
5	Celebrity endorsement builds a positive attitude toward the Ele.me					

Part 4: Customer's brand loyalty to Ele.me

Put X the box that reflects your brand loyalty toward Ele.me after you watch

Eleme's advertisement on Weibo featured by **Kobe Bryant**.

	Brand loyalty behaviors	Strongly Agree (5)	Agree (4)	Neutral (3)	Disagree (2)	Strongly disagree (1)
1	I usually think Ele.me will be my first choice compared to other brands.					
2	I intend to keep visiting this brand's products and services.					
3	I think I am very loyal to brand chain and I will keep buying it.					
4	I think this brand gives me many inspiration and motivation in daily life.					
5	I would recommend this brand to my friends.					

APPENDIX B

问卷调查

我是曼谷大学 MGC 课程研究生院的梅唯。我最近正在从事这项研究。这项研究的目的是找出“饿了吗”在微博广告中对 NBA 运动员（科比）的认可 and 可信度（吸引力，能力，可信赖性，同质性，领带强度）的因素与来源之间的关系，以及中国客户的品牌认知度以及对“饿了吗”的产品和服务的品牌忠诚度。调查分为四个部分。所有参与者都必须保持信心，并感谢您抽出宝贵的时间进行调查。

第一部分: 基本信息

1, 性别

A. 男

B. 女

2, 年龄

- A. 18-24 岁
- B. 25-31 岁
- C. 32-38 岁
- D. 39 岁以上

3, 职业

- A. 学生
- B. 已雇佣
- C. 其它自由职

4. 学历

- A. 高中
- B. 大学



C. 硕士

D. 博士及以上

5. 您每天花多少时间在使用微博上？

A. 少于 10 分钟

B. 10-30 分钟

C. 31-60 分钟

D. 1-2 小时

E. 2-3 小时

F. 3 小时以上

6. 您每天要使用多少次微博？

A. 少于一次

B. 1-4 次

- C. 5-9 次
- D. 超过 10 次

7. 您以前是否有看过 NBA 运动员科比在微博“饿了吗”的品牌代言？

- A. 有
- B. 没有

第二部分：饿了吗在微博上发布的广告中关于“NBA 运动员明星认可”的“来源可信度”的观点调查

在观看科比·布莱恩特（饿了吗）在微博上刊登的耐克广告后，请放一个_X_

框，以反映您对饿了吗产品和服务的态度。

	您如何看待科比·布莱恩特和饿了么在微博上的广告？	非常赞同 (5)	同意 (4)	一般 (3)	反对 (2)	非常反对 (1)
1	很吸引					
2	英俊					
3	优雅					
4	典雅					
5	性感					
6	美丽					

	您如何看待科比·布莱恩特跟饿了么在微博上的广告？	非常赞同 (5)	同意 (4)	一般 (3)	反对 (2)	非常反对 (1)
1	专家专业性					
2	有知识性					
3	有经历的					
4	合格的					
5	有技术的					
6	专业的					

	您如何看待科比·布莱恩特 跟饿了么在微博上的广告 的？	非常赞同 (5)	同意 (4)	一般 (3)	反对 (2)	非常反对 (1)
1	可依赖的					
2	诚恳的					
3	信赖的					
4	真诚的					
5	安全感的					

	您如何看待科比·布莱恩特 跟饿了么在微博上的广告？ (这些问题反映了同质性)	非常赞同 (5)	同意 (4)	一般 (3)	反对 (2)	非常反对 (1)
1	代言人就像我一样					
2	代言人相似于我					
3	代言人想法和我很相似					
4	代言人的社会地位和我一样					
5	代言人的社会背景和我相似					

	您如何看待科比·布莱恩特 跟饿了么在微博上的广告？ (这些问题反映了一致性)	非常赞同 (5)	同意 (4)	一般 (3)	反对 (2)	非常反对 (1)
1	代言人有相似的工作道德准则					
2	代言人有相似的社会背景					
3	代言人有相似的梦想和目标					
4	代言人有相似的社会地位					
5	代言人有相似的影响力和权利					

第三部分: 客户火消费者对耐克产品和服务的品牌印象

在观看科比·布莱恩特 (饿了吗) 在微博上刊登的“饿了吗”广告后，请放一个_X_框，以反映您对耐克产品和服务的品牌认知度。

	“饿了吗”产品和服务的品牌 认知度	非常赞同 (5)	同意 (4)	一般 (3)	反对 (2)	非常反对 (1)
1	名人代言可以帮助我认识“饿 了吗”的产品					
2	名人代言吸引了我的注意力					
3	名人代言为“饿了吗”品牌创 造更多形象					
4	名人代言使我与“饿了吗”品 牌互动并参与其中					
5	明星代言树立了对品牌的积 极态度					

第四部分: 客户对“饿了么”产品和服务的品牌忠诚度

在观看科比·布莱恩特 (饿了么) 在微博上刊登的“饿了么”广告后，请放一个

X 框，以反映您对“饿了么”产品和服务的品牌忠诚度。

	品牌忠诚度的行为	非常赞同 (5)	同意 (4)	一般 (3)	反对 (2)	非常反对 (1)
1	我通常认为与其他外卖品牌相比，“饿了么”将是我的首选					
2	我打算继续访问该品牌的产品和服务					
3	我认为我非常忠实于“饿了么”品牌连锁店，我会继续购买					
4	我认为“饿了么”品牌给了我很多日常生活的灵感和动力					
5	我会强力推荐这个品牌给我的朋友					

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