

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

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## **Abstract**

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

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

## **1. INTRODUCTION**

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