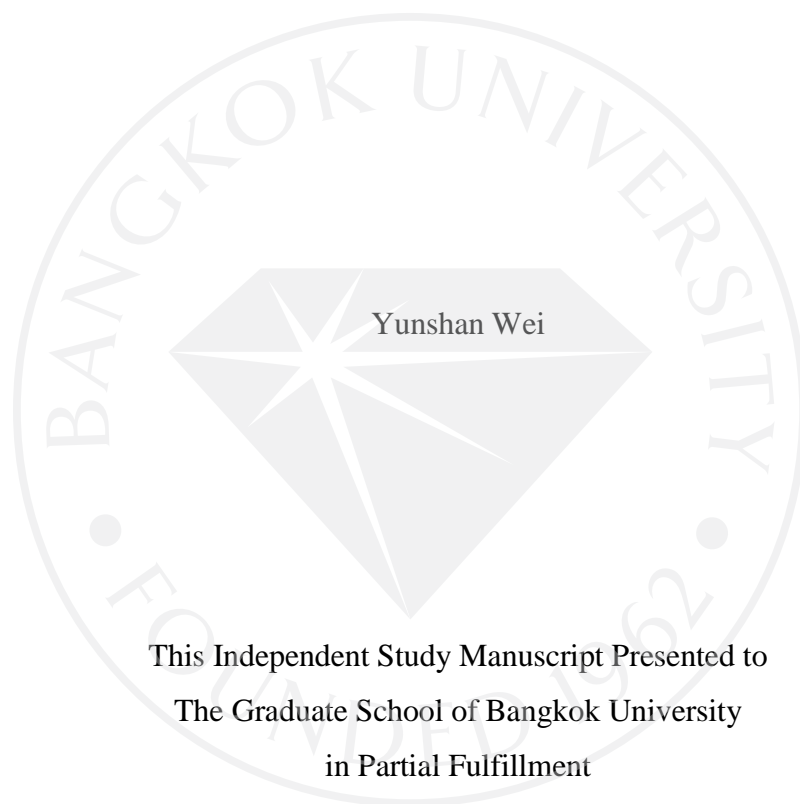


CELEBRITY ENDORSEMENT IN ADVERTISING AND
AUDIENCE'S BRAND PERCEPTION: A CASE STUDY OF VIVO THAILAND



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AUDIENCE'S BRAND PERCEPTION: A CASE STUDY OF VIVO THAILAND



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ABSTRACT

This article investigates how celebrity endorsement affects Vivo Thailand consumers' perception of the brand based on the source credibility model. It was hypothesized that endorsers' expertise, trustworthiness, and attractiveness had a positive impact on consumers' brand perception of Vivo Thailand. These hypotheses were tested by conducting an online survey with 200 respondents in Thailand. Expertise presented the dimensions of professional, knowledgeable, and experienced. Trustworthiness presented the dimensions of unbiased, sincere, and reliable. Attractiveness presented the dimensions of good-looking, eye-catching, and familiar. Findings indicated that by watching Vivo Thailand advertising featured by Thai celebrities, their expertise, trustworthiness, and attractiveness had a significant impact on the sample of the study towards brand perception to Vivo Thailand.

Keywords: Celebrity Endorsement, Brand Perception, Source Credibility Model, Vivo, Thailand

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Yunshan Wei

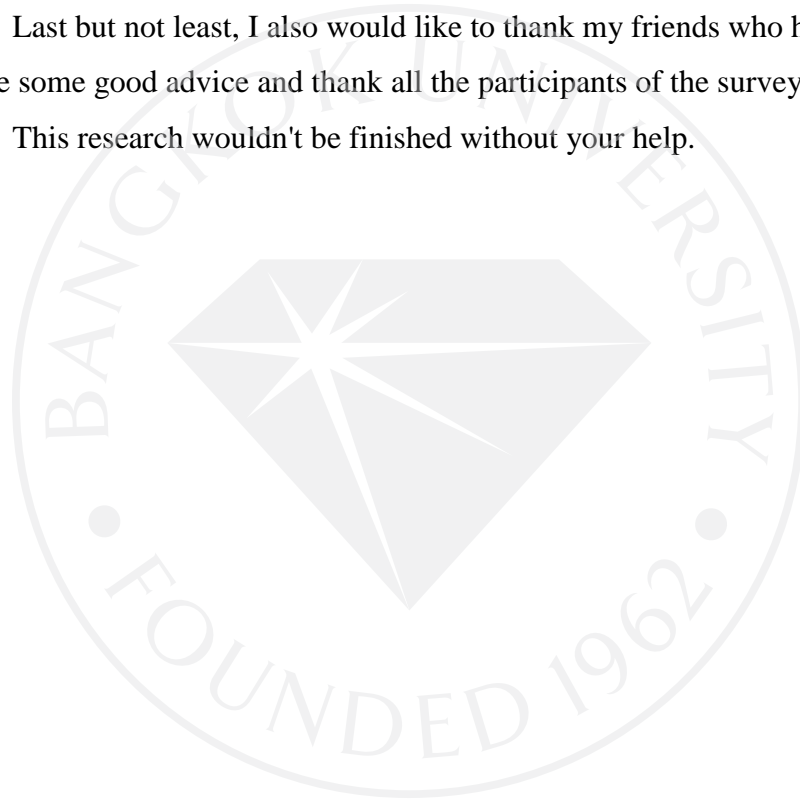
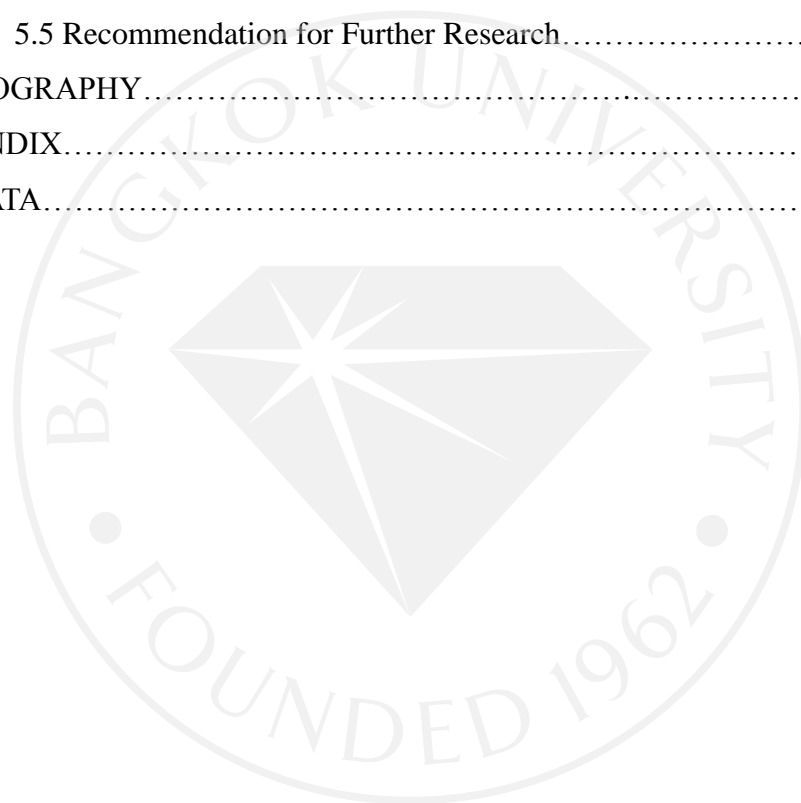


TABLE OF CONTENTS

	Page
ABSTRACT.....	iii
ACKNOWLEDGEMENT.....	iv
LIST OF TABLES.....	ix
LIST OF FIGURES.....	x
CHAPTER 1: INTRODUCTION	1
1.1 Background of the Study.....	1
1.2 Rationale and Problem Statement.....	2
1.3 Objective of Study.....	3
1.4 Research Questions.....	4
1.5 Scope of Study.....	4
1.6 Significance of the Study.....	4
1.7 Definitions of Terms.....	5
CHAPTER 2: LITERATURE REVIEW.....	7
2.1 Related Literature and Previous Studies.....	7
2.2 Related Theories.....	10
2.3 Hypothesis.....	12
2.4 Theoretical Framework.....	13
CHAPTER 3: METHODOLOGY.....	14
3.1 Research Design.....	14
3.2 Population and Sampling Method.....	14
3.3 Research Instrument.....	15
3.4 Research Pretest.....	19
3.5 Data Collection Procedure.....	20
3.6 Demographic Data and Media Use of the Sample.....	21
CHAPTER 4: DATA ANALYSIS.....	28
4.1 Hypotheses Findings.....	28
4.2 Findings of Descriptive Analysis.....	28
4.3 Hypothesis Findings and Testing.....	32

TABLE OF CONTENTS (Continued)

	Page
CHAPTER 5: DISCUSSION.....	35
5.1 Summary of the Descriptive Findings and Discussion.....	34
5.2 Discussion.....	36
5.3 Limitations of the Study.....	37
5.4 Recommendation for Further Application.....	37
5.5 Recommendation for Further Research.....	38
BIBLIOGRAPHY.....	39
APPENDIX.....	44
BIODATA.....	53

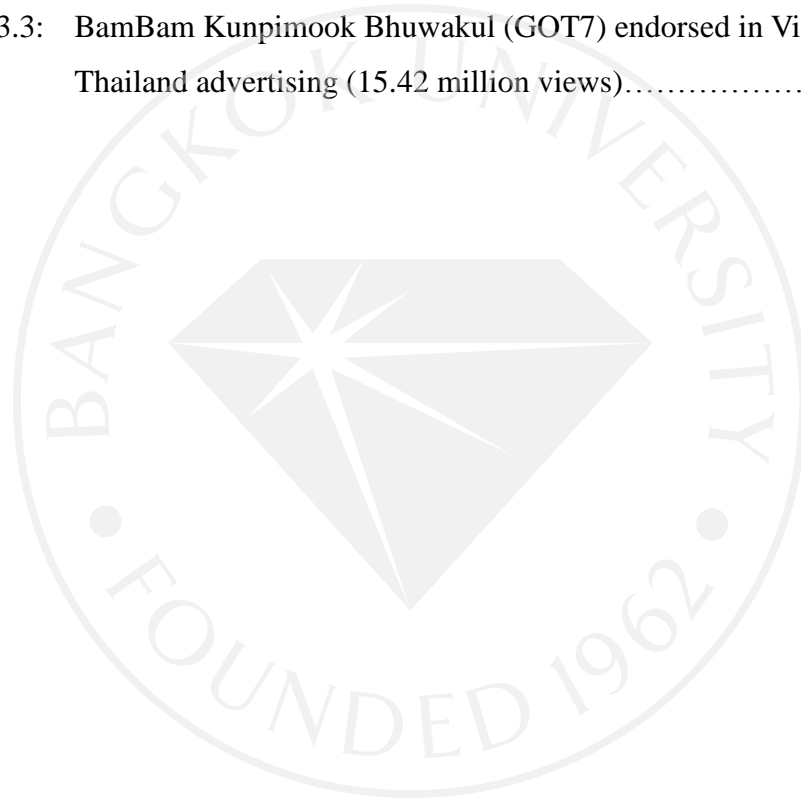


LIST OF TABLES

	Page
Table 3.1: Criteria for the Degrees of Agreement Dimension.....	19
Table 3.2: The Reliability of the Instrument.....	20
Table 3.3: Gender.....	21
Table 3.4: Age.....	21
Table 3.5: Education Level.....	22
Table 3.6: Marital Status.....	22
Table 3.7: Occupation.....	23
Table 3.8: Monthly Income.....	23
Table 3.9: What brand of smartphone are you using now?.....	24
Table 3.10: What channel did you use to get your smartphone's information before you bought it?.....	25
Table 3.11: What is the reason that you chose the brand?.....	26
Table 3.12: How long have you used the current smartphone?.....	26
Table 4.1: The interpretation of means and standard deviation of survey respondents perceived the expertise, trustworthiness, and attractiveness of celebrities endorsed in Vivo Thailand Advertising.....	30
Table 4.2: The interpretation of means and standard deviation of survey respondents perceived the brand perception of Vivo.....	31
Table 4.3: Model Summary.....	32
Table 4.4: ANOVA.....	32
Table 4.5: Coefficients.....	33

LIST OF FIGURES

	Page
Figure 2.1: Theoretical Framework.....	13
Figure 3.1: Aum Patcharapa Chaichua endorsed in Vivo Thailand advertising (50.81 million views).....	16
Figure 3.2: Peach Pachara Chirathiva endorsed in Vivo Thailand advertising (22.76 million views).....	17
Figure 3.3: BamBam Kunpimook Bhuwakul (GOT7) endorsed in Vivo Thailand advertising (15.42 million views).....	17



CHAPTER 1

INTRODUCTION

This chapter describes the introduction of this research, rationale and problem statements, research objectives, the scope of the study, research questions, significance of the study, and definition of terms.

- 1.1 Background of the Study
- 1.2 Rationale and Problem Statement
- 1.3 Objective of Study
- 1.4 Research Questions
- 1.5 Scope of Study
- 1.6 Significance of the study
- 1.7 Definitions of terms
 - 1.7.1 Celebrity Endorsement
 - 1.7.2 Source Credibility
 - 1.7.3 Audience
 - 1.7.4 Vivo (Thailand)
 - 1.7.5 Brand Perception

1.1 Background of the Study

The smartphone markets in Thailand are highly competitive. In the Thai markets, Chinese smartphone brands such as Xiaomi, Huawei, Oppo, and Vivo occupy more than 50% of the market share, while Apple, Samsung, and other brands share another 50% (Statcounter, 2021). In the 4th quarter of the year 2020, the smartphone supply was not enough to keep up with the demand, affecting the 10.5% market decline. Vivo managed to be the top player that could ensure enough stock, in particular, for the low-end Y-series models (“IDC Thailand”, 2021). Vivo appeared in the Thai smartphone markets only a few years ago. In 2011, Vivo released its first smartphone, the Vivo X1. In 2014, the Vivo brand began to expand overseas markets (Intelligent CIO, 2016), including Thailand, Myanmar, Indonesia, India, Malaysia, Vietnam, and the Philippines.

Vivo chose Thailand as the first country in the overseas markets. According to the Global Digital Report 2019 survey, which was conducted by HootSuite and WeAreSocial, there are 49 million mobile social media users in Thailand, accounting for 71% of mobile users (Leesa-Nguansuk, 2019a). In other words, the average daily time spent by Thai users on their smartphones has increased. Thai people spent 9.11 hours on the Internet, 3.44 hours watching television and 1.30 hours listening to music streaming daily (Leesa-Nguansuk, 2019b).

Similar to Oppo, retail business and marketing in lower-tier markets is a strength of Vivo and a key factor to its growth (Intelligent CIO, 2016). At first, Vivo intended to target the leading consumer group as workers, but then they changed it to the 18-25 young generation because the target audience like to try new things. Boonchai Wattananimitporn, product manager at Vivo Thailand, said the company would launch two new mid-range smartphones (10,000-17,000 baht) each year and tighten the brand marketing budget has built over the past few years (Leesa-Nguansuk, 2014).

1.2 Rationale and Problem Statement

Celebrity endorsement has been one of the most effective marketing communication strategies used among Thai marketers. Supported by Pornpitakpan (2004), traditional celebrities serve as reliable sources of information for countries with collectivistic cultural orientation than the countries with more individualistic cultural orientation. In particular, the fierce competition among international smartphone brands requires influential faces to endorse the products (Mostert, Petzer, & Weideman., 2016). For example, Samsung Galaxy S10 endorsed by Lisa Manoban (Blackpink), OPPO F5 endorsed by Yaya Urassaya Sperbund, and Huawei Nova 3 series endorsed by Bella Ranee Campen. These foreign smartphone brands have used celebrity endorsers to enter Thai markets successfully. Vivo has also relied on the advertising strategy of using celebrity endorsement to attract target consumers.

The brand chose Aum Patcharapa Chaichua for Vivo V5, Vivo V5 Plus, Vivo V5s, and Vivo V7 Plus, Peach Pachara Chirathivat for Vivo V7, and BamBam Kunpimook Bhuwakul (GOT7) for Vivo V9, Vivo V11, and Vivo V15. The Vivo advertisements were placed on MRT stations, bus stations, shopping malls, college

campuses, and outdoor billboards.

Extant research regarding celebrity endorsement in Thailand provided different results for different product categories. Wongweeranonchai and McClelland (2016) suggested that endorsers' perceived attractiveness and expertise positively affect purchase intention. Thongpuangthip (2017) claimed that the endorsers' attractiveness, trustworthiness, and expertise tend to have a direct effect on household remedies brand equity in Thailand. Jittimitre (2015) found that the endorsers of skincare products' attractiveness, uniqueness, trustworthiness, and brand relevancy have a positive impact on skincare endorser credibility. Among the dimensions, celebrity attractiveness has the highest impact on skincare endorsers' credibility. However, no research to date, to the knowledge of the authors, has examined the effects of celebrity endorsement in advertising by smartphone brands towards the brand perception of Thai consumers. This research expands the literature of celebrity endorsement (Ohanian, 1990) by exploring Vivo advertising by Vivo Thailand as the case study for the Chinese smartphone brands that entered the Thai markets.

1.3 Objective of Study

This research explores the influence of source credibility of celebrities endorsed in Vivo Thailand advertising towards its audience's brand perception to Vivo Thailand. In particular, the research has three major objectives:

1.3.1 To explore the influence of source credibility (expertise) of Thai celebrities endorsed in Vivo Thailand advertising towards its audience's brand perception to Vivo Thailand

1.3.2 To explore the influence of source credibility (trustworthiness) of Thai celebrities endorsed in Vivo Thailand advertising towards its audience's brand perception to Vivo Thailand

1.3.3 To explore the influence of source credibility (attractiveness) of Thai celebrities endorsed in Vivo Thailand advertising towards its audience's brand perception to Vivo Thailand

1.4 Research Questions

The research questions are as follows:

RQ1. Does the expertise of Thai celebrities endorsed in Vivo Thailand advertising create a positive brand perception to Vivo Thailand?

RQ2. Does the trustworthiness of Thai celebrities endorsed in Vivo Thailand advertising create a positive brand perception to Vivo Thailand?

RQ3. Does the attractiveness of Thai celebrities endorsed in Vivo Thailand advertising create a positive brand perception to Vivo Thailand?

1.5 Scope of Study

The research population based on 200 respondents aged 18-25. The respondents were Thai natives who owned at least one smartphone by any brand. In the survey, three Vivo advertising by Vivo Thailand were shown to respondents:

1.5.1 Vivo V5s Soft lens 20 million pixel– Aum Patcharapa Chaichua (50.81million views)

1.5.2 Vivo V7 24 million pixel Clearer selfie - Peach Pachara Chirathivat (22.76 million views)

1.5.3 Vivo V9 Perfect shot, perfect view – BamBam Kunpimook Bhuwakul (GOT7) (15.42 million views)

1.6 Significance of the Study

Although Vivo has entered the Thai market for many years, there is scant research on celebrity endorsement advertising strategies. Vivo took only five years to achieve success and popularity in the Thai market (Intelligent CIO, 2016), and their plan deserves more research and analysis. Thailand is a country where competition intensifies in the smartphone market (Statista, 2020). The results of this research will provide important implications for international brands enter to the Thai market.

In particular, international smartphone brand marketers will understand how celebrity endorsement in advertising affects the audience's brand perception in the Thai market. This allows global brands to develop effective marketing communication strategies to raise awareness and create a positive brand image among the Thai audience.

1.7 Definitions of Terms

1.7.1 Celebrity Endorsement

“The celebrity endorser is defined as any individual who enjoys public recognition and who uses this recognition on behalf of a consumer good by appearing with it in an advertisement” (McCracken, 1989). Moreover, the celebrities who are perceived as endorsers “can better influence the desires and feelings of the target audience than the non-celebrity” (Till & Busler).

1.7.2 Source Credibility

Ohanian (1990) constructed a scale to measure the professionalism, credibility, and attractiveness of celebrities, which is the source credibility model. Expertise refers to the relevant knowledge, experience, and skills that the information source has on the endorsement subject (Hovland & Weiss, 1951). Trustworthiness refers to the honesty, credibility, and integrity of information sources (Erdogan, 1999). Attractiveness of a source refers to the familiarity, likability, similarity, and overall attractiveness of the source to the recipient (McGuire, 1985; Ohanian, 1991).

1.7.3 Audience

Audience refers to the information receivers of media information, such as works of art, films, TV programs, advertisements, music, and dramas. Due to the development of the Internet, the audience does not unilaterally receive information, but more to seek the interaction with the information sources, express their own opinions and comments. To establish and strengthen the connection between the brand and consumers, the company will formulate activities that can make the audience actively participate, such as advertising and other services for people with specific common characteristics (Eden, 2012).

1.7.4 Vivo (Thailand)

Vivo (Vivo Communication Technology Co. Ltd.), founded in Guangdong, China, in 2009, is a subsidiary of BBK Electronics, which designs and develops smartphones, HiFi, accessories, software, and online services. The brand portrays fun, professionalism, and prestige, and the target group is fun, full of energy, young and fashionable (“Vivo unveils new”, 2019). In 2014, Vivo officially entered the Thai market by holding its first international launch event at the Centara Grand at Central World in Bangkok, Thailand. Vivo has launched the NEX series, S series, X series, Y

series, V series in Thailand (Lorga, 2014).

1.7.5 Brand Perception

Aaker (1991) believes that brand cognition is subjective labels formed by customers' different attitudes towards a brand, which leads to the differences between brands. Brand perception determines customers' expectations of brand-related products, i.e., how customers feel about the specific experience that the brand product promises (Herman, 2001).



CHAPTER 2

LITERATURE REVIEW

This chapter reviews literature and theories related to the topic of the study. It provides the background of Vivo (Thailand) and synthesizes the past studies and models related to celebrity endorsement. The theoretical framework and related hypothesis will also be presented.

2.1 Related Literature and Previous Studies

2.1.1 Background of Advertising

2.1.2 Definition of Celebrity Endorsement

2.1.3 Vivo Thailand Advertising

2.2 Related Theories

2.2.1 Model of Source Credibility

2.2.2 Brand Perception

2.3 Hypothesis

2.4 Theoretical Framework

2.1 Related Literature and Previous Studies

2.1.1 Background of Advertising

Nowadays, people have no lack of access to get information but are often troubled by excessive details. The use and satisfaction perspective to understand the relationship between consumer needs and advertising value assumes that audience members are active participants who interact with the media rather than becoming passive recipients of media content. When people purchase goods, they need to take the initiative to screen the information, and how to make the brand occupy a position in the hearts of customers has become a difficult task. Literature on advertising and information systems shows that advertising in traditional media and the Internet can easily be ignored by the audience. Believed that the number of advertisements decreased as there were many advertisements were competing for individual attention every day. Berlyne (1970) proposed the wear and tear effect: after a few exposures, the impact of advertising diminishes. Due to the time and personal limitations of each person, most advertisements could hardly get the customers' attention. In addition, the

growth of the Internet has led to an explosion of online advertising, increasing the competition for attention. Therefore, just using advertising is not enough because people will look for other product-related information in the media to make decisions besides watching advertisements, including information in advertisements, word of mouth, consumer ratings, etc. (Koranda & Sheehan, 2014).

Therefore, celebrity endorsement came into being. Celebrity endorsements are characterized by distinctive personal images in advertisements to promote products (Rifon, Jiang, & Kim, 2016). Celebrity endorsement is a way to improve communication skills and get a brand noticed in a chaotic market. Advertising practitioners believe that the transmitter's character has a positive effect on the information influence. In advertising, celebrities as brand spokespersons have become a popular marketing communication strategy (Erdogan, 1999), conducive to forming a good brand image in the minds of consumers (Erdogan, Baker, & Tagg, 2001). Previous studies have found that an advertising source that is considered highly trustworthy is more persuasive than an untrustworthy source is leaving an impression on customers and enhancing brand recall (Pornpitakpan, 2004). Therefore, marketers try to use prestigious celebrities to enhance the persuasive power of advertisements, such as movie stars and sportspeople as spokespersons for products and services (Miller & Baseheart, 1969).

Erdogan (1999) fully proved that celebrities have more vital information dissemination ability and influence than ordinary people, for example, attitudes towards advertising and brands, purchase intention, and sales volume. Therefore, it is essential to select celebrities who share characteristics with the product and target audience (Hollensen & Schimmelpfenning, 2013). With the increasing cost of celebrities, marketing personnel need to consider more factors to choose the most suitable celebrities for products and brands, and give full play to the advantages of celebrities, compared with spending a lot of money to invite a most popular star.

2.1.2 Definition of Celebrity Endorsement

The celebrity endorser is defined as any individual who enjoys public recognition and who uses this recognition on behalf of a consumer good by appearing with it in an advertisement (McCracken, 1989). Celebrity refers not only to the usual movie and television stars but also to individuals in sports, politics, business, arts, and

the military (McCracken, 1989). In advertising, celebrities as brand spokespersons have become a popular marketing communication strategy (Erdogan, 1999), conducive to forming a good brand image in the minds of consumers (Erdogan et al., 2001). The strategy, known as “celebrity endorsement”, is characterized by distinctive personal images in advertisements to promote products (Rifon et al., 2016). Celebrity endorsement is designed to attract and maintain the consumers’ attention as much as possible (Banerjee & Siddhanta, 2015). Therefore, choosing the right endorser can help brands stand out from the crowd and get the brands noticed.

McCracken (1989) pointed out that celebrity endorsement takes place in a series of stages. In the first stage, celebrities are endowed with clear symbolic significance from a particular cultural environment. That is, celebrities form specific images and become symbols of a particular gender, age, social status, personality, or lifestyle. In the second stage, celebrities and items appear in advertisements simultaneously, and the symbolic significance of celebrities shifts to commodities. In the third stage, consumers use products, obtain symbolic meaning, and reconstruct their self-image. Till and Busler (1998) believed that the information conveyed by the celebrity image should be consistent with the product information to communicate effectively.

Atkin & Block (1983) highlighted several reasons a well-known endorser might be influential. They draw buyers’ attention from the clutter of information streams to advertising, enhance product image, amplify impact, which are seen as trustworthy. Friedman, H. H., & Friedman, L. (1979) proposed that the use of celebrity endorsers would make the product more credible, more favorable to the evaluation of the product and the advertisement, and the willingness to buy the product is higher than the use of non-celebrity endorsers in the advertisement. Joseph (1982) believed that attractive celebrities also have a positive impact on product evaluation and opinions. Using attractive endorsers has a positive effect on brand attitude and purchase intention (Till & Busler, 1998).

2.1.3 Vivo Thailand Advertising

Vivo (Vivo Communication Technology Co. Ltd.) founded in Guangdong, China, in 2009, is a young leading global smartphone brand characterized by producing dynamic and stylish smartphone products with innovative camera capabilities and

high-quality sound. The brand's value is fun, professional, and prestigious, and the target group is that pursues joy, full of energy, young and fashionable. In 2014, Vivo officially entered the Thai market by holding its first international launch event at the Centara Grand at Central World in Bangkok, Thailand. Vivo has invested 400 million baht in marketing and advertising since 2016 to build brand awareness and enhance the reputation of Chinese smartphone brands. (Leesa-Nguansuk, 2014)

The first celebrity they officially announced to endorse Vivo V5 was Aum Patchrapa, a top superstar in Thailand. She represented a shining confident modern lady, showing her beauty through the excellent self-portrait effect of the Vivo smartphone. Moreover, she also endorsed Vivo V5 plus, Vivo V5s, and V7 plus. During this time, Vivo tried to convey the fun side of the brand to the audience through Peach Chirathivat, a well-known young Thai actor, by endorsing Vivo V7.

Since 2005, when the TV series "A Jewel in the Palace" have shown in Thailand, "Korean wave" (referring to a phenomenon that K-pop culture spread abroad and obtained public favor) in Thailand's influence has been growing, from movies, TV shows, pop music, and games to fashion, tourism, food, language and way of life (Byun, 2014). It still exists and has been considered as the standard of fashion in Thai society. Thus, marketers have been exploring this phenomenon, more and more brands are turning to choose celebrities associated with Korea, especially Thais who "debut" in Korea, such as Nichkhun (2PM), BamBam (GOT7), Lisa (BlackPink) to promote their products in advertising campaigns. Vivo decided to have BamBam endorse Vivo V9, Vivo V11, and Vivo V15 to reach more young people.

2.2 Related Theories

2.2.1 Model of Source Credibility

Ohanian (1990) constructed a scale to measure the expertise, trustworthiness, and attractiveness of celebrities. The scale combines the original credibility model with the attractiveness model. Expertise contains the dimensions of knowledgeable, skilled, experienced, qualified, and professional. Trustworthiness contains the dimensions of honest, trustworthy, sincere, reliable, and dependable. Attractiveness contains the dimensions of familiar, likable, and similar. The scale has become a milestone in the credibility measurement of studies regarding celebrity endorsement.

Expertise refers to the relevant knowledge, experience, and skills a source possesses about the subject matter of an endorsement (Hovland & Weiss, 1951). Expertise involves an endorser's knowledge, skills, and performance; it is readily acknowledged by consumers. A celebrity with relevant expertise is highly persuasive (Aaker, 1997) and increases brand recognition (Speck, Schumann, & Thompson, 1988), thus, enhancing purchase intentions (Ohanian, 1991).

Trustworthiness refers to a source's honesty, credibility, and integrity (Erdogan, 1999). Trustworthiness is defined as the degree of confidence in the communicator's intent to communicate the assertions they consider most valid (Hovland, Janis, & Kelley, 1953). Evaluating a person's trustworthiness requires a substantial amount of information about the person (Rempel, Holmes, & Zanna, 1985). This can be gained and reinforced through repeated communication and interaction.

The Source Attractiveness Model originates from McGuire's Source Valence Model (McGuire, 1985). It has attractiveness as the third component of source credibility. Attractiveness refers to the perceived attractiveness of the source (Ohanian, 1991). Source attractiveness in the context of message effectiveness (and communication) is said to depend on source's familiarity, likability, similarity, and overall attractiveness to the receivers (McGuire, 1985; Ohanian, 1991). Familiarity is considered knowledge of the source through exposure. In contrast, likeability is affection for the source due to the source's physical appearance and behavior, and similarity is the supposed resemblance between the source and the receiver of the message (McGuire, 1985).

2.2.2 Brand Perception

According to Aaker (1991), a brand is the collection of a series of related cognition, thus, forming the differences among brands. Brand perception determines customers' expectations of the products related to the brand, i.e., how customers feel about the specific experience promised by the brand products (Herman, 2001). Moreover, the brand can also create unusual psychological effects and social benefits which are considered the most attributed to the illusion of customer experience. Herman (2001) refers to types of benefits were as value or additional value and emphasizes that customers want to gain other help based on brand value. He adds that the realization of a brand strategy depends, on the one hand, on the alignment between

brand values and security and the way consumers perceive the brand. Therefore, the smaller the gap between brand value and promise and consumers' perceived brand value, the better the brand performance.

Jung and Kim (2015) argued that brand perception could be identified by different factors, such as perceived product quality, brand knowledge, brand position, and brand symbolism. Perceived quality refers to consumers' evaluation of the excellence or superiority of the brand. Brand knowledge refers to consumers' evaluation of technical information registered in consumers' memories. Brand position refers to how consumers perceive the orientation or reputation of the brand. Brand symbolism refers to how consumers construct the identification of the brand by using symbols that reflect their self-concept.

In their research, Jung and Kim (2015) found that the only factor of brand perception that significantly affects brand identification is brand position. It refers to a value-added in the product or service that makes the brand differentiate from competitors that "act as an intrinsic clue" (p. 2) to consumers' product evaluation and purchase decision (Kamakura & Russel, 1993). In the case of Vivo, the redefined brand's positioning focuses on technology and innovation that express the brand's vision of "enjoying the extraordinary" ("Vivo unveils new", 2019). Vivo represents a "unique visual and creative spirit" ("Vivo unveils new", 2019) among global young consumers.

2.3 Hypothesis

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

H1: Source credibility (expertise) of Thai celebrities endorsed in Vivo Thailand advertising has a positive impact on consumers' brand perception of Vivo Thailand.

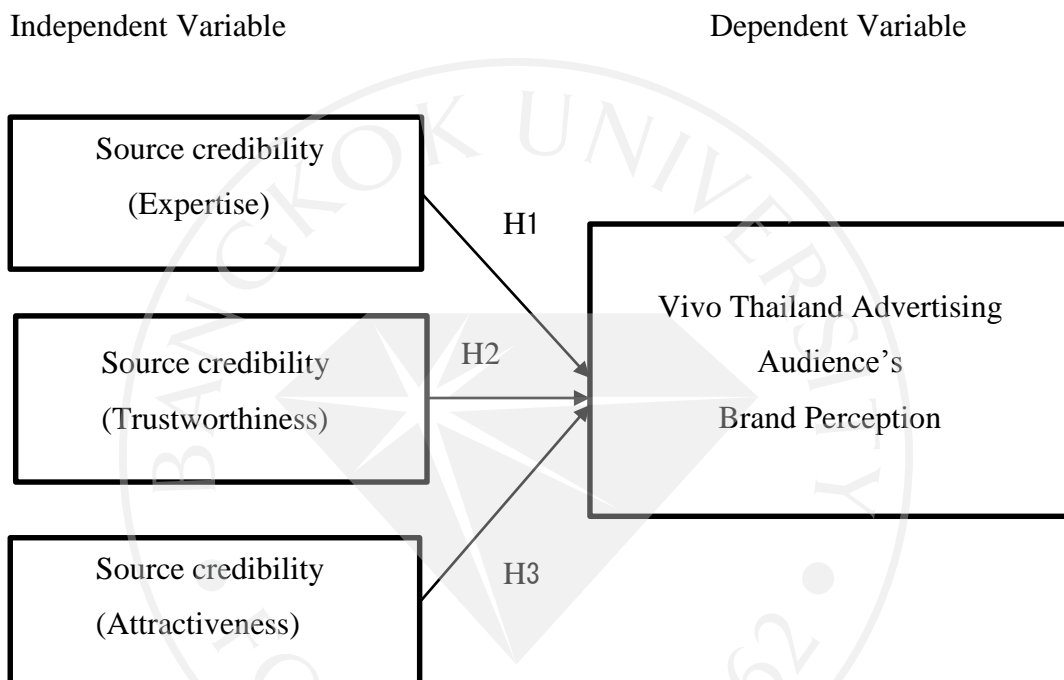
H2: Source credibility (trustworthiness) of Thai celebrities endorsed in Vivo Thailand advertising has a positive impact on consumers' brand perception of Vivo Thailand.

H3: Source credibility (attractiveness) of Thai celebrities endorsed in Vivo

Thailand advertising has a positive impact on consumers' brand perception of Vivo Thailand.

2.4 Theoretical Framework

Figure 2.1: Theoretical Framework



CHAPTER 3

METHODOLOGY

This chapter describes the research methodology and sampling method to mainly explore the influence of source credibility of celebrities endorsed in Vivo Thailand advertising on the audience's brand perception of Vivo Thailand. This chapter discusses the following sections:

- 3.1 Research Design
- 3.2 Population and Sampling Method
- 3.3 Research Instrument
- 3.4 Research Pretest
- 3.5 Data Collection Procedure
- 3.6 Demographic Data of the Sample
 - 3.6.1 Demographic Data
 - 3.6.2 Media Use

3.1 Research Design

This study is based on celebrity endorsement advertising theory. It mainly explores the influence of source credibility of celebrities endorsed in Vivo Thailand advertising on the audience's brand perception of Vivo Thailand through the quantitative approach. Quantitative methodology collects data through objective measurement and statistics by using mathematical or numerical analysis, such as voting, questionnaire, and survey. Quantitative research focuses on collecting numerical data to explain generalizations or specific phenomena in a group of people (Babbie, 2016).

The survey method was selected to test the hypotheses between source credibility of endorsers (expertise, trustworthiness, attractiveness) towards Vivo Thailand advertising audience's brand perception. Data were collected in December 2019 by using a structured questionnaire.

3.2 Population and Sampling Method

The survey was based on a convenience sample of about 200 respondents in Thailand. A convenience sample is a study of a group of subjects that researchers can

easily access (Saunders, Lewis, & Thornhill, 2012). All of the respondents met the following criteria: respondents were 18 and above, have lived in Thailand for five years and above, they own at least one smartphone, and they were fluent in English. They have a certain degree of interest and understanding of electronic products, as well as certain income and purchasing power. They need to live in Thailand for more than five years because Vivo entered the Thai market five years ago. Since the questionnaire was in English, respondents must have a good command of English.

3.3 Research Instrument

The survey questionnaire consisted of 6 parts.

Part 1: Demographic Information

This part of the questionnaire was aimed at assessing the basic demographic information of the respondents, which included gender, age, education level, marital status, occupation, and monthly income.

Part 2: Smartphone Use

This section was aimed to investigate the use of smartphones by respondents, including smartphone brands in use, channels to get information before purchasing a smartphone, reasons to buy this smartphone, and the length of usage of the current smartphone.

Part 3: Audience's Opinions towards Source Credibility of Endorsers in Vivo Thailand Advertising

This part of the questionnaire included three dimensions: expertise, trustworthiness, and attractiveness.

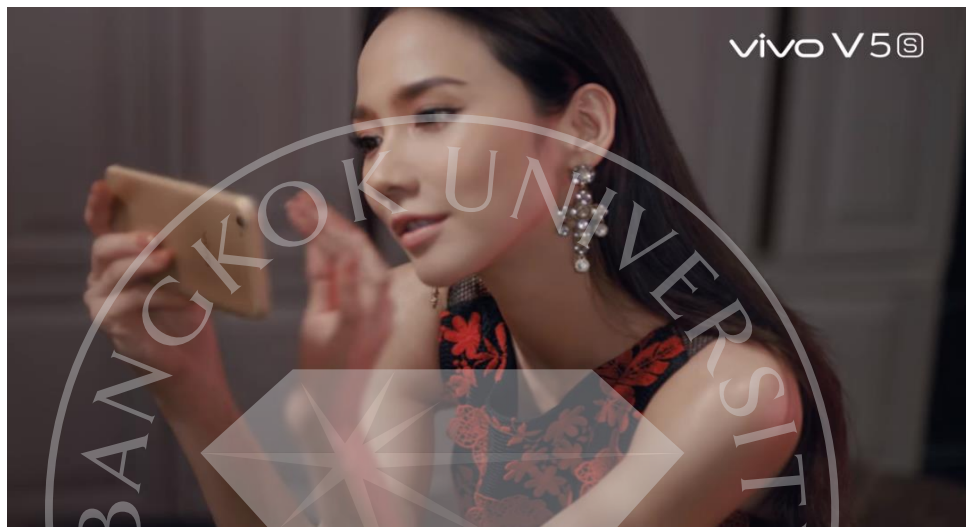
The respondents were asked to watch three Vivo advertising, all of which used different endorsers: Aum Patcharapa Chaichua (famous Thai actress), Peach Pachara Chirathivat (famous Thai actor), and BamBam Kunpimook Bhuwakul (Thai idol from famous Korean male idol group GOT7). The researcher selected the highest viewing videos of each endorser, evidenced by numbers of views on YouTube:

Aum: Vivo V5s, launched April 2017, with 50.81million views. (Figure 3.1)

Peach: Vivo V7, launched December 2017, with 22.76 million views. (Figure 3.2)

BamBam: Vivo V9, launched March 2018, with 15.42 million views.
(Figure 3.3)

Figure 3.1: Aum Patcharapa Chaichua endorsed in Vivo Thailand advertising (50.81 million views)



Source: Vivo Thailand. (2017a). *Vivo V5s soft lens 20 million pixel*. Retrieved from <https://m.youtube.com/watch?v=S09RGgAzMtA>.

Figure 3.2: Peach Pachara Chirathiva endorsed in Vivo Thailand advertising (22.76 million views)



Source: Vivo Thailand. (2017b). *Vivo V7 24 MP clearer selfie*. Retrieved from <https://m.youtube.com/watch?v=1bn-ERHFEYL>.

Figure 3.3: BamBam Kunpimook Bhuwakul (GOT7) endorsed in Vivo Thailand advertising (15.42 million views)



Source: Vivo Thailand. (2018). *Vivo V9 perfect shot, perfect view*. Retrieved from <https://m.youtube.com/watch?v=EA0rL8ahAqw>.

After watching the Vivo Thailand advertising, the respondents evaluated the audience's opinions towards the source credibility of Thai celebrity endorsement in Vivo Thailand Advertising. The measurement was based on five-point Likert scale--1 "strongly disagree", 2 "disagree", 3 "neutral", 4 "agree", 5 "strongly agree." The higher score means the more agreement. Constructs of three dimensions based on the source credibility model (Ohanian, 1990) are as follow:

1) Expertise

The questions are as follows:

- The celebrity who endorses advertising of Vivo smartphones is professional.
- The celebrity who endorses advertising of Vivo smartphones is knowledgeable.
- The celebrity who endorses advertising of Vivo smartphones is experienced.

2) Trustworthiness

The questions are as follows:

- The celebrity who endorses advertising of Vivo smartphones is unbiased.
- The celebrity who endorses advertising of Vivo smartphones is sincere.
- The celebrity who endorses advertising of Vivo smartphones is reliable.

3) Attractiveness

The questions are as follows:

- The celebrity who endorses advertising of Vivo smartphones is good looking.
- The celebrity who endorses advertising of Vivo smartphones catches my eyes.
- The celebrity who endorses advertising of Vivo smartphones looks familiar.

Part 4: Brand perception

The respondents evaluated Vivo Thailand's brand perception by Vivo Thailand advertising's audience. The measurement was based on five-point Likert scale--1 "strongly disagree", 2 "disagree", 3 "neutral", 4 "agree", 5 "strongly agree". The higher score means the more agreement. As mentioned in Chapter 2, this research followed Jung and Kim (2015), who found that the only factor of brand perception that significantly affects brand identification is brand position. In the case of Vivo, the redefined brand's positioning focuses on technology and innovation that express the brand's vision of "enjoying the extraordinary" ("Vivo unveils new", 2019). Vivo represents a "unique visual and creative spirit" ("Vivo unveils new", 2019) among global young consumers.

The questions are as follows:

- 1) Vivo usually provides good products.
- 2) Vivo is a trendy brand.
- 3) Vivo is a high-technology brand.

3.3.1 Interpretation of the Scale

Table 3.1: Criteria for the Degrees of Agreement Dimension

Opinion toward the statement	Score	Criteria	Interpretation
Strongly disagree with the statement	1	1.00 - 1.80	Strongly Disagree
Disagree with the statement	2	1.81 - 2.60	Disagree
Neutral with the statement	3	2.61 - 3.40	Neutral
Agree with the statement	4	3.41 - 4.20	Agree
Strongly agree with the statement	5	4.21 - 5.00	Strongly Agree

3.4 Research Pretest

Since the questionnaire was written in English, to ensure that the words in the questionnaire were accurate and would not make the respondents be confused, the researcher distributed the questionnaires to 30 people who met the criteria mentioned in 3.2. Cronbach's alpha coefficient in SPSS was used to analyze the reliability of the data and make a pretest for the research results.

Table 3.2: The Reliability of the Instrument

Variables	Cronbach's alpha (α)
Source credibility	.957
Expertise	.934
Trustworthiness	.794
Attractiveness	.925
Brand perception	.904
Total	.964

The Cronbach's alpha coefficient of all 30 respondents is more significant than 0.7. A value of 0.7 or 0.75 is often used as the cut-off value for Cronbach's alpha, indicating the reliability of the test (Christmann & Aelst, 2006). In other words, this questionnaire is regarded as reliable. After the pilot test, the questionnaire was randomly distributed to 200 respondents online.

3.5 Data Collection Procedure

After reviewing the literature on source credibility (expertise, trustworthiness, attractiveness) and brand perception, a set of questionnaires was created based on the frameworks mentioned above.

3.5.1 The researcher created the questionnaire on a Google Form and adjusted the wording in the questionnaire to ensure that the information was conveyed accurately.

3.5.2 The researcher distributed the questionnaire link to social media, such as Line, Twitter, Facebook, etc., for the pre-test. The data was collected from 30 respondents who met the criteria mentioned in Table 3.2.

3.5.3 The researcher distributed the questionnaire link to social media such as Line, Twitter, Facebook, etc. the data was collected from 200 respondents who met the criteria mentioned in Table 3.2.

3.6 Demographic Data and Media Use of the Sample

3.6.1 Demographic data

This part shows the demographic data of 200 respondents who responded to the questionnaire. The data included gender, age, education level, marital status, occupation, and monthly income. The summarized descriptive analysis of the frequency and percentage of 200 samples is in the following tables.

Table 3.3: Gender

Gender	Frequency	Percent
Female	170	85
Male	24	12
Prefer not to tell	6	3
Total	200	100

Table 3.3 showed that most of the respondents were female (85%, $n = 170$), followed by male (12%, $n = 24$), and some of them prefer not to tell their gender (3%, $n = 6$).

Table 3.4: Age

Age	Frequency	Percent
18-25 years old	123	61.5
26-33 years old	40	20
34-41 years old	27	13.5
42-49 years old	4	2
50 and over	6	3
Total	200	100

Table 3.4 showed that most of the respondents were 18-25 years old (61.5%, n = 123), followed by 26-33 years old (20%, n = 40), 34-41 years old (13.5%, n = 27), 50 and over years old (3%, n = 6), and 42-49 years old (2%, n = 4).

Table 3.5: Education Level

Education level	Frequency	Percent
Lower than high school	4	2
High school	33	16.5
Bachelor's degree	135	67.5
Master's degree	25	12.5
Ph.D.	3	1.5
Total	200	100

Table 3.5 showed that most respondents graduated with a Bachelor's degree (67.5%, n = 135). Followed by those graduated with high school completion (16.5%, n = 33), those graduated with a Master's degree (12.5%, n = 25), those graduated with lower than high school completion (2%, n = 4) and those graduated with a Ph.D. degree (1.5%, n = 3).

Table 3.6: Marital Status

Marital status	Frequency	Percent
Single	182	91
Married	15	7.5
Separated	3	1.5
Total	200	100

Table 3.6 showed that most of the respondents were single (91%, n = 182), followed by married (7.5%, n = 15) and separated (1.5%, n = 3).

Table 3.7: Occupation

Occupation	Frequency	Percent
Student	99	49.5
Private organization employee	37	18.5
Business owner	19	9.5
Government officer	14	7
Educator	13	6.5
Freelancer	11	5.5
Others	6	3
Artist/designer	1	0.5
Total	200	100

Table 3.7 showed that most of the respondents were students (49.5%, n = 99), followed by private organization employee (18.5%, n = 37), business owner (9.5%, n = 19), government officer (7%, n = 14), educator (6.5%, n = 13), freelancer (5.5%, n = 11), others (3%, n=6) and artist/designer (0.5%, n = 1).

Table 3.8: Monthly Income

Monthly income	Frequency	Percent
Less than 10,000 THB	74	37

(Continued)

Table 3.8 (Continued): Monthly income

Monthly income	Frequency	Percent
10,001-20,000 THB	48	24
20,001-30,000 THB	41	20.5
30,001-40,000 THB	13	6.5
40,001-50,000 THB	7	3.5
50,001-60,000 THB	9	4.5
60,001 THB and above	8	4
Total	200	100

Table 3.8 showed that the biggest range of monthly income was less than 10,000 THB (37%, n = 74), followed by 10,001-20,000 THB (24%, n = 48), 20,001-30,000 THB (20.5%, n = 41), 30,001-40,000 THB (6.5%, n = 13), 50,001-60,001 THB (4.5%, n = 9), 60,001 THB and above (4%, n = 8), 40,001-50,000 THB (3.5%, n = 7).

3.6.2 Media use

This part shows the media use of 200 respondents who responded to the questionnaire. The media use includes smartphone brands, channels to get information, reasons to choose the brand, and how long they use their smartphone. The results are presented in the frequency and percentage of 200 samples in the following tables.

Table 3.9: What brand of smartphone are you using now?

Smartphone brands	Frequency	Percent
Huawei	21	10.5

(Continued)

Table 3.9 (Continued): What brand of smartphone are you using now?

Smartphone brands	Frequency	Percent
iPhone	76	38
OPPO	15	7.5
Samsung	33	16.5
Vivo	51	25.5
Others	4	2
Total	200	100

Table 3.9 showed that most of respondents used iPhone (38%, n = 76), followed by Vivo (25.5%, n = 51), Samsung (16.5%, n = 33), Huawei (10.5%, n = 21), OPPO (7.5%, n = 15) and others (2%, n = 4).

Table 3.10: What channel did you use to get your smartphone's information before you bought it?

Information Channel	Frequency	Percent
Official website	29	14.5
Social media	138	69
Families or friends	25	12.5
Newspapers or magazines	0	0
TV advertising	4	2
Others	4	2
Total	200	100

Table 3.10 showed that the channel that respondents mostly used to get information of smartphones was social media (69%, n = 138), followed by official websites (14.5%, n = 29), families or friends (12.5%, n = 25), TV advertising (2%,

n = 4) and others (2%, n = 4).

Table 3.11: What is the reason that you chose the brand?

Reasons for choosing the smartphone brand	Frequency	Percent
Low price	25	12.5
Good quality	96	48
Fashion, trendy	37	18.5
I feel the sense because it is a luxury brand	27	13.5
Others	15	7.5
Total	200	100

Table 3.11 showed that the most extensive range of reasons that the respondents chose the brand was “good quality” (48%, n = 96), followed by “fashion and trendy” (18.5%, n = 37), “I feel the sense because it is a luxury brand” (13.5%, n = 27), “low price” (12.5%, n = 25) and others (7.5%, n = 15).

Table 3.12: How long have you used the current smartphone?

The period of using the current smartphone	Frequency	Percent
1-2 weeks	4	2
3-4 weeks	1	0.5
1-3 months	7	3.5
4-6 months	18	9
6 months to 1 year	37	18.5

(Continued)

Table 3.12 (Continued): How long have you used the current smartphone?

The period of using the current smartphone	Frequency	Percent
More than 1 year	47	23.5
2-3 years	48	24
More than 3 years	38	19
Total	200	100

Table 3.12 showed that the biggest range of time to use respondents' current smartphone was 2-3 years (24%, n = 48), followed by more than 1 year (23.5%, n = 47), more than 3 years (19%, n = 38), 6 months to 1 year (18.5%, n = 37), 4-6 months (9%, n = 18), 1-3 months (3.5%, n = 7), 1-2 weeks (2%, n = 4) and 3-4 weeks (0.5%, n = 1).

CHAPTER 4

DATA ANALYSIS

This chapter gives the data analysis results of quantitative statistics. The survey of 200 Thai consumers was conducted through an online questionnaire to examine the influence of Thai celebrities endorsed in Vivo Thailand advertising towards the audience's brand perception of Vivo Thailand. The hypothesis test adopted the Linear Regression method and the 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 Summary on Findings of Descriptive Analysis
- 4.3 Results of the Hypothesis Testing

4.1 Hypotheses Findings

SPSS Version 22 for window 10 was used for data analysis. This research aimed to study the influence of Thai celebrities endorsed in Vivo Thailand advertising on the audience's brand perception of Vivo Thailand. There are three hypotheses to test in this research.

H1: Source credibility (expertise) of Thai celebrities endorsed in Vivo Thailand advertising has a positive impact on the audience's brand perception of Vivo Thailand.

H2: Source credibility (trustworthiness) of Thai celebrities endorsed in Vivo Thailand advertising has a positive impact on the audience's brand perception of Vivo Thailand.

H3: Source credibility (attractiveness) of Thai celebrities endorsed in Vivo Thailand advertising has a positive impact on the audience's brand perception of Vivo Thailand.

4.2 Findings of Descriptive Analysis

This study found statistics in each variable (source credibility and brand perception) that related to the finding and result of the hypotheses. In Table 4.1, the first variable to report was perceived source credibility endorsement in Vivo advertising,

measured by three independent variables: expertise, trustworthiness, and attractiveness. Expertise explained the dimensions of professional, knowledgeable, and experienced; Trustworthiness explained the dimensions of unbiased, sincere, and reliable; Attractiveness explained the dimensions of good-looking, eye-catching, and familiar.

Table 4.1 indicated that respondents' agreement with the audience's opinions towards source credibility (expertise, trustworthiness, attractiveness) of celebrities endorsed in Vivo Thailand advertising ($\bar{x} = 4$). Mostly, the audience agreed with the source credibility of the celebrities in the dimensions of attractiveness ($\bar{x} = 4.12$), followed by expertise ($\bar{x} = 4.1$) and trustworthiness ($\bar{x} = 3.8$), respectively.

Regarding the dimensions of expertise, respondents strongly agreed with the statement that "The celebrity who endorses advertising of Vivo smartphone is professional" ($\bar{x} = 4.21$). They agreed with the statement of "The celebrity who endorses advertising of Vivo smartphone is experienced" ($\bar{x} = 4.11$) and "The celebrity who endorses advertising of Vivo smartphone is knowledgeable" ($\bar{x} = 3.98$), respectively.

Regarding the dimensions of trustworthiness, respondents agreed with the statement of "The celebrity who endorses advertising of Vivo smartphone is reliable" ($\bar{x} = 3.96$), followed by "The celebrity who endorses advertising of Vivo smartphone is sincere" ($\bar{x} = 3.94$), and "The celebrity who endorses advertising of Vivo smartphone is biased" ($\bar{x} = 3.5$), respectively.

Regarding the dimensions of attractiveness, respondents strongly agreed with the statement of "The celebrity who endorses advertising of Vivo smartphone is good looking" ($\bar{x} = 4.26$). They agreed with the statement that "The celebrity who endorses advertising of Vivo smartphone catches my eyes" ($\bar{x} = 4.13$) and "The celebrity who endorses advertising of Vivo smartphone looks familiar" ($\bar{x} = 3.96$), respectively.

Table 4.1: The interpretation of means and standard deviation of survey respondents perceived the expertise, trustworthiness, and attractiveness of celebrities endorsed in Vivo Thailand Advertising

Source credibility (Expertise)	Mean	Standard Deviation	Level
The celebrity who endorses advertising of the Vivo smartphone is professional.	4.21	.995	Strongly Agree
The celebrity who endorses advertising of the Vivo smartphone is knowledgeable.	3.98	.982	Agree
The celebrity who endorses advertising of the Vivo smartphone is experienced.	4.11	1.049	Agree
Total of expertise	4.10	.928	Agree
Source credibility (Trustworthiness)	Mean	Standard Deviation	Level
The celebrity who endorses advertising of the Vivo smartphone is unbiased.	3.50	1.089	Agree
The celebrity who endorses advertising of the Vivo smartphone is sincere.	3.94	1.078	Agree
The celebrity who endorses advertising of the Vivo smartphone is reliable.	3.96	1.086	Agree
Total of trustworthiness	3.80	.969	Agree
Source credibility (Attractiveness)	Mean	Standard Deviation	Level
The celebrity who endorses advertising of the Vivo smartphone is good-looking.	4.26	1.061	Strongly Agree

(Continued)

Table 4.1 (Continued): The interpretation of means and standard deviation of survey respondents perceived the expertise, trustworthiness, and attractiveness of celebrities endorsed in Vivo Thailand Advertising

Source credibility (Expertise)	Mean	Standard Deviation	Level
The celebrity who endorses advertising of the Vivo smartphone catches my eyes.	4.13	1.093	Agree
The celebrity who endorses advertising of the Vivo smartphone looks familiar.	3.96	1.153	Agree
Total of attractiveness	4.12	1.007	Agree
Total	4	.872	Agree

In Table 4.2, the brand perception was measured in three dimensions, which were good products, a trendy brand, and a high-technological brand.

Respondents agreed with the statement of “Vivo usually provides good products” ($\bar{x} = 3.8$), followed by “Vivo is a trendy brand” ($\bar{x} = 3.78$) and “Vivo is a high-technological brand” ($\bar{x} = 3.71$), respectively.

Table 4.2: The interpretation of means and standard deviation of survey respondents perceived the brand perception of Vivo

Brand Perception	Mean	Standard Deviation	Level
Vivo usually provides good products.	3.80	.956	Agree
Vivo is a trendy brand.	3.78	1.063	Agree
Vivo is a high-technological brand.	3.71	.97	Agree
Total	3.76	.872	Agree

4.3 Hypothesis Findings and Testing

Multiple regression was used to analyze the hypotheses between the independent variables-expertise, trustworthiness, attractiveness, and dependent variable- the audience's opinion towards brand perception to Vivo Thailand endorsed by celebrities. The results of hypotheses testing are in the following table.

H1: Source credibility (expertise) of Thai celebrities endorsed in Vivo Thailand advertising has a positive impact on the audience's brand perception of Vivo Thailand.

H2: Source credibility (trustworthiness) of Thai celebrities endorsed in Vivo Thailand advertising has a positive impact on the audience's brand perception of Vivo Thailand.

H3: Source credibility (attractiveness) of Thai celebrities endorsed in Vivo Thailand advertising has a positive impact on the audience's brand perception of Vivo Thailand.

Table 4.3: Model Summary

Model Summary				
Model	R	R-square	Adjusted R-square	Std Error of the Estimate
1	.763	.583	.576	.585
a: Predictors: (Constant) Expertise, Trustworthiness, Attractiveness				

Table 4.4: ANOVA

ANOVA						
Model		Sum of Square	df	Mean Square	F	sig
1	Regression	93.672	3.000	31.224	91.235	.000

(Continued)

Table 4.4 (Continued): ANOVA

ANOVA						
Model		Sum of Square	df	Mean Square	F	sig
	Residual	67.078	196.000	.342		
	Total	160.751	199.000			
a: Predictors: (Constant) Expertise, Trustworthiness, Attractiveness						
b: Dependent variable: brand perception towards Vivo Thailand						

Table 4.5: Coefficients

Coefficients					
Model	Unstandardized Coefficients		Standardized Coefficients	t	sig
	B	Std. Error	Beta		
Constant	0.647	0.197		3.281	0.001
Expertise	0.199	0.069	0.205	2.882	0.004
Trustworthiness	0.304	0.066	0.328	4.586	0.000
Attractiveness	0.279	0.069	0.312	4.062	0.000
b: Dependent variable: brand perception towards Vivo Thailand					

In SPSS, standard multiple regression was used to analyze hypotheses 1-3, which used source credibility (expertise, trustworthiness, and attractiveness) as independent variables and brand perception as a dependent variable.

As shown in Table 4.3, regression analysis revealed that celebrity endorsement had a significant effect on consumers' perception towards Vivo Thailand ($R^2 = 0.583^{**}$, $p < 0.05$). When examining each dimension of source credibility model, the findings in

Table 4.5 found that perception of trustworthiness had the highest influence (Beta = 0.328**, $p < 0.05$), followed by attractiveness (Beta = 0.312**, $p < 0.05$) and expertise (Beta = 0.205**, $p < 0.05$). Hypotheses 1, 2, and 3 were fully supported.



CHAPTER 5

DISCUSSION

This chapter will summarize the findings, limitations of this study, and recommendation for further research and practical application. These summaries and discussions will be presented in the following sections:

- 5.1 Summary of the Descriptive Findings and Discussion
- 5.2 Discussion
- 5.3 Limitations of the Study
- 5.4 Recommendation for Further Application
- 5.5 Recommendation for Further Research

5.1 Summary of the Descriptive Findings and Discussion

Data analysis was drawn from 200 respondents. The majority of them were female (85%, n = 170), aged 18 - 25 years old (61.5%, n = 123), and single (91%, n = 182). Most of them graduated with a Bachelor's degree (67.5%, n = 135). Almost half of them were students (49.5%, n = 99). Their monthly income was less than 10,000 baht (37%, n = 74).

In this research, three hypotheses were tested.

H1: Source credibility (expertise) of Thai celebrities endorsed in Vivo Thailand advertising has a positive impact on the audience's brand perception of Vivo Thailand.

H2: Source credibility (trustworthiness) of Thai celebrities endorsed in Vivo Thailand advertising has a positive impact on the audience's brand perception of Vivo Thailand.

H3: Source credibility (attractiveness) of Thai celebrities endorsed in Vivo Thailand advertising has a positive impact on the audience's brand perception of Vivo Thailand.

5.2 Discussion

According to the results of the research, it can conclude that celebrity endorsement advertising is still an effective advertising technique. The results indicated that the trustworthiness, attractiveness, and expertise of Thai celebrities featured in Vivo Thailand advertising (Aum Patcharapa Chaichua, Peach Pachara Chirathivat, BamBam Kunpimook Bhuwakul (GOT7)) had a significant effect on the audience's perception towards Vivo Thailand.

The results showed that celebrity endorsers' trustworthiness greatly influenced consumers' brand perception of Vivo Thailand. Hovland et al. (1953) defined trustworthiness as the degree of confidence in the communicator's intent to communicate the assertions they consider most valid. As Miller and Baseheart (1969) suggested, the more trustworthy a communicator is, the more effective their opinion will be to the receiver of that message. The findings of this study aligned with those of Pornpitakpan (2004) research in that traditional celebrities serve as reliable sources of information for countries with collectivistic cultural orientation than the countries with more individualistic cultural orientation. Jittimitre (2015) and Thongpuangthip (2017) also found that the endorsers' trustworthiness affects brand perception in the household remedies and skincare products in Thai markets, respectively.

In addition to trustworthiness, celebrity endorsers' attractiveness also influenced consumers' brand perception of Vivo Thailand. Ohanian (1990) describes physical attractiveness as a critical element in one's initial judgment of another person (celebrity), whose appearance can influence and change people's opinions. Shimp (2000) further argued that attractiveness exceeds physical appearance to refer to personality properties, lifestyle characters, and other related dimensions. The more attractive an endorser looks, the more likely consumers will buy the endorsed product. The findings of this study aligned with those of Thongpuangthip (2017), and Wongweeranonchai and McClelland (2016) in that the physical attractiveness of endorsers is likely to change beliefs, in particular, Thai endorsers who endorse the product for Thai markets. Therefore, the three endorsers' attractiveness affects the persuasiveness of the Vivo advertising.

The results showed that celebrity endorsers' expertise also influenced consumers' brand perception of Vivo Thailand. Hovland and Weiss (1951) described

expertise as knowledge, experience, and skills a source possesses regarding the subject matter of an endorsement. The dimension directly relates to the communication topic (Shimp, 2000). As Ross (1973) suggested, the perceived credibility of the endorsers depends mainly on sufficient knowledge in a particular area of interest. A celebrity with relevant expertise is highly persuasive (Aaker, 1997) and increases brand recognition (Speck et al., 1988), thus, enhancing purchase intentions (Ohanian, 1991). Much research has proven that expertise is another dimension that plays a significant role in the initial judgment of Thai endorsers in Thai markets (Thongpuangthip, 2017; Wongweeranonchai & McClelland, 2016). The fact that expertise had the lowest influence on consumers' perception may be explained by Siemens, Smith, Fisher, & Jensen (2008). All of the celebrity endorsers may not have product expertise or never experience with the product (para. 9). The effect of endorsing an incongruent product may result in a lower influence than trustworthiness and attractiveness.

5.3 Limitations of the Study

There are some limitations in this research. First, this research relied on convenience sampling and the majority of respondents were female and aged 18 – 25 years old. The results, thus, may not represent consumers' opinions towards the advertising for other groups of people from more diverse genders and age groups. Second, this research asked respondents to watch Vivo advertising with only three endorsers for different product lines. Thus, the inclusion of advertising that features more endorsers may create a similar or other impact on the consumers.

5.4 Recommendation for Further Application

Up to the present, Vivo has been listed as one of the top smartphone brands by the world's most famous data research company IDC in recent years ("IDC Thailand", 2020). The results of this research have provided insightful recommendations for technological brands that aim to enter Thai markets. First, the present study implies that the consumers' opinions regarding Vivo advertising that feature celebrity endorsements rely on endorsers' perceived trustworthiness. Brands should consider trustworthiness as the significant factor in selecting celebrity endorsers to endorse international brands that aim to enter Thai markets. Second, the

present study suggests that by watching Vivo Thailand advertising featured by Thai celebrities, their trustworthiness, attractiveness, and expertise impacted the sample of the survey on brand perception of Vivo Thailand, respectively. Thus, the brand should consider the use of Thai celebrity endorsers for brands that aim to enter Thai markets. Third, selecting celebrity endorsers to promote technological brands should represent brand positioning. In the case of Vivo Thailand, the positioning of good-quality, trendiness, and high-technology was represented by celebrity endorsers featured in Vivo advertising.

5.5 Recommendation for Further Research

The present study presents some insights into celebrity endorsements and calls for further research into this area. The insights gained could provide an avenue for further research which aims to explore the effect of celebrity endorsement on other variables, such as purchase intentions and brand equity. Moreover, further research may explore the effectiveness of celebrity endorsers by international brands that aim to enter markets in different countries.

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QUESTIONNAIRE

This research aims to explore the effects of celebrity endorsements towards the brand image and purchase intention among Thai people. The survey will last for 2 weeks starting from today. It will take about 10 minutes to complete. Once you complete the survey, you will not be able to access your answers. Proceeding into and answering questions in the survey indicates that you have agreed to participate in the study.

If you have any question or concerns, please kindly contact Yunshan Wei, Master of Arts in Global Communication student, Bangkok University, wei.yuns@bumail.net

Your answers are very crucial to the accuracy, reliability and validity of our research.

Please follow the link below to complete the questionnaire within 2 weeks from today. Your participation is truly appreciated. Thank you for your consideration.

Part 1 Demographic information

Please select the appropriate answer that can best represent your demographic profile.

1.1 Gender

- 1) Female\
- 2) Male
- 3) Prefer not to tell

1.2 Age

- 1) 18-25 years old
- 2) 26-33 years old
- 3) 34-41 years old
- 4) 42-49 years old
- 5) 50 and over

1.3 Education level

- 1) Lower than high school
- 2) High school
- 3) Bachelor's degree
- 4) Master degree
- 5) Ph. D

1.4 Marriage status

- 1) Single
- 2) Married
- 3) Divorced
- 4) Separated
- 5) Widowed
- 6) Others

1.5 Occupation

- 1) Student
- 2) Government officer
- 3) Private organization employee
- 4) Educator
- 5) Freelancer
- 6) Business owner
- 7) Artist/designer
- 8) Others (please specify) _____

1.6 Monthly income

- 1) Less than 10,000 baht
- 2) 10,001-20,000 baht
- 3) 20,001-30,000 baht
- 4) 30,001-40,000 baht
- 5) 40,001-50,000 baht
- 6) 50,001-60,000 baht
- 7) 60,001 baht and above

Part 2 Mobile use

Please select the appropriate answer that can best represent your mobile use.

2.1 What brand of smartphone are you using now?

- 1) iPhone
- 2) Samsung
- 3) OPPO
- 4) Huawei
- 5) Vivo
- 6) Others (please specify) _____

2.2 What channel did you use to get information of your phone before you bought it?

- 1) Official website
- 2) Social media
- 3) Families or friends
- 4) Newspapers or magazines
- 5) TV advertising
- 6) Others (please specify) _____

2.3 What is the reason you chose the brand? please choose all that apply.

- 1) Low price
- 2) Good quality
- 3) Multiple functions
- 4) Fashion, trendy
- 6) Celebrity endorsement
- 7) I feel the sense because it is a luxury brand
- 8) Everyone around me buys, so do I
- 9) Others (please specify) _____

2.4 How long have you used the current smartphone?

- 1) 1-2 weeks
- 2) 3-4 weeks
- 3) 1-3 months
- 4) 4-6 months
- 5) 6 months to 1 year
- 6) More than 1 year
- 7) 2-3 years
- 8) More than 3 years

Part 3 Customers' attitude towards celebrity endorsement in Vivo smartphone advertisements

This part of questionnaire would like to ask you about your attitude towards celebrity endorsement in Vivo smartphone advertisements. The questionnaire aims to measure

sources' attractiveness, sources' expertise, sources' trustworthiness, celebrity-product congruence.

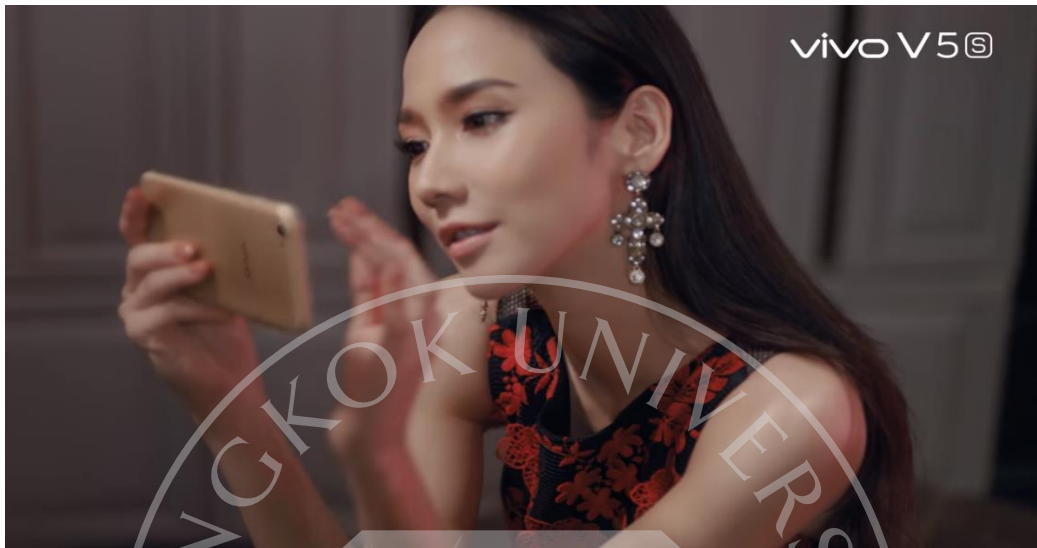
Direction:

Step 1: Please watch these videos.

Step 2: Please choose the answer that best represents your degree of agreement/disagreement on the following statements.

Vivo V5s กล้องหน้าซอฟต์แวร์ไฟฟ้20ล้านพิกเซล

Front camera softlight 20MP. Front camera 20MP. Selfie softlight. perfect selfie.



Vivo V7 24MP Clearer Selfie

Clearer selfie. Let's take a selfie together. Clear every action with 24MP camera and fullview display. Perfect shot.



Vivo V9 เพอร์เฟกต์ช็อต เพอร์เฟกต์วิว

Perfect shot, perfect view. BamBam style need new Vivo v9, sharply capture every action. Front camera 24MP fullview display. AI selfie. Clear in any light. AI HDR mode. New fullview display. Perfect shot perfect view, new Vivo v9.



3.1 Expertise of advertisement endorsed by celebrity					
Statements	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
The celebrity who endorses advertising of Vivo smartphone is professional.					
The celebrity who endorses advertising of Vivo smartphone is knowledgeable.					
The celebrity who endorses advertising of Vivo smartphone is experienced.					

3.2 Source trustworthiness					
Statements	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
The celebrity who endorses advertising of Vivo smartphone is unbiased .					
The celebrity who endorses advertising of Vivo smartphone is sincere .					
The celebrity who endorses advertising of Vivo smartphone is reliable .					
3.3 Attractiveness of advertisement endorsed by celebrity					
The celebrity who endorses advertising of Vivo smartphone is good looking .					
The celebrity who endorses advertising of Vivo smartphone catches my eyes .					
The celebrity who endorses advertising of Vivo smartphone looks familiar .					

Part 4 Customers' attitude towards Vivo.

This part of questionnaire would like to ask you about your attitude towards vivo.

Direction: Please choose the answer that best represents your degree of agreement/disagreement on the following statements

Statements	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Vivo usually provides good products.					
Vivo is a trendy brand.					
Vivo is a high-technological brand.					

Thank you for your genuine cooperation in responding this survey!

BIODATA

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