

**CONSUMERS' PERCEIVED CREDIBILITY OF BEAUTY  
KEY OPINION LEADERS AND ONLINE ENGAGEMENT  
WITH BEAUTY BRANDS ON TWITTER**

**Miss Natchapa Deedomwongsa**



**An Independent Study Submitted in Partial Fulfillment of the  
Requirements  
for the Degree of Master of Arts (Communication Arts) in Strategic  
Communication Management  
Common Course  
FACULTY OF COMMUNICATION ARTS  
Chulalongkorn University  
Academic Year 2021  
Copyright of Chulalongkorn University**

การรับรู้ความน่าเชื่อถือของผู้บริโภคต่อผู้มีอิทธิพลทางความคิดในด้านความงามและความผูกพัน  
บนสื่อออนไลน์ต่อแบรนด์ความงามในทวีตเตอร์



สารนิพนธ์นี้เป็นส่วนหนึ่งของการศึกษาตามหลักสูตรปริญญาโทสาขาสถาปัตยกรรมศาสตรมหาบัณฑิต  
สาขาวิชาการจัดการการสื่อสารเชิงกลยุทธ์ ไม่สังกัดภาควิชา/เทียบเท่า  
คณะนิเทศศาสตร์ จุฬาลงกรณ์มหาวิทยาลัย  
ปีการศึกษา 2564  
ลิขสิทธิ์ของจุฬาลงกรณ์มหาวิทยาลัย

Independent Study Title      CONSUMERS' PERCEIVED  
CREDIBILITY OF BEAUTY KEY  
OPINION LEADERS AND ONLINE  
ENGAGEMENT WITH BEAUTY  
BRANDS ON TWITTER

By      Miss Natchapa Deeudomwongsa  
Field of Study      Strategic Communication Management  
Thesis Advisor      TEERADA  
CHONGKOLRATTANAPORN

---

Accepted by the FACULTY OF COMMUNICATION  
ARTS, Chulalongkorn University in Partial Fulfillment of the  
Requirement for the Master of Arts (Communication Arts)

INDEPENDENT STUDY COMMITTEE

..... Chairman  
(SARAVUDH ANANTACHART)

..... Advisor  
(TEERADA  
CHONGKOLRATTANAPORN)

..... Examiner  
(PAPAPORN CHAIHANCHAI)

CHULALONGKORN UNIVERSITY

นักชกา ดิอุดมวงศา : การรับรู้ความน่าเชื่อถือของผู้บริโภครู้ต่อผู้มีอิทธิพลทางความคิด  
 ในด้านความงามและความผูกพันบนสื่อออนไลน์ต่อแบรนด์ความงามในทวิตเตอร์. (   
**CONSUMERS' PERCEIVED CREDIBILITY OF  
 BEAUTY KEY OPINION LEADERS AND ONLINE  
 ENGAGEMENT WITH BEAUTY BRANDS ON  
 TWITTER**) อ.ที่ปรึกษาหลัก : ชีรดา จงกลรัตน์นากรณ

เลื้อบเนื่องจากความแพร่หลายในการใช้ทวิตเตอร์เป็นเครื่องมือทางการตลาดบนโลก  
 ออนไลน์ การวิจัยในครั้งนี้จึงมีจุดมุ่งหมายที่จะศึกษาการรับรู้ความน่าเชื่อถือของผู้บริโภครู้ต่อ  
 ผู้มีอิทธิพลทางความคิดในด้านความงาม ความผูกพันบนสื่อออนไลน์ต่อแบรนด์ความงามใน  
 ทวิตเตอร์ และความสัมพันธ์ของตัวแปรดังกล่าว โดยใช้แบบสอบถามออนไลน์ในการเก็บข้อมูล  
 กับกลุ่มตัวอย่างจำนวน 200 คน ซึ่งมีอายุระหว่าง 18 ถึง 37 ปี ผลการวิจัยบ่งชี้ว่าโดยรวม  
 แล้ว ความน่าเชื่อถือของผู้มีอิทธิพลทางความคิดด้านความงามนั้นอยู่ในเชิงบวก ( $M =$   
 $4.08$ ) โดยความเชี่ยวชาญได้คะแนนเฉลี่ยสูงสุด ( $M = 4.15$ ) และความน่าดึงดูดได้  
 คะแนนเฉลี่ยต่ำสุด ( $M = 3.99$ ) ทางด้านความผูกพันบนสื่อออนไลน์ต่อแบรนด์ความงาม  
 ในทวิตเตอร์นั้น โดยรวมแล้วกลุ่มตัวอย่างมีส่วนร่วมกับแบรนด์ความงามทางทวิตเตอร์ ( $M =$   
 $3.90$ ) โดยมีความผูกพันด้านความคิดมากที่สุด ( $M = 4.00$ ) และความผูกพันด้านความรู้  
 สึกน้อยที่สุด ( $M = 3.80$ ) ในการประทวงผลความสัมพันธ์ของตัวแปรทั้งสองด้วย  
**Pearson Correlation** ผลการวิจัยเผยว่าการรับรู้ความน่าเชื่อถือของผู้บริโภครู้ต่อผู้มี  
 อิทธิพลทางความคิดในด้านความงาม มีความสัมพันธ์เชิงบวกกับความผูกพันบนสื่อออนไลน์ต่อ  
 แบรนด์ความงาม ( $r = .743$ ) ผลลัพธ์ของงานวิจัยชิ้นนี้ส่งเสริมองค์ความรู้เกี่ยวกับการตลาด  
 ออนไลน์ผ่านทางผู้มีอิทธิพลทางความคิดในทวิตเตอร์ รวมไปถึงความเข้าใจในเรื่องของความ  
 น่าเชื่อถือของผู้มีอิทธิพลทางความคิดและความผูกพันบนสื่อออนไลน์กับแบรนด์ต่างๆ

สาขาวิชา	การจัดการการสื่อสารเชิงกล ยุทธ	ลายมือชื่อนิสิต .....
ปีการศึกษา	2564	ลายมือชื่อ อ.ที่ปรึกษาหลัก .....

## 6388011928 : MAJOR STRATEGIC  
COMMUNICATION MANAGEMENT

KEYWORD source credibility, online engagement, beauty

RD: influencers, beauty key opinion leaders

Natchapa Deedomwongsa : CONSUMERS'  
PERCEIVED CREDIBILITY OF BEAUTY KEY  
OPINION LEADERS AND ONLINE ENGAGEMENT  
WITH BEAUTY BRANDS ON TWITTER. Advisor:  
TEERADA CHONGKOLRATTANAPORN

This research aims to explore how consumers perceived the credibility of beauty key opinion leaders, how consumers engage with beauty brands reviewed by these beauty key opinion leaders and whether the two variables correlate with one another. The research was conducted on 200 respondents with the age range of 18 to 37 who were followers of one of the two beauty key opinion leader representatives on Twitter. Through the use of online questionnaire, the results indicated that overall, the perceived credibility of beauty key opinion leaders was positive ( $M = 4.08$ ) with expertise receiving the highest average score of 4.15. As for online engagement, respondents generally engaged with beauty brands on Twitter ( $M = 3.90$ ), mostly through cognitive engagement as it gained the highest mean score of 4.00. With the application of Pearson Correlation test, the result depicted that the perceived credibility of beauty key opinion leaders and the online engagement with beauty brands were correlated and the relationship was positive ( $r = .743$ ). The implications of the research extends the existed body of knowledge in regards to influencer marketing on Twitter as well as influencers' source credibility and consumers' online engagement.

Field of Study:	Strategic Communication Management	Student's Signature .....
Academic Year:	2021	Advisor's Signature .....

## ACKNOWLEDGEMENTS

First and foremost, I would like to say that I am very much thankful for what my family has done to me, especially for always showering me with your encouragement, for igniting the fire in me to strengthen up and go on. I would like to extend this gratitude to my friends who have always been there for me and saved me from the utter despair under the name of anxiety. I cannot imagine going through this journey alone without the endless stream of reassurance and the mental support from my loved ones so from the deepest part of my heart, thank you.

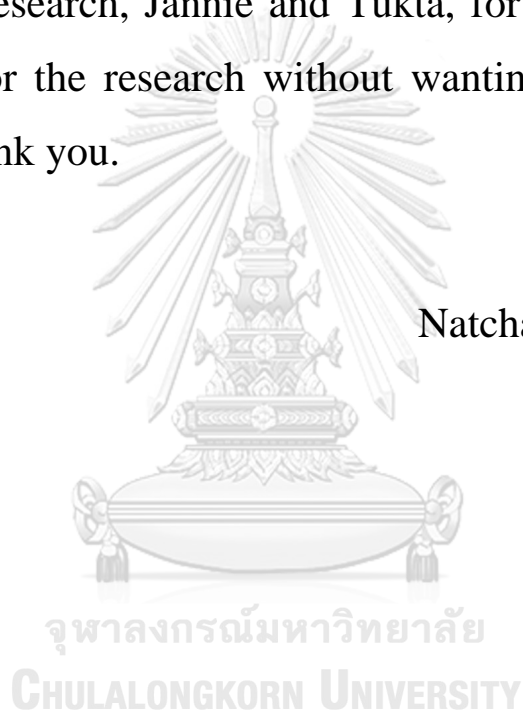
I am grateful for the supervision and encouragement of my advisor, Dr. Teerada Chongkolrattanaporn, so I would like to take this opportunity to thank her. Dear Ajarn Ne, your encouragement and dedication have helped smoothening the roughness of this journey. Because of your guidance, I have accumulated knowledge and experiences that enrich my academic proficiency. I am grateful to be led under your wing and for that, I thank you. Moreover, I would like to thank Dr. Saravudh Anantachart and Dr. Papaporn Chaihanchai for taking your time to evaluate my work and give valuable feedback that help improving this research to become better. Your dedication to assist me throughout this journey is much appreciated.

Also, I would like to thank all my MA friends for being

there and lend me a hand in various occasions all throughout this journey. Whenever things got rough, your friendship and support were the things that pushed me through so thank you all.

Last but certainly not least, I cannot end this without expressing my gratitude towards all my respondents for taking their time to do the questionnaire and the beauty influencers who centred this research, Jannie and Tukta, for aiding me in finding the sample for the research without wanting anything in return. For that, I thank you.

Natchapa Deeudomwongsa

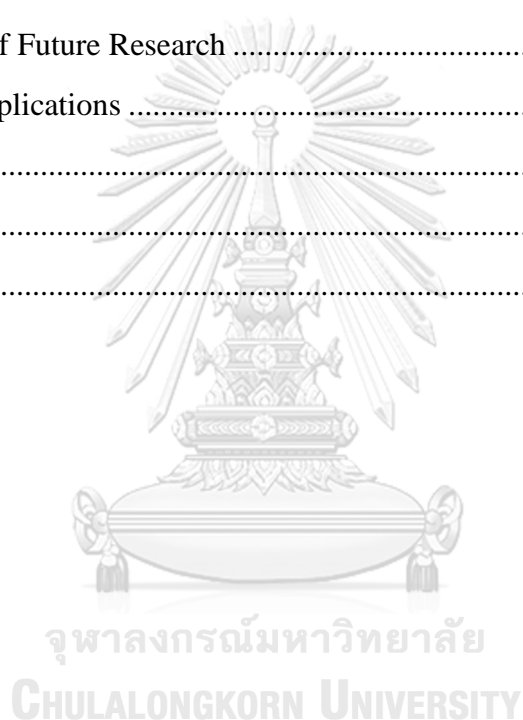


# TABLE OF CONTENTS

	<b>Page</b>
ABSTRACT (THAI) .....	iii
ABSTRACT (ENGLISH).....	iv
ACKNOWLEDGEMENTS.....	v
TABLE OF CONTENTS.....	vii
List of table .....	ix
List of Figures .....	x
Chapter 1 Introduction .....	1
1.1 Significance of Study.....	1
1.2 Research Objectives.....	3
1.3 Research Questions .....	3
1.4 Research Hypothesis .....	4
1.5 Scope of the Study .....	4
1.6 Operational Definitions of Variables.....	5
1.7 Expected Benefits of the Study.....	7
Chapter 2 Literature Review.....	8
2.1 Attitude .....	8
2.2 Third-Party Endorsement.....	13
2.3 Online engagement on Twitter .....	24
2.4 Conceptual Framework and Hypotheses .....	34
Chapter 3 Methodology .....	36
3.1 Research Sample and Sampling Method .....	36
3.2 Questionnaire Format .....	38
3.3 Measurement of the Variables .....	40
3.4 Data Collection and Data Analysis.....	43
Chapter 4 Research Findings .....	44



4.1 Demographic Profile of the Sample.....	44
4.2 Perceived Source Credibility of the Beauty Key Opinion Leaders .....	47
4.3 Online Engagement with Beauty Brands on Twitter .....	52
4.4 Relationship Between Perceived Source Credibility and Online Engagement .	56
Chapter 5 Summary and Discussion .....	58
5.1 Summary .....	58
5.2 Discussion .....	63
5.3 Limitations of the Research .....	71
5.4 Directions of Future Research .....	71
5.5 Practical Implications .....	72
APPENDIX A .....	75
REFERENCES .....	81
VITA .....	89



## List of table

	<b>Page</b>
Table 4.1 Age of Respondents .....	45
Table 4.2 Gender of the Respondents .....	45
Table 4.3 Educational Level of the Respondents.....	46
Table 4.4 Occupation of the Respondents .....	46
Table 4.5 Monthly Income of the Respondents .....	47
Table 4.6 Mean and Standard Deviation of the Source Characteristics of the Beauty	48
Table 4.7 Mean and Standard Deviation of the Attractiveness of the Beauty Key Opinion Leaders.....	49
Table 4.8 Mean and Standard Deviation of the Trustworthiness of the Beauty Key ..50	
Table 4.9 Mean and Standard Deviation of the Expertise of the Beauty Key Opinion Leaders.....	51
Table 4.10 Mean and Standard Deviation of the Online Engagement with Beauty Brands .....	52
Table 4.11 Mean and Standard Deviation of the Cognitive Dimension of Online Engagement with Beauty Brands.....	53
Table 4.12 Mean and Standard Deviation of the Emotional Dimension of Online Engagement with Beauty Brands.....	54
Table 4.13 Mean and Standard Deviation of the Behavioral Dimension of Online Engagement with Beauty Brands.....	55
Table 4.14 Relationship Between Source Credibility and Online Engagement .....	56
Table 4.15 Relationship Between Source Credibility and Online Engagement in Each Dimension.....	57

## List of Figures

	<b>Page</b>
Figure 2.1 .....	12
Figure 2.1 .....	42
Figure 3.1 .....	67



## **Chapter 1**

### **Introduction**

#### 1.1 Significance of Study

As the impact of social media in marketing grows more and more every day, micro-influencers become one of the top choices among marketers. In the peak of the digital era, more and more Internet users turn their heads to influencers' "opinions" on specific products as their primary source of information, placing a heavy influence in their purchase decision making. Marketers use influencers to bridge the gap between the company and the public, to make them pay attention, engage and trust the brand (Greenwald, 2019). Due to the power accumulating from the numbers of their followers, accompanying with their characteristics and their active engagement in specific niche topics, influencers have a more significant role in marketing practices and consumer behavior whose opinions leave an impact on the various facets of brand equity (Kotler & Keller, 2016; MarketingDive, 2018; Rios et al., 2019; Isyanto et al., 2020), consumers' attitude towards brands (Ajzen, 1988; Ohanian, 1990; Bergkvist et al., 2016; Jin et al., 2019) and consumers' purchase intention (Vrontis et al., 2021), especially the endorsed contents from micro-influencers. A study shows that consumers exposed to micro-influencers have higher-level of product knowledge and higher levels of purchase intention compared to macro-influencers (Kay, Mulcahy & Parkinson, 2020). Thus, this study aims to shed a light on micro-influencers, particularly the key opinion leaders in Twitter beauty community which grows more and more each year (Muangtum, 2020).

This study also aims to further the understanding of the multiple layers of Twitter as a communication tool from the marketing perspective, particularly the beauty market, since the impact of influencer endorsement varies in accordance to the nature of the platform used. Because of its conciseness of microblogging, the more reliance on the content than the visual presentation, the choice of anonymity and the innovative function of the “retweet” button, Twitter is a unique, effective platform for marketing communication, particularly for spreading brand awareness (Sevin, 2013). In Thailand, Twitter is the new rising star of online community where people share their thoughts freely, replacing those former web board platforms such as Pantip and Dek-D (Longtunman, 2021), becoming one of the key players in social media platforms in Thailand for the past few years (Oberlo, n.d.; Anymind, 2020). The use of Twitter as a marketing communication tool among beauty brands in Thailand has become a common practice in the recent years – be it the local Thai brands like Srichand or international brands like Kiehls’ (Longtunman, 2021).

Nevertheless, the use of Twitter as a communication platform as a marketing communication tool is considered a recent discovery, and has been explored only to a certain extent. In addition, the study of the influences of key opinion leaders (KOLs) on Twitter has been sparse and limited to the political realm (Borge Bravo & Esteve Del Valle, 2017). Thus, this research aims to extend the study of this area to be applicable in the marketing field.

In addition, findings from researches indicated that influencers’ credibility has an impact on the brand engagement (Al Farraj, 2021; Hughes et al., 2019). However, the

research on influencer's credibility and its relationship with online engagement especially on Twitter is unarguably scarce. Thus, this research seeks to find the connection of how the perceived credibility of Thai beauty key opinion leaders that is transferred through Twitter correlates to the consumers' engagement with the endorsed brands.

All in all, the rapidly growing impact of the beauty online community for beauty brands, Twitter as a social media platform and online key opinion leaders whom we know as influencers are inevitably prominent. However, these areas of study have some gaps that need to be filled.

## 1.2 Research Objectives

- 1.2.1 To investigate Thai consumers' perceived credibility of beauty key opinion leaders on Twitter
- 1.2.2 To investigate the online engagement of Thai consumers towards beauty brands reviewed by beauty key opinion leaders on Twitter
- 1.2.3 To investigate the relationship between Thai consumers' perceived credibility of beauty key opinion leaders and the online engagement of Thai consumers towards beauty brands reviewed by beauty key opinion leaders on Twitter

## 1.3 Research Questions

- 1.3.1 What is Thai consumers' perceived credibility of beauty key opinion leaders on Twitter?

1.3.2 What is the online engagement of Thai consumers towards beauty brands reviewed by beauty key opinion leaders on Twitter?

1.3.3 What is the relationship between the attitude of Thai consumers towards the credibility of beauty key opinion leaders and the online engagement of Thai consumers towards beauty brands reviewed by beauty key opinion leaders on Twitter?

#### 1.4 Research Hypothesis

H1: There is a relationship between Thai consumers' perceived credibility of beauty key opinion leaders on Twitter and the online engagement of Thai consumers towards beauty brands reviewed by beauty key opinion leaders on Twitter

#### 1.5 Scope of the Study

This study employed a quantitative approach to study 200 respondents using a survey method. In order to obtain data that represent the subjects of the study, the respondents were selected using quota sampling. The criteria of sample selection were as follows: had at least one Twitter account, had Thai nationality, and they must have followed one of the specified beauty key opinion leaders (Tukta or Jannie). The questionnaire consisted of four main parts: screening questions, question items concerning the perceived credibility of Thai beauty bloggers on Twitter, question items concerning the engagement of the beauty brands on which the beauty key opinion leaders endorse on Twitter, and demographic questions. A pretest process was used to test the feasibility of the questionnaire in advance, conducted on 30 people

who shared the same characteristics as the samples. The questionnaire was distributed on Twitter and was collected at the end of October for the period of one week.

### 1.6 Operational Definitions of Variables

Beauty Key Opinion Leaders refer to the persons who gain the prominence in the beauty online community by accumulating audiences and, eventually, a fan base which earns them a status of being a social media influencer through their social media contents. In this study, this include those who have followers above 1,000 to 100,000. In this study, Tukta (@Tuktablythe) whose account had approximately 71,000 followers and Jannie (@Janniesday\_) whose account had approximately 63,000 followers were chosen as representatives of the beauty key opinion leaders on Twitter.

Perceived credibility refers to how Thai consumers perceive beauty key opinion leaders on the basis of the three dimensions of source credibility model which is defined as the positive characteristics of a message source that affects the reception of a message receiver which contains three dimensions: expertise, trustworthiness and attractiveness. Expertise refers to the characteristics of a source that accumulates from the source's ability to make a valid assertion about a certain product. Trustworthiness is the characteristics that accumulate from the source's validity that is perceived by receivers, measuring by trust and acceptance a message receiver has on a source. Lastly, attractiveness refers to the facial and physical attractiveness, measuring whether the source is considered beautiful, chic, sexy. Through the lens of source



credibility model, these beauty key opinion leaders obtain a certain level of expertise, trustworthiness and attractiveness which make them regarded as beauty influencers.

Beauty Brand refers skincare and/or makeup brands that have prominent Twitter presence with numbers of followers of 1,000-100,000, utilize influencer endorsement on Twitter and advertise the endorsed contents via Twitter Ad. Particularly for this study, this refers to the brands that the two of the selected beauty key opinion leaders, Jannie and Tukta, have endorsed and created contents for before.

Online Engagement refers to the cognitive emotional and behavioral activities on which consumers willingly interact with brands outside of the business transaction (ie. retweets, likes [previously known as favorite], mentions and replies to a tweet) particularly on Twitter. This variable is measured in terms of cognition, emotion and behavior in accordance to the definition. Cognitive dimension refers to the brand-related thought process in which a consumer formulate and elaborate in the interaction between the consumer and the brand. The emotional dimension is defined as the degree of positive affection a consumer has towards a brand in the interaction of the consumer and the brand. Lastly, the activation, or the behavioral dimension, is defined as the degree of the effort together with the amount of time spent in the interaction of the consumer and the brand.

Thai consumers refer to Twitter users who have encountered influencer-endorsed contents on Twitter or contents from beauty brands' Twitter accounts. They must be above 18 years old of any gender.

### 1.7 Expected Benefits of the Study

Academically, this research can shed a light in the unexplored areas of source credibility, influencer marketing and online marketing, especially in Thai context where the study of this subject is sparse.

In the professional realm, this research can be beneficial to understand influencer marketing and its impact on brand engagement on such an impactful social media platform like Twitter. Especially for beauty brands that aim to expand their relationship with Thai consumers, this study can be used as a complementary guideline to explore Thai consumers in the beauty market in a deeper level.

## Chapter 2

### Literature Review

#### 2.1 Attitude

Many researchers and marketing managers have already conducted a mass of attitudinal surveys to assess people's preferences toward various marketing objects, such as products, brands and advertisements. In the case of changing consumers' evaluation of marketing objects in order to influence consumers' preferences and propensities to engage in a specific behavior, it's crucial for researchers and managers to understand the concept of attitude and its formation process (Grewal et al., 2004; Lee & Labroo, 2004; Pieters et al., 2010; Argyriou & Melewar, 2011).

The definition of attitude varies. According to Baron and Byrne (1984) attitudes are "relatively lasting clusters of feelings, beliefs, and behavior tendencies directed towards specific persons, ideas, objects, or groups". According to Ajzen and Fishbein (1980), attitude is evaluative or affective by nature as it is conceptualized simply based on the favorableness, either for or against the product. Essentially, attitude is an overall evaluation, a set of connected beliefs, of a certain object that lasts throughout the cause of time. This evaluation is general in the way that it is not direct toward a particular moment only (Solomon, 2018; Nayeem, Murshed & Dwivedi, 2019). Once the evaluation of favorableness or otherwise is formulated, it extends toward the whole duration of the object's existence. The objects in which a consumer can have an attitude toward vary in forms, ranging from brands to general consuming behaviors (Solomon, 2018). Brand attitude is utilized to navigate consumer behavior through the

analysis of how attitude is established and how it affects one's behavior (Nayeem, Murshed & Dwivedi, 2019).

### 2.1.1 Functional and Constructive View on Attitude

Various approaches to attitude theories have been raised, such as functional approach and constructive approach. Functional theory of attitude holds the concept that attitudes can be in the form of object-related associations. Thus, to some extent, attitudes can be steady and recalled from memory when needed (Eagly & Chaiken, 1993; Katz, 1960; Shavitt, 1990).

On the contrary, constructive theory of attitudes implies that people or consumers are evaluating objects by on-site decisions, without employing memory-based processes, simply by using their perception and decision context as an information source (Bettman et al. 1998; Feldman & Lynch 1988; Reed et al. 2002). This would indicate that most attitudes are short-lived and depend on the specific situation. And as a matter of fact, attitudes are dependent on elements such as liking, feelings and emotions which are triggered by specified exposure to the stimulus, rather than attribute information (Vakratsas & Ambler, 1999; Zajonc, 1980).

As in the functional view of attitude, attitudes take the form of memory and associate with certain objects. They are more concrete and can surface in command such as when making a purchase decision (Katz, 1960; Argyriou & Melewar, 2011). Thus, it goes without saying that attitude is formed prior to the purchase or the usage of the product.

### 2.1.2 Tripartite View of Attitude

The tripartite view breaks the concept of attitude into three components: affection, behavior, and cognition. This model is widely regarded as the ABC model of Attitude (Solomon, 2018) or the Tripartite View of Attitude. Affection is a feeling a consumer forms toward a certain object. Behavior, on the other hand, is the concrete action a consumer takes. Cognition is the belief a consumer creates about the object. Simply put, the ABC model illustrates the correlation between learning, feeling and doing where one component is dependent on one another (Solomon, 2018). Despite the impracticality of this approach in the research field, this view helps to understand how attitude has a linkage to behavior.

### 2.1.3 Uni-dimensional View of Attitude

From the study of attitude in the marketing research, many scholars and researchers insisted that attitude is merely “an unidimensional construct representing the affect for or against a psychological object, event, or situation” which distinguishes from the tripartite approach (Bagozzi & Burnkrant, 1979).

Attitude was defined as the single dimension of semantic space that can either be good or bad in terms of affection (Osgood, Suci & Tannenbaum, 1957; Katz & Stotland, 1959). Fishbein and Ajzen (1980) shares this conceptualization of attitude in which the conclusion was deduced from the examination of the Likert, Thurstone and other scales (Bagozzi & Burnkrant, 1979). In this sense, affection indicates attitude as an evaluation while cognition and behavior play other parts. Cognition, including beliefs about brands, is attributes perceived by a consumer. seen as an antecedent of

attitude, navigating consumer's evaluation to a certain end – be it in the favor of the brand or against. How a consumer feels about a certain brand or product stems from what they know or believe about the stimuli, or the brand in this case, first and foremost. This brings to the consequences of brand attitude which are purchase intention and behavior, how likely a consumer decides to purchase from the brand. Thus, this approach explains the causal relationship between attitude and intention as well as behavior (Fishbein, 1967).

In research, the tripartite approach and other multi-component approaches of attitude proved to yield a varied result which is the reason behind the pervasiveness in the application of the uni-dimensional approach in marketing research that led to more consistent results (Bagozzi & Burnkrant, 1979).

#### 2.1.4 Theory of Reasoned Action

Ajzen and Fishbein (1980) suggested that the classification of affect, cognition, and conation should be broadened by separating behavioral intention from the behavior itself. From this, there are four broad categories: affect (feelings, evaluations), cognition (opinion, beliefs), conation (behavioral intentions), and behavior (observed overt acts). Attitude concerns more with the predispositions to behave rather than behavior itself. From the classification, attitude falls into the category of affect.

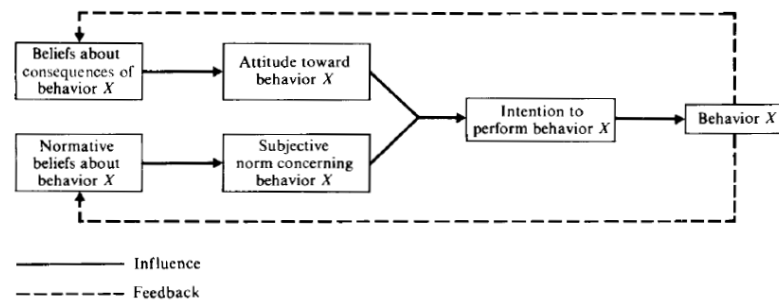
Ajzen and Fishbein (1980) distinguished attitude from the variables of belief or intention. A belief is derived from the information that a person acquires of the

product. A belief has a linkage to some attributes, varying with the level of the strength. On the other hand, behavioral intention is a special case of belief where the object is the person and the attribute is a behavior, the strength of intention is indicated by the person's subjective probability that they will perform the behavior in question. To conclude, the concept of attitude should be used only when there is strong evidence that the measure employed places an individual on a bipolar affective dimension, not the dimension of subjective probability relating an object to an attribute, or probability relating a person to a behavior (Ajzen & Fishbein, 1980).

Moreover, beliefs of a product can influence attitude the product which in turn, becomes a major determinant of the intention to perform the behavior, which in this case is to purchase altogether. Subjective norms, external influences, also play a part in determining the intention along the side with one's own attitude (Ajzen & Fishbein, 1980).

Figure 2.1

*Schematic illustration of the influence of attitude towards specific intention and behavior*



*Note.* The illustration demonstrates the scheme of how attitude affects intention and behavior. From “Understanding attitudes and predicting social behavior” by Ajzen, I., & Fishbein, M., 1980, NJ: Prentice-Hall. Copyright 1980 by NJ: Prentice-Hall.

## 2.2 Third-Party Endorsement

Celebrity endorsement is a marketing strategy involving a celebrity endorser who can be 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” is an umbrella term referring to not only movie stars or singers but also individuals in other fields such as politics and sport who are put under the spotlight and considered to be public figures. These actors, entertainers, or celebrities, in general, are often hired to be spokesmen of the brand, or a product endorser (Sertoglu et al., 2014). The term, “endorsement,” on the other hand, covers various degrees of endorsement from being implicit (ie. an endorser uses the product) to being imperative (ie. an endorser suggests that you should use this product) (McCracken, 1989). Simply put, celebrity endorsement involves an agreement between a celebrity and a brand for the celebrity to promote that entity through the permission to use the endorser’s popularity (Bergkvist & Zhou, 2016).



Using a celebrity as an endorser has many advantages based on many of the previous studies (van der Waldt et al., 2009; Yeh et al., 2011; Sertoglu et al., 2014; Bergkvist & Zhou, 2016). Among those is how a famous endorser can attract attention and appear distinguishable to their competitors to the consumers (Sertoglu et al., 2014). Since celebrities are always within the eye range of the public, they attract the consumer's attention with their dimensional images established over the course of their career which can be referred to as having a "high profile". Moreover, celebrities bring a unique point to the advertisements that make the campaigns memorable in the consumer's mind while standing out among the crowd of other advertisements. In terms of conveying a message, having a celebrity helps to amplify the communicative ability as well. Besides, celebrities are perceived as immensely dynamic individuals who are famous for their stand-out, likable traits (Seitz et al., 2007).

A study conducted by Yeh et al. (2011) shows that consumers can recall the brands with a celebrity endorser more than the brands that have no celebrity endorser. It is that consumers feel familiar toward the faces they see. Thus, they can remember them along with the product or the brand these people endorsed regardless of whether they are a fan of the celebrity. However, if the consumers are fans of this celebrity endorser, the same study shows that the value placed on the endorsed product increases as a consequence. Therefore, celebrity endorsers bring more than attention to the product or the brand but also make it memorable among consumers as well.

This strategy can also be used to generate a positive brand image which derives from the positive image of the endorser. This is useful especially for introducing a

new product or a new brand into the market, or to make a reposition of the product (Kaikati, 1987; van der Waldt et al., 2009). However, if negative associations of a celebrity endorser surface, this strategy may put the brand and its image at risk in terms of financial loss (van der Waldt et al., 2009).

### 2.2.1 Source Credibility Model

Source Credibility is a concept describing the positive characteristics of a message source that affects the reception of a message receiver (Ohanian, 1990). From the study by Hovland et al. (1953), it was found that credibility is the criterion in which message receivers refer to in order to determine whether to trust the source, and ultimately the message carried by the source, or not. Researches indicate that a source with high credibility has more power in persuasion than a low-credibility source (Cheung, 2009; McLaughlin, 2016; Jain & Posavac, 2001).

There are three dimensions of source credibility: expertise, trustworthiness and attractiveness. “Expertise” accumulates from the source’s ability to make a valid assertion about a certain product. Simply put, it is an expert of the field who has an in-depth knowledge about what is required for a product to be functional (Ohanian, 1990). This is evident in the way the same message can be perceived differently depending on the title of the source’s name (Crisci & Kassinove, 1973; Ohanian, 1990). People tend to trust a recommendation of someone who has Doctor in their name. Generally, people agree more with a high expertise source (Ohanian, 1990).

On the other hand, “trustworthiness” stems from the extent of the source’s validity is perceived by receivers (Ohanian, 1990). It is measured by the trust and acceptance of a message receiver on a source. In real life scenarios, this can be how a consumer buys a product based on the opinions of their friend whom they trust. Both trustworthiness and expertise were the main factors in attitude change. According to McGinnies and Ward (1980), a source who held high degree of expertise and trustworthiness could change one’s attitude at the highest volume. Trustworthiness had a relation to persuasion and likability of a source as well. A widely favored celebrity is trusted, and is inclined to have a more effective persuasion skill (Ohanian, 1990). In the realm of online marketing, the importance of trustworthiness increases. As opinion leaders, influencers or product reviewers have to portray a certain level of trustworthiness for their opinions to have an impact due to the tremendous amount of manipulation found in online platforms (Bao & Chang, 2014).

In terms of “attractiveness”, the construction of what attractiveness consists of many layers. Many scholars had a consensus that it can be operationalized into facial and physical attractiveness, measuring whether the source is beautiful, chic, sexy or likable (Ohanian, 1990). An addition to expertise and trustworthiness, attractiveness – beauty, elegance and style -- is an amplifier (Corina, 2016), a tool that assures that a message is perceived in a pleasant manner.

## **Figure 2.2**

*Source credibility scale developed by Ohanian (1990)*

APPENDIX  
Source-Credibility Scale

---

<b>Attractiveness</b>	
Attractive	— Unattractive
Classy	— Not Classy
Beautiful	— Ugly
Elegant	— Plain
Sexy	— Not sexy
<b>Trustworthiness</b>	
Dependable	— Undependable
Honest	— Dishonest
Reliable	— Unreliable
Sincere	— Insincere
Trustworthy	— Untrustworthy
<b>Expertise</b>	
Expert	— Not an expert
Experienced	— Inexperienced
Knowledgeable	— Unknowledgeable
Qualified	— Unqualified
Skilled	— Unskilled

---

*Note.* The image demonstrates the scale for measuring source’s credibility. From “Construction and validation of a scale to measure celebrity endorsers’ perceived expertise, trustworthiness, and attractiveness,” by Ohanian, R., *Journal of Advertising* (p. 39-52), 1990, Taylor & Francis. Copyright 1990 by Taylor & Francis.

### 2.2.2 Influencer Marketing

From the past few decades, the purpose of advertisement is catered towards gaining more brand awareness (STEPS Academy, 2021). However, the digitalization phenomenon brought in a shift in consumer behavior and attitude. As a result of the rapid growth in social media usage, new communication dynamics is generated. The ways information is circulated, acquired and exchanged have been altered which brings in the emphasis of connectivity between users, blurring the boundaries between the senders and receivers that determines the change in the interaction between brands and consumers (Vrontis et al., 2021; Lamberton & Stephen, 2016). Awareness over the brands and the products can barely scratch the surface and not enough to penetrate

into consumers' mind in their decision process. Unlike before, consumers nowadays seek information before making a decision. They seek for review that can contribute in making the best choice, and this is where influencers come into play. Influencers are defined as people who are acknowledged by the public due to the expertise on certain subjects or niche of particular interests they actively engage, earning them reputation on social media platforms (Geysler, 2021). As the term suggests, the role of "influencers" lies in influencing someone to do something and in this context, they influence consumers' thoughts and attitude that is eventually formulated into a decision, to buy or not to buy (STEPS Academy, 2021). In addition, it is empirically evident that contents on social media can lead consumers to believe and follow their recommendations blindly (Vrontis et al., 2021; Shareef et al., 2019).

Given the accessibility and scalability of the internet, consumers see the internet as a space to voice out their opinion reflecting their attitude towards certain products and brands which in turn, have an effect on the decision making process of anyone who stumble across. Among those, some of them gain prominence in the space by accumulating audiences and, eventually, a fan base which earns them a status of being a social media influencer (Vrontis et al., 2021).

Many brands seek the opportunity to work with social media influencers for the endorsement by offering free products, particularly new products that need a stimulating introduction to the market. The collaboration between brands and these influencers become a foundation of influencer marketing which opens for the influencers and their followers in the process of building brand image, creating an

ideally positive and engaging narrative for the brand on social media (Martínez-López, et al., 2020).

Influencer endorsement has been a trend in the realm of marketing practices for the past few years as the impact of social media seeps in human's daily lives more and more (Appel et al., 2020), especially among younger generations who have spent their whole lives in the digitalized era (Williams, 2020). In the United States, Insider Intelligence reported that the influencer marketing contributed in making revenue up to 8 billion US dollars in 2019 and saw a constant growth which would eventually make up for more than 22 billion US dollars in 2022 (STEPS Academy, 2021). Statistic shows that more than 50% of consumers of the age between 16 to 44 follow celebrity accounts on social media. Consumers whose age range between 16 to 34 discover new brands and new products through the endorsement of the celebrities (Young, 2017; Statista, 2017). All in all, consumers are very much affected by influencers in social media who are known by their expertise (Geysler, 2021).

What makes influencer marketing become a common practice in today's marketing world is how brands can maximize the usage of social media platform in the integrated marketing communication. It is suitable for a wide range of brands from SMEs to big corporates with its affordability and higher reach through words of mouth of influencers. This aligns with the everchanging consumer behavior in the digital era who generally listen and trust the words of those who have experience, familiarity and certain amount of expertise with brands and products. Simply put, influencer marketing is a great tool suitable for online marketing not only to raise

brand awareness but also to build trust and credibility that affects consumer's decision making process (STEPS Academy, 2021).

#### 2.2.2.1 Typology of Influencer

Influencers can be celebrities, bloggers or content creators. Influencers can be further classified into subgroups based on the size of their followers since the significance of influencers are accumulated from their fanbase and the degree of engagement (Isyanto et al., 2020). Based on this, influencers can be categorized into mega-influencer (have more than 1,000,000 followers), macro-influencers (100,000-1,000,000 followers), micro-influencers (1,000-100,000 followers) and nano-influencers (below 1,000 followers). Each group of influencer holds different kinds of impact on consumers in which brands find their suitable choices for their purpose accordingly (Isyanto et al., 2020).

#### 2.2.2.2 Micro-influencer

A study by Marilia Quiterio Capeli (2019) on micro-influencers' impact on engagement levels on Instagram shows that higher demographic similarities between the influencers and the followers (*homophily*) does not guarantee a deeper relationship between the brand's audience and the brand. Moreover, followers of the influencers does not always follow or engage with the endorsed brands' account. Thus, there is difference in the engagement level between posting contents generated by influencers on the endorsed brands' account and the influences' contents posted on their own platforms.

Essentially, *homophily* is the idea that describes “how individuals who interact with one another have similar attributes, attitudes, and overall congruent social-demographic characteristics” (Rogers & Bhowmik, 1970; Capeli, 2019). Based on studies (Brown et al., 2007; Capeli, 2019), demographic traits, or as Capeli defined as *traditional homophily*, like age, gender, and education have less importance than psychographic traits like attitudes, tastes, and shared interests. Generally, people can relate to one another more when there is a similarity in any of these areas bridging among individuals. Thus, this idea may explain how micro-influencers who have high levels of homophily in the forms of shared interests can have an impact on their followers who have similar tastes through the perpetual discussions over those topics.

Findings from influencer marketing researches (MarketingDive, 2018; Rios et al., 2019; Isyanto et al., 2020) indicated that micro-influencers can generate more interactions in the formats of likes, comments, shares while celebrities or macro-influencers can reach more people and capture attention in a wider range. Simply put, the marketing strategy using micro-influencers are mostly suitable for increasing brand engagement through social media. Thus, many brands deliberately opt for micro-influencers for more involving, more intimate, interactions between the influencer and their followers (Isyanto et al., 2020).

### 2.2.3 Two-step Flow Theory and Key Opinion Leaders

Nowadays, it is a common practice in marketing to use opinion leaders in order to direct consumer’s decision and attitude towards brands. Essentially, opinion leaders are “individuals who exert a strong influence on consumer’s attitudes and behaviours”



through the means of word-of-mouth process due to their appealing characteristics, expertise and superior social image that allows the exertion of influence to happen (Vrontis et al., 2021). These people are the ones who acquire the most access to media, and developed media literacy that allows them to digest the messages and channel them to the masses (Katz & Lazarsfeld, 1955; Vrontis et al., 2021).

The concept of opinion leaders is explained using the process of the two-step flow model which was developed by Katz and Lazarsfeld (1955). They postulated that mass media did not have an effect directly on the audience. However, the message was penetrated through the perpetuation of opinion leaders based on the findings of the study on American Presidential Election conducted by Lazarsfeld et al. (1948). In other words, the opinion leaders formulated their interpretation of the original message transmitted by media and past them onto the audience which navigate their behavior in some ways. Interestingly, for someone to be accepted as an opinion leader, one must has characteristics and demographical attributes that share similarities to those whom are under the influence. Furthermore, the theory extended how the success of certain media message could be determined based on the effect it had on the audience's attitude (Katz & Lazarsfeld, 1955). In terms of consumer behavior, the final decision that consumers made were the byproduct of the information acquired from media outlets as well as the opinion leaders' influence while the latter is deemed to be have higher persuasive power compared to the mass media (Vrontis et al., 2021; Casaló et al., 2018).

However, another view suggests that given the nature of social media platforms, the line between opinion leaders and opinion seekers is faded. Social media users publish their opinions while seeking recommendations from others. In other words, the distinction of who is the opinion leader in the digital community and the followers is hardly identified as those people switch roles in the communication process constantly. The main factors that raise opinion leaders' influencing power while distinguishing them from the crowd is the credibility which highly valued by the consumers (Capeli, 2019).

According to Deatera et al. (2019), opinion leaders such as influencers are perceived as credible and influential. The perception is based on what is published in the social media platform in the shapes of lifestyle vlogs, demonstrating what they do on a daily basis in a realistic manner. Thus, a special bond between an influencer and an follower is established – a form of connection and affection that is highly personal. A study affirms this statement, indicating that influencers with high credibility can persuade followers into thinking that the endorsed product improves an influencer's life, that their opinions are genuine and gears towards being helpful to their followers (Jiang, 2018). On the other hand, the revealing of paid sponsorship for an influencer's contest can damage this perception, switching from being positive to negative (Deatera et al., 2019).

#### 2.2.4 Effect of Third-Party Endorsement on Attitude

Celebrity endorsement has an effect on consumer's attitudes. Attitudes on celebrity can be transferred onto the consumer's attitude on the brand. Similar to the

attitude of the brand, the evaluation can be either positive or negative (ie., like or dislike the celebrity) (Ajzen, 1988; Ohanian, 1990; Bergkvist et al., 2016). A study on Instagram influencers indicates that consumers perceive the source as trustworthy. The positive attitude towards the influencer extends to the endorsed brand (Jin et al., 2019).

On the other hand, the unfavorable attitude derived from a celebrity's image-related scandals also transforms into the attitude toward the product and the brand that the celebrity is endorsing on a negative note. In the study by Thwaites et al. (2010), an experimental study is conducted employing three different hypothetical scandals (ie. "incidents relating to an extramarital affair, a drink driving incident, and criticism of professional integrity") to test whether the aforementioned statement holds true. The results confirm that a celebrity's negative publicity has an impact on a consumer's information process on high-low involvement product campaigns.

## 2.3 Online engagement on Twitter

### 2.3.1 Online Engagement

#### 2.3.1.1 Engagement

Nowadays, the main quest for many marketers is to build relationship with consumers in a deeper and more meaningful level through engagement. What exactly is an consumer brand engagement has been explained by various scholars. It is described as "an activity engaged in by the consumer that are not directly related to search, alternative evaluation, and decision making involving brand choice" (Vivek et

al., 2012). In a broader sense, an engagement is a behavioral, voluntary response of a consumer to a brand, and ultimately to the brand's marketing function, which is an extensive entity from the business transaction. It is behavioral and voluntary in the way that consumers have their willingness to choose what to do, what resource to invest to interact with the brand (Harmeling et al., 2016). Similarly, Keller (2009) defined engagement as an active matter that requires the willingness of consumers in spending their personal resources (e.g. time, money) beyond their purchase of the product. This can be performed in different ways such as engaging in conversations about the brand or the product to other users in public spaces (word of mouth), joining a community exclusively for loyal consumers of a certain brand, or participating in online activities on the brand's social media or website (e.g. blogging, giving reviews or ratings).

According to Hollebeek et al. (2014) who conceptualized consumer brand engagement in social media and developed a scale for the measurement, engagement is conceptualized as "a consumer's positively valenced brand-related cognitive, emotional and behavioral activity during or related to focal consumer/brand interactions".

The cognitive dimension of consumer brand engagement refers to the brand-related thought process in which a consumer formulate and elaborate in the interaction between the consumer and the brand (Hollebeek et al., 2014).

Accordingly, the emotional dimension refers to the degree of positive affection a consumer has towards a brand in the interaction of the consumer and the brand (Hollebeek et al., 2014).

Lastly, the activation, or the behavioral dimension, is defined as the degree of the effort together with the amount of time spent in the interaction of the consumer and the brand (Hollebeek et al., 2014).

Keller (2009) classified engagement as one of the main factors of brand resonance, the highest stage of brand development pyramid. To build a significant customer-based brand equity, each and every stage of the pyramid has to be achieved and sorted in the right place. Brand resonance, placing at the top of the pyramid, is defined as “the relationship customers have with the brand and the extent to which they feel they are in sync with it” (Kotler & Keller, 2016). Brand resonance can be created once appropriate the levels of salience and awareness are achieved, positive judgements and affirmations that hold both rational and emotional appeals for the consumers (Keller, 2009).

Consumers form a deep, meaningful, intense bond with brands which entails active loyalty that the consumers have towards those brands. The higher the levels of resonance and engagement are induced, the more brand recall from the ads there is (Kotler & Keller, 2016).

McEwen (2005) from Gallup management consulting company explained that brands need to cultivate the relationships they have with each of their consumers, the ones with strong feelings of passion towards the brands, over time in order to maintain the acquired loyalty. The engagement that occurs is not static, it is expected to grow and brands must seize any opportunities and put all of their effort into the development. This passionate relationship that is established goes beyond consumers having a positive experience or trusting the brand, it involves the totality of the brand experiences – the quality of the product, the care service provided and more.

To formulate a strong bond between the consumers and the brand, the emotional attachment (i.e. Pride and passion for the brand) a consumer has towards the brand is crucial and the hardest one to acquire and maintain. It is an element that turns commitment into customer engagement which is the highest form of emotional attachment (McEwen, 2005). Thus, consumer engagement is the field that many marketers explore in order to build relationship between the brands and the consumers and to attain their loyalty.

#### 2.3.1.2 Online Engagement

Since digital media are on the rise (Devraj, 2017; Rahal, 2021), especially in the past few years as a result of the pandemic (Dash & Chakraborty, 2021; Clapp, 2021), many marketers and scholars have investigated consumer engagement in the online platforms. Social media become a significant marketing tool that various corporations utilize and strategize as it circulates around building connections and relationships through various forms of activities (Scarpi, 2010). The very nature of social media are

then implemented into building and maintaining relationships between the brands and the consumers as well as brand communities (Scarpi, 2010; Labrecque, 2014; McShane et al., 2021). According to Keller (2009), social media as interactive means of marketing communications can reinforce different forms of expressing commitment. They can be used for observation in regards to loyalty of consumers towards brands.

With the vast usage of Internet all over the globe, consumers are allowed to participate in the information exchange relating to a brand or a certain type of product through online brand communities in which their opinion is expressed and exchanged (Bowden et al., 2017; Islam et al., 2018). These communities are served as a space where people with similar interests can meet and interact. At the opposite end, these are deemed valuable to the brands as a marketing communication tool that preserve and enhance the relationship between the brands and the consumers (Hollebeek et al., 2017; Islam et al., 2018).



### 2.3.2 Source credibility and Online Engagement

The study on source credibility and online engagement has been explored in the academic world but not as widely as the linkage of source credibility to consumer attitude and purchase intention. Source credibility has a relation to engagement as an antecedent to engagement (Henderson, 2015; Al Farraj, 2021). One study investigated the influencers' credibility dimensions namely expertise, trustworthiness, and attractiveness on purchase intention via cognitive and affective online engagement as a mediator among cosmetic dermatology consumers in Jordan (Al

Farraj, 2021). The main findings indicate that the preserved credibility correlates to the increase in the engagement of the followers. Influencers who are perceived as attractive and credible as an information source can motivate followers to engage more with the endorsed posts on social media (Al Farraj, 2021).

Another study shows that likeability can persuade consumers to join brand community on Facebook, read and post contents in the brand community more than trustworthiness does (McLaughlin, 2016).

In addition, the findings from a research on influencer marketing investigating sponsored contents indicate that online engagement, through liking the post and posting comments depends on various factor, particularly “the interplay of platform type, campaign intent, source, campaign incentives, and content factors” (Hughes et al., 2019).

### 2.3.3 Twitter

Twitter is among the most used social media platforms in the recent years (Datareportal, n.d.), ranking in the third place as the social media platform with the highest time spent on average in 2021 (Oberlo, n.d.). In Thailand, Twitter secured the sixth place as the most used social media in 2020 (AnyMind, 2020). Twitter is a unique platform with distinct features that allow thousands of conversations to operate simultaneously across the world. Because of its conciseness of microblogging system, the more reliance on the content than the visual presentation and the innovative function of the “retweet” button, Twitter is widely known as a unique and effective



platform for marketing communication, particularly for spreading brand awareness (Sevin, 2013).Chadan Deep, a sales and relations staff of Twitter Asia Pacific said that Twitter is different from other social media paltforms in the way that the users on Twitter want their followers and others to “look at this” rather than “look at me” (Brand Buffet, 2019).

While an abundant amount of users of any age range can be found on Twitter, the platform is mainly dominated by the younger generations including the Gen Y and the millennials. The main demographic group of Twitter users are in the age of 18 to 37 while Millennials are said to be the largest group with the most prominent influence in the Twitter culture (Brand Buffet, 2019).

Twitter offers a new experience for social media users with their innovative functions. The main ones that every Twitter user is familiarized with are retweet, favorite, mention and hashtag. Retweet is the function where a user can share a tweet (a content one publishes on Twitter account) which will appear on the user’s account and timeline (a feed page) of which will also appear on the timeline of the user’s followers. Favorite is the function that resembles Facebook’s “like”. Lastly, mention refers to the function where a user includes one or more of the other users’ account names to interact with them (Zote, 2021).

All of the functions above come hand in hand in uniting people and creating a societal conversation that significantly navigates the society into a certain direction. It is predominantly due to the main functions of Twitter, the retweet and the hashtag,

that do the job and gain their places as the most impactful tools that social media ever offer. Especially hashtags, the function that a user can use to label their tweet for Twitter to categorize the tweets under certain topics, helping others to discover the user's tweet. This contributes hugely in bringing a user to explore other users' accounts who may share similar interests and generating more and more conversations on the platform (Zote, 2021). One incident that captures the essence of the power Twitter hashtag holds is the PM2.5 crisis or the air pollution incident in Bangkok. In 2019, more than three million Thai Twitter users use a hashtag of PM2.5 dust particles (“#ฝุ่นpm25”) to bring forte the issue to the government in order to tackle with this crisis (Brand Buffet, 2019).

In marketing, Twitter plays a huge role as a marketing communication tool, especially at the age of digitalization. Many businesses use Twitter in promoting their brands and establishing relationships with their consumers whilst gaining market share (College, n.d.). A study by Read et al. (2019) shows that in order to generate and enhance consumer engagement and co-promotion, brands need to establish the perception that their customer service is above the standard and to provide trustworthy knowledge on Twitter.

#### 2.3.3.1 Twitter Engagement

As in Twitter, engagement comes in diverse forms -- any retweet, reply, follow, mention as well as hashtags and embedded media are included. According to Klipfolio (n.d.), the engagement of Twitter account can be measured with various metrics. Generally, it is determined by the numbers of retweets, favorites, mentions

and replies to the tweet. These metrics can be used to analyze the performance of the marketing campaigns on Twitter as well.

The “retweet” function has an immense impact in social media platform and communication in digital realm. The numbers of followers can indicate the amount of fan base for each account but with the numbers of retweet represents engagement for each message. Generally, it implies the amount of people who see the tweet and agree with the statement. With this, the emphasis is put on the content of the tweet rather than the person behind the tweet. Well-known celebrities may have a large follower base but it does not entail that they will gain a large amount of retweet for each of their tweet (Hiraipreuk, 2012).

In Thailand, Twitter becomes the new “it” space for online conversation and word-of-mouth reviews. From Pantip, Dek-D and so on, Thai Internet users opt for these forums to acquire knowledge about a certain product before making a purchase decision (Longtunman, 2021). These were the spaces where normal people simply shared their experiences without any form of tie-in from brands. In the present day, Twitter serves the same function but with even more powerful impact judging from the potential of how many thousands of users a tweet can reach within a few minutes. A research indicated that if brands can increase the conversation rate about a product or a service in the positive light only by 10%, it can convert to an increase of sale up to 3% (Greywoode et al., 2020; Longtunman, 2021). This is formulated into the concept of “converse to convert,” a testament that shows how stimulating positive conversations on social media – like Twitter – is significant in marketing, making

people become interested and consider the product, and recall the brand when making a purchase decision (Longtunman, 2021).

#### 2.3.4 Beauty Brands and Influencer Marketing on Twitter

Beauty market in Thailand see a continuous growth every year. According to Euromonitor International (2020), beauty and personal care market in Asia Pacific has the most rapid growth in the world, taking up to 32%, and Thailand is among those with rapid growth rate.

Nowadays, in Thailand, the online beauty community has found a new place to settle and it is on Twitter. Up to 77% of Thai Twitter users have an interest in beauty and skincare products. 72% of Thai Twitter users search on new beauty products on Twitter and more than 50% want to be the first group of people to have access to try a new product (Muangtum, 2020; Euromonitor International, 2020). Many users share their passionate affection towards certain products through their tweets in which many brands do not hesitate to exploit the opportunities to have their own base on Twitter to reach out and boost their engagement (Muangtum, 2020). Twitter is the first choice for the local beauty brands as well as brands from other countries when it comes to launching a new product line as they see how active and interested the users are for this type of products, how this online space is fitting for launching creative campaigns and boost their engagement through conversations, exchanging information and opinion about the product, whilst collecting data about their target group (Muangtum, 2020).

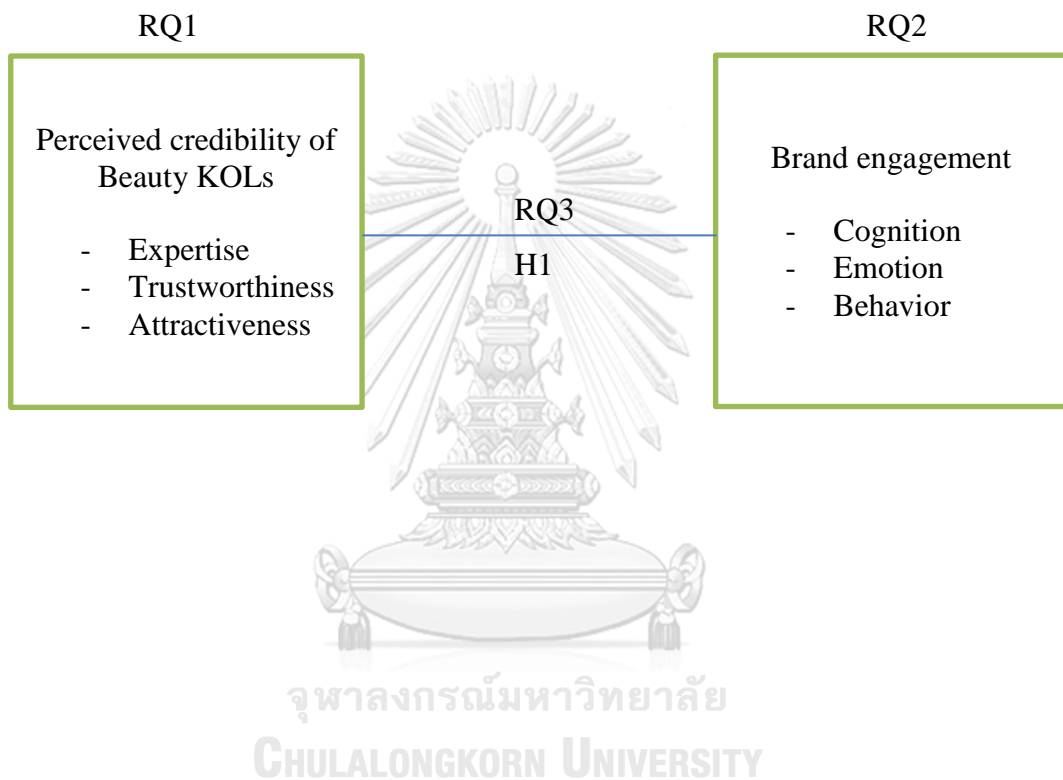
According to Thairath Online (2020), 74% of people who are passionate about beauty products seek information about the product before purchasing. Twitter becomes one of the first designations where these people acquire information while weighing in other users' shared experiences. The function of hashtag is very crucial in assembling the users with the shared interest in beauty market. In such hashtags -- #HowToPerfect or #ใช้ดีบอกต่อ, a user can find many accounts sharing their opinion about various products that fall under the beauty and personal care category (Thairath Online, 2020). Because of the expansion of beauty community on Twitter, many brands have invested on influencer marketing to reach out to the Thai consumers who use this platform to acquire knowledge about the brands and the products, and to have their new product exposed to the target group.

#### 2.4 Conceptual Framework and Hypotheses

The conceptual framework of the study can be seen below (Figure 2.3). The figure is based on the hypothesis that the attitude of beauty key opinion leaders (KOL) that Thai consumers formulated based on source credibility dimensions (expertise, trustworthiness, attractiveness) has a relationship with their engagement in three dimensions based on the operationalization of engagement by Hollebeek et al. (2014) -- namely cognition, emotion and behavior -- with the beauty brands that are reviewed by those beauty key opinion leaders.

H1: There is a relationship between Thai consumers' perceived credibility of beauty key opinion leaders on Twitter and the engagement of Thai consumers towards beauty brands reviewed by beauty key opinion leaders on Twitter.

Figure 2.3 Conceptual Framework



## **Chapter 3**

### **Methodology**

The study aims to explore the relationship between Thai consumers' perceived credibility of Thai beauty key opinion leaders on Twitter and the engagement towards beauty brands that are reviewed by the beauty key opinion leaders. The research employs a deductive, quantitative approach which is conducted using survey format via online questionnaire as an instrument for data collection. The questionnaire consists of three parts: the screening questions, the question items focusing on the perceived credibility Thai consumers have towards beauty key opinion leaders on Twitter, and lastly, the question items focusing on the engagement of Thai consumers towards the reviewed beauty brands. This chapter will provide the further information about the research methodology in which research sample, sampling method, questionnaire format, measurement of the variables as well as data collect and data analysis are included.



#### **3.1 Research Sample and Sampling Method**

In terms of the demographic of the research, the sample included people of all genders – men, women and people who identified themselves as LGBTQIA+. Nationality wise, the participants were Thai or used Thai language on Twitter in order to participate in Thai Twitter community. The age range of the respondents was 18 to 40. The age group was adjusted according to the finding showing that people of the age of 16 to 44 were the largest age group of Twitter users in Thailand (Wiboonyasake, 2020). Moreover, people whose age was in between 18 to 34 were the

ones who engaged with beauty brands and beauty influencers the most in the beauty online space (Henningan, 2020). Several requirements are made for respondent sampling:

- The respondents must have at least one Twitter account.
- The respondents must be at the age between 18 to 40 years old.
- The respondents must follow these specific beauty key opinion leaders:  
Jannie (@Janniesday\_) and Tukta (@tTukablythe)

Since the research wants to explore the perceived credibility of on beauty key opinion leaders, it is crucial that they must acknowledge beauty contents on Twitter or have seen the endorsed contents on their account's timeline before. Because the respondents have to meet the aforementioned criteria, the sampling method used in this research was a non-probability, quota sampling.

To efficiently measure the variables, the research focused on studying the perceived credibility of two beauty influencers whose characteristics and contents are similar namely Jannie (@Janniesday\_) and Tukta (@tTukablythe). Firstly, both of them have similar physical features with similar fashion style. Their contents consist of swatches of makeup products, mostly Korean makeup brands, and reviews of their experiences upon using the products. Both of them have other social media platforms in which Jannie has a blog on Blogspot.com and Tukta has a Facebook page linked on their Twitter account. Jannie also has a Facebook page which is linked to the web blog page. Moreover, the two of them have a similar size of follower base. Jannie



accumulates 63,000 of followers on Twitter whereas Tukta has 71,400 followers. According to the typology of influencers discussed in Chapter 2, both are considered micro-influencers.

The samples of 200 were collected in which 100 of respondents were followers of Jannie's Day and another 100 were followers of Tukta. Since the survey was conducted in online space, there was no specific time limit for respondents to do the questionnaire, and it was done at the respondent's convenience. The questionnaire was distributed on Twitter as the objective of the research was to study Thai consumers who used Twitter. A pretest process will be used to test the feasibility of the questionnaire in advance, conducted on 30 people who share the same characteristics as the samples.

### 3.2 Questionnaire Format

The survey was distributed on Twitter. The questionnaire was in Thai, and had four sections. Apart from the screening questions which was written in question format, the items of the questionnaire are written as statements to which the respondents answered in accordance to the degree they agreed with each of the statement.

Section one contained three screening questions to assure that the respondents who answer the next parts met the requirement, and to screen out those who are not qualified for the research. Those who did not meet the required criteria were directed to the end of the survey.

*Question 1* asks the respondents about their age range using a nominal scale.

*Question 2* asks the respondents if they have at least one Twitter account.

*Question 3* asks the respondents whether they follow one of the two selected beauty key opinion leaders.

Part two consisted of statement items that were based on source credibility scale by Ohanian (1990) which were divided into three categories: attractiveness, trustworthiness and expertise. Each category contained five statements. The total numbers of items were 15.

Part three contained statement items that were borrowed from a scale developed by Vinerean and Opreana (2015), based on the consumer brand engagement scale developed by Hollebeek et al. (2014). The items were divided into three categories: cognitive, emotional and behavioral. Cognitive and emotional categories contained four items whereas behavioral category contained three. The total number of items for this part was 11.

Part four consisted of demographic questions asking the respondents about their gender, educational level, occupation and their monthly income.

### 3.3 Measurement of the Variables

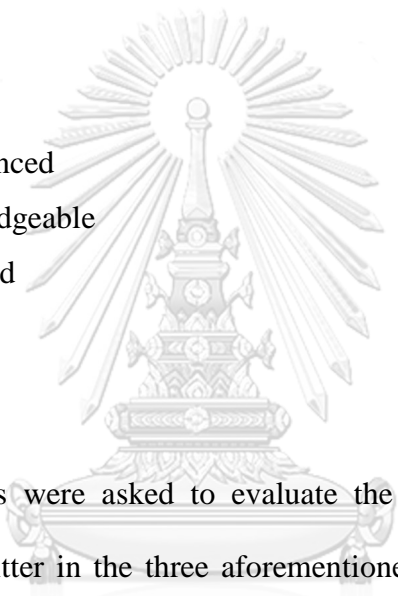
This research measured two variables: beauty key opinion leaders' perceived credibility which is independent variable and consumer brand engagement, a dependent variable. The research aims to study the relationship between the two variables, whether there is a relationship or not, in the realm of beauty community on Twitter. Moreover, the measurement scales which are used in the research have the reliability and validity that are measured by the researchers who developed the scales.

The measurements that are used to measure the two variables are the source credibility scale developed by Ohanian (1990) and a consumer brand engagement scaled developed by Vinerean and Opreana (2015).

The source credibility scale is developed based on the conceptualization by Ohanian (1990) which measures credibility of a source in three dimensions namely expertise, attractiveness and trustworthiness in five-point scale, with bipolar semantic differential items. For this study, the scale is adjusted to a five-point Likert scale. The range of the scale was as followed: 1= Strongly disagree, 2= Disagree, 3= Neither agree nor disagree, 4= Agree, 5= Strongly agree. The items of the statements are as followed:

1. Attractiveness
  - 1.1. Attractive
  - 1.2. Classy
  - 1.3. Handsome/beautiful
  - 1.4. Elegant

- 1.5. Sexy
  
2. Trustworthiness
  - 2.1. Dependable
  - 2.2. Honest
  - 2.3. Reliable
  - 2.4. Sincere
  - 2.5. Trustworthy
  
3. Expertise
  - 3.1. Expert
  - 3.2. Experienced
  - 3.3. Knowledgeable
  - 3.4. Qualified
  - 3.5. Skilled




The respondents were asked to evaluate the credibility of the beauty key opinion leaders on Twitter in the three aforementioned aspects. The scale has been used by other researchers in the past. From the research on source credibility which conducted among Portugal respondents by Tille (2020), the Cronbach's Alpha of attractiveness, trustworthiness and expertise are 0.927, 0.961 and 0.924 respectively which meet the acceptable Cronbach's Alpha standard of 0.7 (Churchill, 1979).

For the second variable, the scale that was used for this research was an eleven-item scale developed by Vinerean and Opreana (2015) that was designed for measuring consumer brand engagement in the cognitive, emotional, and behavioral dimensions in online spaces which was based on the conceptualization of Hollebeek

et al. (2014). According to Vinerean and Opreana (2015), the Cronbach's alpha coefficients for each dimension are 0.896, 0.900 and 0.889 respectively which meet the acceptable Cronbach's Alpha standard of 0.7 (Churchill, 1979). For this study, the scale was adapted into the five-point Likert scale. The range of the scale was as followed: 1= Strongly disagree, 2= Disagree, 3= Neither agree nor disagree, 4= Agree, 5= Strongly agree.

Figure 2.1  
*Online consumer engagement scale*



Latent Dimension	Cronbach's alpha	Item	Scale
CE-C	0.896	CE-C6	Using this brand's Facebook page stimulates my interest in learning more about the company and its products.
		CE-C7	Time flies whenever I visit this brand's Facebook page because I want to find out more.
		CE-C8	I use this brand and I visit its Facebook page because it captures my attention with useful information.
		CE-C10	It seems to me that this brand's Facebook posts are very useful.
CE-E	0.900	CE-E1	I am very pleased to use this brand and interact with it on Facebook.
		CE-E3	I am very enthusiastic whenever I use this brand's Facebook page.
		CE-E4	The Facebook's posts that I received in my feed from this brand are fun.
		CE-E11	My emotional attachment to the brand I interact with on Facebook is... 1 (weak) to 5 (strong).
CE-B	0.889	CE-B5	I am willing to collaborate in various Facebook initiatives with this brand in developing new products / services / features.
		CE-B6	I have "Liked", "Commented" and/or "Shared" different posts on this brand's Facebook posts.
		CE-B7	In general, I feel motivated to actively engage with Facebook posts from this brand I like on social media.

Note: CE-C = cognitive dimension of consumer engagement, CE-E = emotional dimension of consumer engagement, CE-B = behavioral dimension of consumer engagement

*Note.* The table shows a scale used for measuring consumer engagement based on the cognitive, emotional and behavioral dimensions. From "Consumer Engagement in Online Settings: Conceptualization and Validation of Measurement Scales," by Operena, A., & Vinerean, S., *Expert Journal of Marketing*, 2015, Sprint Investify. Copyright 2015 by Sprint Investify.

### 3.4 Data Collection and Data Analysis

The procedure for collecting data was conducted in at the end of October, 2021, using an online questionnaire as a research instrument. The Statistical Package for the Social Science (SPSS) program was used for the calculation and data analysis. In addition, the statistics were run at 95% confidence level.

In regards to the analysis of the findings, this study employed descriptive statistics to describe the data gathered. The means and standard deviation were also included. Moreover, Pearson correlations analysis was used to explore the relationship between Thai consumers' attitude towards the credibility of Thai beauty key opinion leaders on Twitter and the engagement towards beauty brands that are reviewed by the beauty key opinion leaders. The explanation of the findings of this research is in Chapter 4.

## **Chapter 4**

### **Research Findings**

This chapter covers the findings accumulated from the survey. Based on the research objectives, the data collection was completed using online survey method. The findings can be categorized into four distinct parts as following: the demographic profile of the respondents, the descriptive analysis of the two chosen beauty key opinion leaders' perceived credibility, the descriptive analysis of Thai consumers' online engagement with beauty brands on Twitter and lastly, the correlation analysis of the two variables.

#### 4.1 Demographic Profile of the Sample

In this section, the demographic information of the respondents are explored. This includes age, gender, educational level, occupation, and monthly income.

There were 528 questionnaire results collected. 328 responses were discarded due to the disqualification of the respondents. A total of 200 responses in which the respondents were qualified from the screening items were used in the analysis. Overall, the response rate stands at 38 % which surpasses the average response rate of 30 % for online surveys (Lindermann, 2021).

In terms of age, the majority of the respondents were 18 to 21 years old which accounted for 55.5 % of the respondents. The next age group with the second highest

percentage was 22 to 25 years old which made up to 30.5 % of the respondents. The next age group was 26 to 29 years old, making up to 10.5 %, following with the age group of 30 to 33 and the age group of 34 to 37. The latter two age groups accounted for 2.5 % and 1 % respectively. The distribution of the respondents by the age groups is illustrated in Table 4.1.

Table 4.1 Age of Respondents

<b>Age</b>	<i>f</i>	%
18-21	111	55.5
22-25	61	30.5
26-29	21	10.5
30-33	5	2.5
34-37	2	1.0
<b>Total</b>	200	100.0

As for the gender of the respondents, the vast majority of the respondents identified themselves as female which accounted for 185 respondents (92.5 %). On the other hand, there were only 5 non-binary respondents (2.5 %) and 3 male respondents (1.5 %). 7 respondents chose not to disclose their gender which made up to 3.5 % of the total respondents. The distribution of the respondents by gender is illustrated in Table 4.2.

Table 4.2 Gender of the Respondents

<b>Gender</b>	<i>f</i>	%
Female	185	92.5
Not want to disclose	7	3.5
Non-binary	5	2.5
Male	3	1.5
<b>Total</b>	200	100.0



For the educational level of the respondents, most of them had bachelor's degree with a total of 143 respondents or 71.5 %. The second largest group was below bachelor's degree including secondary education, making up to 53 individuals or 26.5 %. A small number of respondents had the educational level higher than bachelor's degree which accounted for 4 respondents or 2 %. The distribution of the respondents by educational level is illustrated in Table 4.3.

Table 4.3 Educational Level of the Respondents

<b>Educational Level</b>	<i>f</i>	<i>%</i>
Bachelor's Degree	143	71.5
Below Bachelor's Degree	53	26.5
Above Bachelor's Degree	4	2.0
<b>Total</b>	200	100.0

The occupation of the respondents varied but mostly clustered in the student category, making up to 65 % or 130 respondents in total. The next largest groups were private company employees (27 respondents or 13.5 %), following with other occupations outside the given choices (25 respondents or 12.5%). Respondents who worked as business owners accounted for 4.5 % or 9 respondents. Respondents who worked as government officer or state enterprise employee made up for 3.5 % or 7 respondents. The smallest group with the least amount of respondents were professionals which made up to only 1 % with 2 respondents. The distribution of the respondents by occupation is illustrated in Table 4.4.

Table 4.4 Occupation of the Respondents

<b>Occupation</b>	<i>f</i>	<i>%</i>
-------------------	----------	----------

Student	130	65.0
Private company employee	27	13.5
Others	25	12.5
Business owner	9	4.5
Government officer/state enterprise employee	7	3.5
Professionals	2	1.0
<b>Total</b>	<b>200</b>	<b>100.0</b>

As for the monthly income of the respondents, about a half of the respondents had monthly income below 10,000 baht with 51.5 % or 103 individuals in total. Secondly, the group with monthly income of 10,000 to 20,000 baht followed close by with 68 respondents (34 %) and a group with monthly income of 20,0001 to 30,000 baht with 25 respondents (12.5 %). The next groups were individuals with monthly income of 30,001 to 40,000 (3 respondents or 1.5 %) and 40,001 to 60,000 (1 respondent or 0.5 %). The distribution of the respondents by monthly income is illustrated in Table 4.5.

Table 4.5 Monthly Income of the Respondents

<b>Monthly Income</b>	<b><i>f</i></b>	<b><i>%</i></b>
Below 10,000	103	51.5
10,000 – 20,000	68	34.0
20,001 – 30,000	25	12.5
30,001 – 40,000	3	1.5
40,001 – Above 60,000	1	0.5
<b>Total</b>	<b>200</b>	<b>100.0</b>

#### 4.2 Perceived Source Credibility of the Beauty Key Opinion Leaders

This section contains an exploration of one of the research objectives which was to study the perceived source credibility of the beauty key opinion leaders. In

order to do so, two Thai beauty key opinion leaders on Twitter whose attributes matched the qualifications stated in Chapter 3 were chosen as representatives of Thai beauty key opinion leaders on Twitter. Their credibility was measured in the second part of the survey questionnaire. The items of the questionnaire was divided into 3 parts, namely attractiveness, trustworthiness and expertise.

Respondents were asked to give a score to the statement items in accordance to their personal perception towards the credibility of the beauty key opinion leader of their choice in which the list of beauty key opinion leaders were provided (ie. Jannie or Tukta). The average scores along with the standard deviation values can be seen in Table 4.6. Overall, the perceived credibility of the beauty key opinion leaders scored 4.08 on average which indicated that the respondents perceived these key opinion leaders to be highly credible. It can be seen that expertise scored highest on average ( $M = 4.15$ ) which reflected that respondents mutually considered the beauty key opinion leaders to be experts in the field. Respondents also perceived the trustworthiness of beauty key opinion leaders to be somewhat high with an average rate of 4.01 out of 5. The data suggested that respondents found these beauty key opinion leaders to be highly trustworthy. Attractiveness was the attribute that gained the least score with an average of 3.99 which explained how the respondents found these key opinion leaders to be attractive.

Table 4.6 Mean and Standard Deviation of the Source Characteristics of the Beauty Key Opinion Leaders

<b>Source Credibility</b>	<i>M</i>	<i>SD</i>
Expertise	4.15	0.54

Trustworthiness	4.01	0.62
Attractiveness	3.99	0.54
<b>Total</b>	<b>4.08</b>	<b>0.57</b>

Note: To measure the three factors, a five-point Likert was used in which score 5 represents the strongest agreement with the positive item and score 1 represents the strongest agreement with the negative item.

The factors of source credibility (attractiveness, trustworthiness, expertise) were measured separately, and the mean score as well as the standard deviation values can be seen as depicted in Table 4.7, 4.8 and 4.9. The three dimensions were studied through 15 statement items using a five-point Likert scale.

Onto the first dimension which is attractiveness, respondents perceived the beauty key opinion leaders to be beautiful as the factor of beauty ranked highest ( $M = 4.16$ ), following closely with elegance ( $M = 4.09$ ), attractiveness ( $M = 4.08$ ) and classy ( $M = 3.98$ ). Sexiness, on the other hand, had the least score on average ( $M = 3.68$ ) which indicated that respondents did not find the beauty key opinion leaders to be physically sexy. The mean and the standard deviation of the attractiveness of beauty key opinion leaders is illustrated in Table 4.7.

Table 4.7 Mean and Standard Deviation of the Attractiveness of the Beauty Key

Opinion Leaders

<b>Attractiveness</b>	<b><i>M</i></b>	<b><i>SD</i></b>
Beautiful	4.16	0.75
Elegant	4.09	0.71
Attractive	4.08	0.62
Classy	3.98	0.66
Sexy	3.68	0.81
<b>Total</b>	<b>3.99</b>	<b>0.54</b>

Note: For the factor of Attractiveness, a five-point Likert was used in which score 5

represents the strongest agreement with the positive item and score 1 represents the strongest agreement with the negative item. Cronbach's Alpha for the scale = 0.819.

Onto trustworthiness of the beauty key opinion leaders, the attribute of reliability received the highest score ( $M = 4.11$ ), following with sincerity ( $M = 4.08$ ), trustworthiness ( $M = 4.03$ ), and honesty ( $M = 3.97$ ). However, dependability gained the lowest score with 3.86. The numbers indicated that respondents mutually found the beauty key opinion leaders to be reliable but not as much dependable. The mean and the standard deviation of the trustworthiness of beauty key opinion leaders is illustrated in Table 4.8.

Table 4.8 Mean and Standard Deviation of the Trustworthiness of the Beauty Key

Opinion Leaders		
<b>Trustworthiness</b>	<b><i>M</i></b>	<b><i>SD</i></b>
Reliable	4.11	0.70
Sincere	4.08	0.73
Trustworthy	4.03	0.71
Honest	3.97	0.73
Dependable	3.86	0.69
<b>Total</b>	<b>4.01</b>	<b>0.62</b>

Note: For the factor of Trustworthiness, a five-point Likert was used in which score 5 represents the strongest agreement with the positive item and score 1 represents the strongest agreement with the negative item. Cronbach's Alpha for the scale = 0.914.

In terms of expertise, the last factor of source credibility, respondents perceived the beauty key opinion leaders to be highly qualified as suggested by the highest mean score of 4.33. They also found these key opinion leaders to be highly skilled in the field of beauty ( $M = 4.20$ ), following with the qualities of being

experienced ( $M = 4.13$ ) and knowledgeable ( $M = 4.12$ ). The least scored attribute was expertise with the average rate of 4.08. However, the score was still considered to be high so this suggests that respondents highly agree that these beauty key opinion leaders to be expert in the beauty department. The mean and the standard deviation of the expertise of beauty key opinion leaders is illustrated in Table 4.9.

Table 4.9 Mean and Standard Deviation of the Expertise of the Beauty Key Opinion

Leaders

<b>Expertise</b>	<b><i>M</i></b>	<b><i>SD</i></b>
Qualified	4.33	0.62
Skilled	4.20	0.62
Experienced	4.13	0.65
Knowledgeable	4.12	0.67
Expert	4.08	0.67
<b>Total</b>	<b>4.15</b>	<b>0.54</b>

Note: For the factor of Expertise, a five-point Likert was used in which score 5 represents the strongest agreement with the positive item and score 1 represents the strongest agreement with the negative item. Cronbach's Alpha for the scale = 0.899.

The Cronbach's Alpha of the measurements for attractiveness, trustworthiness and expertise were 0.82, 0.91 and 0.90 respectively which met the acceptable Cronbach's Alpha standard of 0.7 (Churchill, 1979). Overall, the reliability of the measurements are comparable to the referred scale from Tille (2020) in which the Cronbach's Alpha of the measurements for each of the dimensions are 0.927, 0.961 and 0.924 respectively.

### 4.3 Online Engagement with Beauty Brands on Twitter

For this part of the questionnaire, the respondents were asked to rate the statements in accordance to the reality of how engaged they were with the beauty brands that were reviewed by the specific beauty key opinion leaders on the online space which in this case was Twitter. There were 11 question items in total. The questionnaire was divided into three parts, namely cognitive, emotional and behavioral dimensions. The average scores along with the standard deviation values can be seen in Table 4.10. On average, online engagement with beauty brands scored 3.90 which indicated that respondents engaged with the beauty brands on the online platform or Twitter, specifically. The level of engagement for the three dimensions sparsely differentiate from one another, with the cognitive dimension led the three ( $M = 4.00$ ), following with behavioral dimension ( $M = 3.89$ ). The emotional dimension received the lowest score ( $M = 3.80$ ). However, the gap between the behavioral and the emotional dimensions is rather close.

Table 4.10 Mean and Standard Deviation of the Online Engagement with Beauty Brands

<b>Online Engagement</b>	<i>M</i>	<i>SD</i>
Cognitive	4.00	0.58
Behavioral	3.89	0.64
Emotional	3.80	0.60
<b>Total</b>	3.90	0.61

Note: For the factor of Expertise, a five-point Likert was used in which score 5 represents the strongest agreement with the positive item and score 1 represents the strongest agreement with the negative item.

The three dimensions of online engagement were measured separately, and the mean score as well as the standard deviation values can be seen as depicted in Table 4.11, 4.12 and 4.13. The three dimensions were studied through 11 statement items using a five-point Likert scale.

For the first dimension which is cognitive dimension, the statement “it seems to me that the tweets from the Twitter accounts of the brands that are reviewed by [...] are very useful” received the highest score ( $M = 4.11$ ), following closely with “the Twitter accounts of the brands that are reviewed by [...] stimulates my interest in learning more about the company and its products” ( $M = 4.10$ ) and “Time flies whenever I visit the Twitter accounts of the brands that are reviewed by [...] because I want to find out more” ( $M = 3.91$ ). The least scored statement was “I use the products from the brands that are reviewed by [...] and I visit the brands’ Twitter accounts because they capture my attention with useful information” with an average score of 3.85.



Table 4.11 Mean and Standard Deviation of the Cognitive Dimension of Online

Engagement with Beauty Brands

<b>Cognitive</b>	<b><i>M</i></b>	<b><i>SD</i></b>
It seems to me that the tweets from the Twitter accounts of the brands that are reviewed by [...] are very useful.	4.11	0.67
The Twitter accounts of the brands that are reviewed by [...] stimulates my interest in learning more about the company and its products.	4.10	0.74
Time flies whenever I visit the Twitter accounts of the brands that are reviewed by [...] because I want to find out more.	3.91	0.77
I use the products from the brands that are reviewed by [...] and I visit the brands’ Twitter accounts because they capture my attention with useful information.	3.85	0.74



Total	4.00	0.58
-------	------	------

Note: For the factor of Expertise, a five-point Likert was used in which score 5 represents the strongest agreement with the positive item and score 1 represents the strongest agreement with the negative item. Cronbach's Alpha for the scale = 0.817

As for the emotional dimension, “the tweets that I read on my timeline from the Twitter accounts of the brands that are reviewed by [...] are fun” had the highest mean score of 3.99. The next ones were respectively “I am very pleased to use the products from the brands that are reviewed by [...] and interact with these brands on Twitter” ( $M = 3.95$ ) and “I am very enthusiastic whenever I visit the Twitter accounts of the brands that are reviewed by [...]” ( $M = 3.76$ ). The statement with the lowest average score was “my emotional attachment to the brands that are reviewed by [...] that I interact with on Twitter is ... 1 (weak) to 5 (strong)” with a mean score of 3.49, indicating the respondents had a weak emotional engagement with the beauty brands in general.

Table 4.12 Mean and Standard Deviation of the Emotional Dimension of Online Engagement with Beauty Brands

<b>Emotional</b>	<b><i>M</i></b>	<b><i>SD</i></b>
The tweets that I read on my timeline from the Twitter accounts of the brands that are reviewed by [...] are fun.	3.99	0.69
I am very pleased to use the products from the brands that are reviewed by [...] and interact with these brands on Twitter.	3.95	0.69
I am very enthusiastic whenever I visit the Twitter accounts of the brands that are reviewed by [...].	3.76	0.75
My emotional attachment to the brands that are reviewed by [...] that I interact with on Twitter is ... 1 (weak) to 5 (strong).	3.49	0.81
<b>Total</b>	<b>3.89</b>	<b>0.64</b>

Note: For the factor of Expertise, a five-point Likert was used in which score 5 represents the strongest agreement with the positive item and score

1 represents the strongest agreement with the negative item. Cronbach's Alpha for the scale = 0.826.

Lastly, for the behavioral dimensions, the highest scored statement was “in general, I feel motivated to actively engage (ie. “Retweet”, “Like”, “Mention”, and/or “Reply”) with the tweets from the brands that are reviewed [...] on Twitter” with an average score of 3.95, following with “I am willing to collaborate in various initiatives with the brands that are reviewed by [...] on Twitter in developing new products/services/features” ( $M = 3.88$ ). The lowest scored statement was “I have “Retweet”, “Like”, “Mention” someone else and/or “Reply” to the tweets from the brands that are reviewed by [...]” ( $M = 3.83$ ). Despite having the lowest score, the mean score of this statement is not too distant from the one with the highest score to which it shares similar messages.

Table 4.13 Mean and Standard Deviation of the Behavioral Dimension of Online Engagement with Beauty Brands

<b>Behavioral</b>	<b><i>M</i></b>	<b><i>SD</i></b>
In general, I feel motivated to actively engage (ie. “Retweet”, “Like”, “Mention”, and/or “Reply”) with the tweets from the brands that are reviewed [...] on Twitter.	3.95	0.73
I am willing to collaborate in various initiatives with the brands that are reviewed by [...] on Twitter in developing new products/services/features.	3.88	0.74
I have “Retweet”, “Like”, “Mention” someone else and/or “Reply” to the tweets from the brands that are reviewed by [...].	3.83	0.83
<b>Total</b>	<b>3.80</b>	<b>0.60</b>

Note: For the factor of Expertise, a five-point Likert was used in which score 5 represents the strongest agreement with the positive item and score 1 represents the strongest agreement with the negative item. Cronbach's Alpha for the scale = 0.789.

The Cronbach's alpha coefficients for each dimension are 0.817, 0.826 and 0.789 respectively which met the acceptable Cronbach's Alpha standard of 0.7 (Churchill, 1979).

#### 4.4 Relationship Between Perceived Source Credibility and Online Engagement

This section of the chapter presents the last objective which is to explore the relationship between the two variables, perceived source credibility of beauty key opinion leaders by Thai consumers and online engagement with beauty brands reviewed by these key opinion leaders. The Pearson Correlation test was implemented to test the variables in which the results can be seen in Table 4.14.

From Table 4.14, the correlation score is .743 ( $p = .000$ ). This indicates that there is a relationship between the perceived source credibility of Thai beauty key opinion leaders by Thai consumers and online engagement of beauty brands which can be either positive or negative. Based on the  $r$  value, the relationship between source credibility and online engagement is moderately positive which implies the higher perceived source credibility of beauty key opinion leaders score, the higher the engagement with the beauty brands there is. Moreover, since  $p$  is lower than 0.05, the correlation coefficient is statistically significant.

Table 4.14 Relationship Between Source Credibility and Online Engagement

<b>Correlation</b>	<b><i>r</i></b>	<b><i>p</i></b>
Source credibility and online engagement	.743	.000

The result supports Hypothesis 1 which predicts that there is a relationship between perceived source credibility and online engagement with beauty brands to which the findings indicated that the relationship is positive.

Table 4.15 Relationship Between Source Credibility and Online Engagement in Each Dimension

<b>Correlation</b>	<b><i>r</i></b>	<b><i>p</i></b>
Source credibility and emotional online engagement	.710	.000
Source credibility and cognitive online engagement	.658	.000
Source credibility and behavioral online engagement	.590	.000

Using Pearson Correlation test, the relationships between the overall source credibility of beauty key opinion leaders and each dimension of online engagement can be analyzed and the results are depicted in Table 4.15. From the table, the relationship between source credibility and emotional online engagement has the highest correlation score ( $r = .710$ ), following with cognitive online engagement ( $r = .658$ ) and behavioral online engagement ( $r = .590$ ).

## Chapter 5 Summary and Discussion

This chapter looks into the findings from Chapter 4 and analyzes them further in the discussion sessions in accordance to the research objectives, namely to explore the perceived source credibility of beauty key opinion leaders, to explore online engagement with beauty brands and to study the relationship between the two aforementioned variables. In addition to the discussion, the limitations and the practical implication of the study as well as the suggestions for future research are included in this chapter.

### 5.1 Summary

In this section, the results accumulated from the survey will be discussed. The quantitative data was collected through the distribution of surveys in the second half of October, 2021. The results from the questionnaire consist of the demographic profile of the sample, the perceived source credibility of the beauty key opinion leaders and the online engagement of the beauty brands. The analysis of the relationship between the two variables, source credibility and online engagement, will also be discussed.

In total, 528 questionnaire results were collected in which 328 responses were discarded due to the disqualification of the respondents. 200 responses in which the respondents were qualified from the screening items were considered applicable for the analysis.

The first demographic factor is age. The majority of the respondents were 18 to 21 years old, making up to 55.5 % of the respondents. The lowest age group was the age range of 36 to 40 years old which none of the respondents were. In terms of gender, most of the respondents were female which accounted for 185 respondents or 92.5%. On the contrary, there were only 3 male respondents or 1.5% which makes them the smallest group in the gender category. As for the educational level, most of them had bachelor's degree with a total of 143 respondents or 71.5 %. Only a handful of respondents had the educational level higher than bachelor's degree which accounted for 4 respondents or 2 %, making them the smallest group in terms of educational level. Following with that, most of the respondents were students, making up to 65 % or 130 respondents in total. The smallest group with the least amount of respondents were professionals which made up to only 1 % with 2 respondents. The last demographic factor was monthly income in which approximately a half of the respondents (51.5 %) had monthly income below 10,000 baht with 103 individuals in total.



Onto the first variable of the research which is the perceived source credibility of the beauty key opinion leaders, the respondents were asked to rate the attributes of the beauty key opinion leaders of their choice (Jannie or Tukta) whom they followed on Twitter. In this section, there were 15 questions in total which divided into 3 sets in accordance to the source credibility model: attractiveness, trustworthiness and expertise. Overall, the perceived credibility of the beauty key opinion leaders scored 4.08 on average which indicated that the respondents perceived these key opinion leaders to be highly credible. Among the three dimensions, expertise scored highest

on average ( $M = 4.15$ ) which reflected that most respondents considered the beauty key opinion leaders to be experts in the field. On the other hand, attractiveness earned the least amount of score with an average of 3.99.

For the first dimension which is attractiveness, the factor of beauty ranked highest with an average score of 4.16 which can be concluded that respondents perceived the beauty key opinion leaders as beautiful. On the other hand, sexiness ranked the lowest with only 3.68 on average which was logical given that the beauty key opinion leaders focused more on showing their faces rather than body in most of the pictures used in the review.

As for trustworthiness, the attribute of reliability received the highest score ( $M = 4.11$ ). However, dependability gained the lowest score with 3.86. According to the results, the beauty key opinion leaders are highly reliable but not as dependable. The two terms are similar but dependability, according to DifferenceBetween (n.d.), is a higher octave of being reliable. In simple terms, not everyone who is described as reliable is dependable.

As for expertise, the last factor of source credibility, respondents perceived the beauty key opinion leaders to be highly qualified as suggested by the highest mean score of 4.33. The least scored attribute was expertise with the average rate of 4.08. However, the score was still considered to be high so this suggests that there was a general consensus that the beauty key opinion leaders to be expert in the beauty department.

For the second variable which is the online engagement with beauty brands on Twitter. The respondents were asked to rate the statements in accordance to the reality of how engaged they were with the beauty brands that were reviewed by the chosen beauty key opinion leaders on Twitter. There were 11 question items in total. The questionnaire was divided into three parts, namely cognitive, emotional and behavioral dimensions. On average, online engagement with beauty brands scored 3.90 which indicated that respondents engaged with the beauty brands on Twitter. Cognitive engagement ranked the highest with the average score of 4.00 which means that respondents engage with the beauty brands on Twitter mostly cognitively. On the other hand, the emotional dimension received the lowest score ( $M = 3.80$ ).

In terms of cognitive engagement, the statement “it seems to me that the tweets from the Twitter accounts of the brands that are reviewed by [...] are very useful” received the highest score ( $M = 4.11$ ). The least scored statement was “I use the products from the brands that are reviewed by [...] and I visit the brands’ Twitter accounts because they capture my attention with useful information” with an average score of 3.85. This indicates that respondents find the information provided by the beauty brands’ account to be useful but it did not make them want to visit the brand’s account.

For the second dimension which emotional, the statement “the tweets that I read on my timeline from the Twitter accounts of the brands that are reviewed by [...] are fun” received the highest mean score of 3.99. The statement with the lowest average score was “my emotional attachment to the brands that are reviewed by [...]



that I interact with on Twitter is ... 1 (weak) to 5 (strong)” with a mean score of 3.49. This indicates that respondents found the tweets of the beauty brands to be fun to read but they did not entail a strong emotional bond with the brands.

Lastly, for the behavioral dimensions, the highest scored statement was “in general, I feel motivated to actively engage (ie. “Retweet”, “Like”, “Mention”, and/or “Reply”) with the tweets from the brands that are reviewed [...] on Twitter” with an average score of 3.95. The lowest scored statement was “I have “Retweet”, “Like”, “Mention” someone else and/or “Reply” to the tweets from the brands that are reviewed by [...]” ( $M = 3.83$ ). Despite having the lowest score, the mean score of this statement is not too distant from the one with the highest score to which it shares similar messages. Thus, it can be concluded that respondents generally engage with the beauty brands’ Twitter accounts.

Onto the analysis of the relationship between the two variables, Pearson Correlation test was implemented in order to explore the correlation. The correlation score is .743 ( $p = .00$ ). This indicates that there is a positive relationship between the perceived source credibility of Thai beauty key opinion leaders by Thai consumers and online engagement of beauty brands. Additionally, since  $p$  is lower than 0.05, the correlation coefficient is statistically significant. Thus, the result supports Hypothesis 1 which predicts that there is a relationship between perceived source credibility and online engagement with beauty brands to which the results indicated that the relationship is positive.

## 5.2 Discussion

This section contains a discussion of the results from the research which is categorized into three parts: perceived source credibility of the beauty key opinion leader, online engagement with beauty brands and the relationship between the source credibility and online engagement.

### 5.2.1 Source Credibility of the Beauty Key Opinion Leaders

This research applies Ohanian's source credibility model to explore how Thai consumers perceive beauty key opinion leaders on Twitter, particularly on Jannie and Tukta, and how the perceived credibility forms a correlation to their engagement with beauty brands that are reviewed by these key opinion leaders.

First and foremost, the overall credibility of the two beauty influencers, Jannie and Tukta, who were chosen as representatives of Twitter beauty key opinion leader, is rather high. On average, the beauty influencers' credibility scored 4.08. The number suggests that the respondents has generally positive opinions on Jannie and Tukta in regards to their credibility in different dimensions. It also indicates that they are highly regarded as beauty key opinion leaders whose opinions on beauty products are impactful.

What is interesting is that among the three dimensions, expertise of the two beauty key opinion leaders earns the highest mean score of 4.15 out of 5. This suggests that both Tukta and Jannie are perceived as an expert in the field of beauty. According to a study on celebrity and influencer endorsement by Schouten et al.

(2019), expertise can determine how the consumers perceive credibility of an influencer. Moreover, the voice of influencers with high perceived expertise is more persuasive and can boost the engagement with the brands (Ohanion, 1990). Thus, expertise is an important factor that can distinguish an influencer from the general public. The adequate knowledge and skills in regards to beauty products of the two beauty key opinion leaders are executed efficiently through their reviews, making them perceived as beauty experts, which contributes into their overall high credibility.

Onto the highest scored item of expertise, being qualified had the highest mean score with 4.33 out of 5. This signified that most respondents felt that the beauty key opinion leader of their choice had ample attributes to earn the title of being beauty influencers which explained why the two beauty key opinion leaders were perceived as expert.

Schouten et al. (2019) offered a rational outlook that the influencers' high expertise score is due to their perpetual presentation of their knowledge through the reviews. Thus, the self-acclaimed quality of being knowledgeable in the field is higher compared to celebrities. In this particular case, both Jannie and Tukta showcased their in-depth knowledge about makeup through their review by thoroughly explaining the properties of the product in a concise manner that made the reviews detailed and informative while also fitting the Twitter word limit, making it digestible for their followers and other Twitter users who were mostly of younger age. Accompanying with a photo of the product's swatches, they described the texture of the product, their personal experience using the product and the performance of the product including

the longevity. For makeup products, they also include photos to demonstrate the application of the product to give people an idea of how the product would appear on their face which also presented their makeup artistry skill as well. All in all, their high expertise score was apparently due to their robustly informative reviews and their skillful makeup techniques that had been presented all throughout their reviews.

In terms of trustworthiness, the overall factor received 4.01 out of 5 on average which indicated that the respondents had generally positive opinion about the beauty key opinion leaders' trustworthiness. Reliability had the highest mean score of 4.11 which suggested that respondents relied on these beauty key opinion leaders when it came to beauty products. It also suggested that the persistent quality in their reviews was something distinct to the beauty key opinion leaders. However, dependability stood at the bottom of the list with the mean score of 3.86. This indicates that the respondents relied on the beauty key opinion leaders' evaluation over certain products but not to the point that they found them to be dependable. Nonetheless, the subtle nuance of the meanings between the two words may also cause the distinct gap of the score.

The main factor that could heavily affect trustworthiness in beauty key opinion leaders was the level of transparency in dealing with partnership with brands. Since there is no specific regulation regarding sponsorship disclosure for online contents, many influencers do not disclose whether the content is sponsored by brands in their reviews which may create ambiguity that eventually affects their trustworthiness with the influencers. Despite the difference in the experiences with

certain products expressed in reviews, consumers may not wholeheartedly trust the words of the influencers seeing that the same kind of products are talked about around the same time by different influencers. However, the mean score of trustworthiness was not at all low which means that respondents overall found the words of Jannie and Tukta to be trustworthy despite being endorsed by brands. Both beauty key opinion leaders did not hide the fact that the reviews were sponsored by brands as they included price, promotions or affiliate links in which consumers could notice the sponsorship immediately and this honesty also played a part in the level of trustworthiness of these influencers.

As for attractiveness of the beauty key opinion leaders, the respondents mutually agreed that they were attractive. The two beauty key opinion leaders were beautiful in the eyes of the respondents which was based on the fact this attribute had the highest mean ( $M = 4.16$ ). On the contrary, sexiness had the lowest mean score with only 3.68 on average. This is possibly due to the fact that neither of them, or most Thai beauty influencers on Twitter, showed their bodies often on their accounts due to the nature of the products they reviewed which were dominantly makeup or beauty products. Thus, it is important to consider that the low mean score of sexiness dragged the mean score of attractiveness entirely. Despite receiving being the least scored dimension of credibility, there was only a slight difference between the mean score of attractiveness and trustworthiness ( $M = 3.99$  and  $M = 4.01$  respectively). From this, it could be concluded that the respondents felt that both Jannie and Tukta were both considerably attractive.

Figure 3.1  
*Portraits of Jannie and Tukta Retrieved from Twitter*



The results of source credibility were cohesive with other researches that studied the positive impacts of source credibility on consumers' attitude change and purchase intention (Ohanion, 1990; Endogan, 1990). Another study on the same topic with the addition of online engagement as a mediator in the aesthetic dermatology industry also offers similar results that expertise played an important role in determining consumers' brand engagement and furthermore, purchase intention (Al Farraj, et al. 2021).

จุฬาลงกรณ์มหาวิทยาลัย  
 CHULALONGKORN UNIVERSITY

### 5.2.2 Online Engagement with Beauty Brands

In order to explore how Thai consumers engage with the beauty brands that are endorsed by beauty influencers on Twitter, the online engagement conceptualization by Hollebeek et al (2014) which define consumer brand engagement in online space into three dimensions, namely cognitive dimension, emotional dimension and behavioral dimension.

On average, online engagement with beauty brands scored 3.90 which indicated that respondents engaged with the beauty brands on Twitter but not regularly. The level of cognitive engagement received the highest mean score of 4.00 with “it seems to me that the tweets from the Twitter accounts of the brands that are reviewed by [...] are very useful” received the highest score ( $M = 4.11$ ), following closely with “the Twitter accounts of the brands that are reviewed by [...] stimulates my interest in learning more about the company and its products” ( $M = 4.10$ ). This indicated that the respondents engaged with the beauty brands mainly through evaluating the content they received and being stimulated to find out more about the products and the brands. However, the item about visiting brands’ accounts on Twitter to look for more information had the lowest mean score which signified that the respondents did not want to seek out the brands’ accounts, the brand content that appeared on their timeline might be ample information for them.

As for behavioral dimension, the average score was 3.89 which was considerably high. The three items in this category share similar interpretations which signify the engaging activity on Twitter (ie. “Retweet”, “Like”, “Mention”, and/or “Reply”). Thus, the difference of the mean scores between the highest scored item and the lowest one is relatively small (0.08). From this, it can be said that the respondents engage with the beauty brands on Twitter from time to time.

A study exploring motivations for corporate-related social media use classified the hierarchy of the activities consumer did on online platforms which ranged from passive information consumption (e.g. reading reviews) to two-way active content contribution (e.g. participating in the conversation, posting reviews, uploading videos

or pictures of a product) (Tsai & Men, 2014). This approach can explain why the cognitive engagement outranks the behavioral engagement. Especially when it comes to beauty products, consumers tend to spend more time on doing researches since they are classified as high-involvement product. Makeup and skincare products carry potential physical risks to consumers. Many consumers seek for extensive knowledge about the products they are going to buy and use on their body to prevent themselves from being exposed to any possible harm. Thus, the cognitive online engagement is high for beauty brands. Nonetheless, the moderate mean score of the behavioral engagement suggests that the respondents still engage with the beauty brands sometimes which may due to the fact that the main engagement activities on Twitter, such as Like and Retweet, do not take that much time and effort.

In terms of emotional engagement, the dimension received the lowest score with only 3.80 on average. The item “the tweets that I read on my timeline from the Twitter accounts of the brands that are reviewed by [...] are fun” had the highest mean score of 3.99 while the lowest scored item was “my emotional attachment to the brands that are reviewed by [...] that I interact with on Twitter is ... 1 (weak) to 5 (strong)” with a mean score of 3.49. This indicated that the respondents felt positively engaging with the beauty brands but only on a certain level, not to the point that they would admit that they were emotionally attached to the brands that motivated them to interact with the brands on Twitter. When it comes to online marketing, brands tend to focus on creating temporary buzz through their contents to boost the awareness of their products, or opt for viral marketing entirely, rather than provoking emotional responses that can make their brands leave an imprinted impressions in the



consumer's mind. This may be the reason why the emotional engagement with beauty brands received the lowest score.

### 5.2.3 Relationship Between Perceived Source Credibility of Beauty Key Opinion Leaders and Online Engagement with Beauty Brands

To explore the relationship between the two variables which are perceived source credibility of beauty key opinion leaders by Thai consumers and online engagement with beauty brands reviewed by these key opinion leaders, the research applied the Pearson Correlation test to test the variables. The correlation score ( $r$ ) is .743 ( $p = .000$ ). This indicates that there is a positive relationship between the perceived source credibility of Thai beauty key opinion leaders by Thai consumers and online engagement of beauty brands. This indicates that the increase of perceived source credibility entails the increase of online engagement.

The result aligns with another study which explores the impact of the source credibility of influencers on purchase intention using online engagement as a mediator in the aesthetic dermatology industry. The findings indicated that source credibility factors, namely attractiveness, trustworthiness and expertise, can affect consumers' level of online engagement with the brands and eventually, determine their purchase intention (Al Farraj, et al. 2021).

Interestingly, the relationship between source credibility and emotional online engagement has the highest correlation score ( $r = .710$ ) which indicates that the degree of the two variables go in the same direction more closely than any kind of

online engagement. This finding points out that source credibility plays a more important role in determining the level of emotional engagement consumers have with brands on online spaces. Thus, to improve the low emotional engagement level beauty brands received indicated by the result of the research, boosting source credibility of influencers can advocate with that.

### 5.3 Limitations of the Research

In general, the procedure of the research ran smoothly. The results provided substantial knowledge that can deepen the research on influencer marketing, source credibility and consumer brand engagement in online spaces. However, there was a struggle in sampling the respondents who were qualified to do the questionnaire. Many Twitter users who were not qualified did the questionnaire which caused response rate to be relatively low.

### 5.4 Directions of Future Research

There are gaps in the current research that can be improved and extended the body of knowledge in regards to source credibility and online engagement. For future researches, the comparison between different influencers on different social media platforms can be done to further the current study and to gain more insights of beauty key opinion leaders' credibility and online engagement.

Since this study was done in quantitative approach, the future researches can apply qualitative methods such as in-depth interviews or focus group to explore the reasons behind their perceived source credibility and the engagement activities.

Additionally, researchers can look into more influencers in beauty communities across specific social media platforms since this research only focused on two beauty key opinion leaders whose traits and attributes are similar. Researchers may pursue to study influencers who have different attributes and measure whether the difference has an impact on the engagement.

As to sampling respondents from online beauty community, it is highly recommended that the qualifications of the respondents should be specified and highlighted in order to prevent anyone whose attributes do not meet with the qualifications from entering the questionnaire link.

### 5.5 Practical Implications

The research provides a fresh look into the correlation of source credibility and online engagement as well as an extension of the existed knowledge in regards to the two variables. The first practical implication is the importance of credibility of the key opinion leaders which we learn that the more credibility an influencer has, the more engaged consumers are with the brands that are reviewed by these influencers.

Secondly, the findings of the research can affirm the target audience of influencer marketing. One of the significant piece of information that stands out among the demographic data of the respondents is how 86% of the respondents who

were followers of beauty key opinion leaders on Twitter were considered as Generation Z, with only a handful amount of respondents disperse into other age groups. Various researches point out that influencer marketing is a powerful tool to reach younger generations with the creative yet trustworthy campaigns (Young, 2017; Statista, 2017; Williams, 2020). Apparently, this seems to be the case especially for clothing, luxury travel and cosmetics (Campbell et al., 2020). This finding is another affirmation that to capture the attention and the trust of the younger demographics, brands need to utilize social media platforms and influencer marketing altogether.

On the other hand, it is worth to note that these followers of beauty key opinion leaders on Twitter are mostly female, considering that up to 92.5% of the respondents were female. This number signifies that the demographic of Thai Twitter users who engages with beauty key opinion leaders in beauty community on Twitter are mostly women.

As mentioned in Chapter 2 Literature Review, Twitter, a social media platform that has been utilized as a communication tool predominantly for political agendas, has become a new base for beauty community. Sprinklr, partnering with Twitter, explored the growing phenomenon of #BeautyTwitter by examining top 400 profiles and 250 hashtags to find more about the beauty community on Twitter. The findings indicate that many users found Twitter to be the place for authentic and inclusive voice which amplifies the trustworthiness as well as the political awareness of the brands if the marketing is done right. Even though Twitter is not visual-heavy social network platform like Instagram, their unique charms, along with more niched

communities of users, make it an effective communication tool that beauty brands can utilize on par with other social media platforms.

From the results of the research, influencers and brands should focus on providing thorough, extensive knowledge about the products since the expertise of the source gained the highest score while the cognitive engagement received the highest score which concludes that consumers focus mostly on how informative and useful the contents are to accompany them in their decision making process. Influencers and brands that know the nature of Twitter and how to maximize the utility of the platform is likely to have an upper hand in creating impact on consumers' purchase intention.

Moreover, the finding also points out that the lower score of attractiveness can affect the whole credibility of a source. Thus, it is important for the influencers to find the means to boost their attractiveness whether it is the physical appearance or the demeanor. In addition to that, the increasing attractiveness along with expertise and trustworthiness entails the increase in online engagement, especially emotional online engagement, as the finding suggests. Therefore, brands are suggested to seek for influencers with high level of attractiveness, expertise, and trustworthiness in order to amplify the consumers' level of online engagement activities with brands.

## APPENDIX A

### QUESTIONNAIRE

#### Research Questionnaire

This research project is a professional project of a student of Master of Arts Program in Strategic Communication Management, from the Faculty of Communication Arts, Chulalongkorn University.

The purpose of this questionnaire is to explore the relationship between Thai consumers' perceived the credibility of Thai beauty key opinion leaders on Twitter and the engagement towards beauty brands that are reviewed by the beauty key opinion leaders.

The questionnaire is formulated in English for academic purposes, and translated into Thai version for collection of data from Thai respondents. It will take approximately 5-10 minutes and is voluntary. Participants are requested to complete all of the following questions on one's personal opinions. The questionnaire is anonymous and the information collected will be confidential. All collected data will only be used for analysis of this study and for educational purposes.

**Instruction:** For each statement below, please put a tick mark (✓) in a box for the most appropriate response. (Please tick one answer only for each statement)

1. What is your age range?

- |  |  |
|--|--|
| <input type="checkbox"/> Under 18 years old (End of the Questionnaire) | <input type="checkbox"/> 30 - 33             |
| <input type="checkbox"/> 18 – 21                                       | <input type="checkbox"/> 34 - 37             |
| <input type="checkbox"/> 22 – 25                                       | <input type="checkbox"/> 38 - 40             |
| <input type="checkbox"/> 26 – 29<br>Questionnaire)                     | <input type="checkbox"/> Over 40 (End of the |

2. Do you have at least one Twitter account?

- Yes                       No (End of the Questionnaire)

3. Do you follow any of these beauty key opinion leaders/influencers on Twitter?  
(If following both, please choose only one)

- I follow @Janniesday.  
 I follow @tTukablythe.

- I do not follow any of these beauty key opinion leaders. (End of the Questionnaire)

## Part 2

**Instruction:** Please rate the statements below according to your personal attitude towards the beauty key opinion leader you have selected for Question 1.3 by putting a tick mark (✓) under the number, in the scale below: 1= Strongly disagree, 2= Disagree, 3= Neither agree nor disagree, 4= Agree, 5= Strongly agree.

A. Perceived Credibility on Beauty Influencers/KOLs					
	Strongly disagree ↔ Strongly agree				
<i>Attractiveness</i>	1	2	3	4	5
1. I think [...] is attractive.					
2. I think that [...] is classy.					
3. I think that [...] is beautiful.					
4. I think that [...] is elegant.					
5. I think that [...] is sexy.					
<i>Trustworthiness</i>					
1. I think that [...] is dependable.					
2. I think that [...] is honest.					
3. I think [...] is reliable.					

4. I think that [...] is sincere.					
5. I think that [...] is trustworthy.					
<b>Expertise</b>					
1. I think that [...] is expert.					
2. I think that [...] is experienced.					
3. I think that [...] is knowledgeable.					
4. I think that [...] is qualified.					
5. I think that [...] is skilled.					

### Part 3

**Instruction:** Please rate the statements below according to your agreement or disagreement by putting a tick mark (✓) under the number, in the scale below: 1= Strongly disagree, 2= Disagree, 3= Neither agree nor disagree, 4= Agree, 5= Strongly agree.

<b>B. Online Engagement with Beauty Brands on Twitter</b>					
	<b>Strongly disagree ↔ Strongly agree</b>				
<b>Cognitive</b>	1	2	3	4	5



1. The Twitter accounts of the brands that are reviewed by [...] stimulates my interest in learning more about the company and its products.					
2. Time flies whenever I visit the Twitter accounts of the brands that are reviewed by [...] because I want to find out more.					
3. I use the products from the brands that are reviewed by [...] and I visit the brands' Twitter accounts because they capture my attention with useful information.					
4. It seems to me that the tweets from the Twitter accounts of the brands that are reviewed by [...] are very useful.					
<b><i>Emotional</i></b>					
1. I am very pleased to use the products from the brands that are reviewed by [...] and interact with these brands on Twitter.					
2. I am very enthusiastic whenever I visit the Twitter accounts of the brands that are reviewed by [...].					
3. The tweets that I read on my timeline from the Twitter accounts of the brands that are reviewed by [...] are fun.					

4. My emotional attachment to the brands that are reviewed by [...] that I interact with on Twitter is ... 1 (weak) to 5 (strong).					
<b>Behavioral</b>					
1. I am willing to collaborate in various initiatives with the brands that are reviewed by [...] on Twitter in developing new products/services/features.					
2. I have “Retweet”, “Like”, “Mention” someone else and/or “Reply” to the tweets from the brands that are reviewed by [...].					
3. In general, I feel motivated to actively engage (ie. “Retweet”, “Like”, “Mention”, and/or “Reply”) with the tweets from the brands that are reviewed [...] on Twitter.					

#### Part 4

**Instruction:** Please choose the most appropriate answer that would best describe you.

1. What is your gender?
  - Male
  - Female
  - Non-binary
  - Prefer not to disclose
  
2. What is your educational level?
  - Below secondary education
  - Secondary education
  - Bachelor’s Degree
  - Above Master’s Degree

## 3. What is your occupation?

- Student
- Business owner
- Private company employee
- Government officer/state enterprise employee
- Professionals
- Others

## 4. What is your monthly income?

- Less than 10,000
- 10,000 – 20,000
- 20,001 – 30,000
- 30,001 – 40,000
- 40,001 – 50,000
- 50,001 – 60,000
- More than 60,000

\*\*\*\*\*

Thank you for your time.



จุฬาลงกรณ์มหาวิทยาลัย  
CHULALONGKORN UNIVERSITY

## REFERENCES

- Ajzen, I. (1988). Attitudes, personality and behavior. Milton Keynes, Open University Press.
- Ajzen, I. and M. Fishbein (1980). Understanding attitudes and predicting social behaviour. Englewood-Cliffs, NJ, Prentice-Hall.
- AlFarraj, O., et al. (2021). "Examining the impact of influencers' credibility dimensions: attractiveness, trustworthiness and expertise on the purchase intention in the aesthetic dermatology industry." Review of International Business Strategy.
- Anymind (2020). "Social Media Influencer Marketing in Thailand." from <https://anymindgroup.com/news/blog/7149/>.
- Appel, G., et al. (2020). "The future of social media in marketing." Journal of the Academy of Marketing Science **48**(1): 79-95.
- Argyriou, E. and T. C. Melewar (2011). "Consumer attitudes revisited: A review of attitude theory in marketing research." International Journal of Management Reviews **13**(4): 431-451.
- Bagozzi, R. P. and R. E. Burnkrant (1979). "Attitude organization and the attitude-behavior relationship." Journal of Personality Social Psychology **37**(6): 913-929.
- Bao, T. and T.-l. S. Chang (2014). "Finding disseminators via electronic word of mouth message for effective marketing communications." Decision Support Systems **67**: 21-29.
- Baron, R. A. and D. Byrne (1987). Social psychology: Understanding human interaction. Boston, Allyn & Bacon.
- Bergkvist, L. and K. Q. Zhou (2016). "Celebrity endorsements: A literature review and research agenda." International Journal of Advertising **35**(4): 642-663.
- Bettman, J. R., et al. (1998). "Constructive consumer choice processes." Journal of Consumer Research **25**(3): 187-217.
- Borge Bravo, R. and M. Esteve Del Valle (2017). "Opinion leadership in parliamentary Twitter networks: A matter of layers of interaction?" Journal of Information Technology Politics **14**(3): 263-276.
- Bowden, J. L.-H., et al. (2017). "Engagement valence duality and spillover effects in online brand communities." Journal of Service Theory Practice **27**(4): 1-40.
- Brand Buffet (2019). "3C Strategies for Marketers – How to Unleash Twitter Potentials

to Make the Brand Famous [กลยุทธ์ 3C สำหรับนักการตลาด "ดึงขุมพลังทวิตเตอร์" มาใช้อย่างไร ให้เป็นแบรนด์ที่ใคร ๆ ก็พูดถึง]." from <https://www.brandbuffet.in.th/2019/09/3-tips-for-brands-how-to-use-the-power-of-twitter/>.

Brown, J., et al. (2007). "Word of mouth communication within online communities: Conceptualizing the online social network." Journal of Interactive Marketing **21**(3): 2-20.

Campbell, C. and J. R. Farrell (2020). "More than meets the eye: The functional components underlying influencer marketing." Business Horizons **63**(4): 469-479.

Capeli, M. Q. (2019). Micro-influencers' impact on engagement levels for fashion retail brands on Instagram Jacksonville, FL, University of North Florida. **Master's Thesis**.

Casaló, L. V., et al. (2020). "Influencers on Instagram: Antecedents and consequences of opinion leadership." Journal of Business Research **117**: 510-519.

Cheung, M. Y., et al. (2009). "Credibility of electronic word-of-mouth: Informational and normative determinants of on-line consumer recommendations." International Journal of Electronic Commerce **13**(4): 9-38.

Chuchill, G. A. (1979). "A paradigm for developing better measures of marketing construct." Journal of Marketing Research **16**(1): 64-73.

Clapp, R. (2021). "COVID-19 causes digital consumption to rise by over 30%, forming new and lasting consumer habits." from <https://www.warc.com/newsandopinion/opinion/covid-19-causes-digital-consumption-to-rise-by-over-30-forming-new-and-lasting-consumer-habits/en-gb/4209>.

Clement, J. (2019). "Online brand discovery through celebrity endorsements 2017, by age." from <https://www.statista.com/statistics/407838/celebrity-endorsement-brand-discovery-online-age/>.

College, L. (2021). "Twitter's influence on marketing." from <https://www.copypress.com/blog/twitters-influence-marketing/>.

Corina, S. (2006). "Marketing communication in online social programs: Ohanian model of source credibility." Journal of Empirical Generalisations in Marketing **1**(1): 778-784.

Crisci, R. and H. Kassinove (1973). "Effect of perceived expertise, strength of advice, and environmental setting on parental compliance." The Journal of Social Psychology **89**(2): 245-250.

Dash, G. and D. Chakraborty (2021). "Digital transformation of marketing strategies during a pandemic: Evidence from an emerging economy during COVID-19." Sustainability **13**(6735): 1-19.

- Datareportal (n.d.). "Global social media stats." from <https://datareportal.com/social-media-users>.
- Devraj, Z. A. (2017). Epic rise of digital marketing in industry- are you ready to invest?
- Eagly, A. H. and S. Chaiken (1993). The Psychology of attitudes. Orlando, FL, Harcourt Brace Jovanovich College Publishers.
- Erdogan, B. Z. (1999). "Celebrity endorsement: A literature review." Journal of Marketing Management **15**(4): 291-314.
- Euromonitor International (2020). "Trends in Asian beauty and personal care." from <https://go.euromonitor.com/white-paper-bpc-2018-asian-beauty-trends.html>.
- Feldman, J. M. and J. G. Lynch (1988). "Self-generated validity and other effects of measurement on belief, attitude, intention, and behavior." Journal of Applied Psychology **73**(3): 421.
- Fishbein, M. (1967). Readings in attitude theory and measurement. New York, NY, Wiley.
- Geyser, W. (2021). "What is influencer marketing: An in depth look at marketing's next big thing." from <https://influencermarketinghub.com/what-is-influencer-marketing/>.
- Greenwald, M. (2019). "How micro-influencers can have impact at every stage of the customer journey." from <https://www.forbes.com/sites/michellegreenwald/2019/01/28/micro-influencers-at-every-stage-of-the-customer-journey/?sh=1cecd8792303>.
- Grewal, R., et al. (2004). "The timing of repeat purchases of consumer durable goods: The role of functional bases of consumer attitudes." Journal of Marketing Research **41**(1): 101-115.
- Harmeling, C. M., et al. (2017). "Toward a theory of customer engagement marketing." Journal of the Academy of Marketing Science **45**(3): 312-335.
- Henderson, K. (2015). Trust and source credibility in consumer engagement: a fashion blog perspective Christchurch, New Zealand, University of Canterbury. **Master's thesis**.
- Hennigan, C. (2020). "What to expect from beauty influencer marketing in 2020." from <https://www.mintel.com/blog/beauty-market-news/what-to-expect-from-beauty-influencer-marketing-in-2020>.
- Hiranprueck, P. (2008). "ผู้มีพลังขับเคลื่อนทวิตเตอร์: หนูยู่-โลกรู้." from <https://www.komchadluek.net/news/ent/125213>.

- Hollebeek, L. D., et al. (2014). "Consumer brand engagement in social media: Conceptualization, scale development and validation." Journal of Interactive Marketing **28**(2): 149-165.
- Hollebeek, L. D., et al. (2017). "Virtual brand community engagement practices: a refined typology and model." Journal of Services Marketing **3**(3): 204-218.
- Hovland, C. I. and W. Weiss (1951). "The influence of source credibility on communication effectiveness." Public Opinion Quarterly **15**(4): 635-650.
- Hughes, C., et al. (2019). "Driving brand engagement through online social influencers: An empirical investigation of sponsored blogging campaigns." Journal of Marketing **83**(5): 78-96.
- Islam, J. U., et al. (2018). "Consumer engagement in online brand communities: a solicitation of congruity theory." Internet Research **28**(1): 23-45.
- Isyanto, P., et al. (2020). "Micro influencers marketing and brand image to purchase intention of cosmetic products focallure." Systematic Reviews in Pharmacy **11**(1): 601-605.
- Jain, S. P. and S. S. Posavac (2001). "Prepurchase attribute verifiability, source credibility, and persuasion." Journal of Consumer Psychology **11**(3): 169-180.
- Jiang, M. (2018). Consumer resistance to sponsored ewom: The roles of influencer credibility and inferences of influencer motives Michigan, Michigan State University. **Master's Thesis**.
- Jin, S. V., et al. (2019). "Instafamous and social media influencer marketing." Marketing Intelligence Planning **37**(5): 567-597.
- Kaikati, J. G. (1987). "Celebrity advertising: A review and synthesis." International Journal of Advertising **6**(2): 93-105.
- Karouw, D. E. Z., et al. (2019). "Millennial trust through endorser credibility on local influencer endorsement on Instagram." Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis dan Akuntansi **7**(3).
- Katz, D. (1960). "The functional approach to the study of attitudes." Public Opinion Quarterly **24**(2): 163-204.
- Katz, D. and E. Stotland (1959). "A preliminary statement to a theory of attitude structure and change." Psychology: A Study of a Science **3**(423-475).
- Katz, E. and P. F. Lazarsfeld (1955). Personal influence: The part played by people in the flow of mass communication. New York, NY, Free.

Kay, S., et al. (2020). "When less is more: the impact of macro and micro social media influencers' disclosure." Journal of Marketing Management **36**(3-4): 248-278.

Keller, K. L. (2009). "Building strong brands in a modern marketing communications environment." Journal of Marketing Communications **15**(2-3): 139-155.

Klipfolio (2021). "Twitter engagement metrics: Understand which tweets are most effective in your campaigns." from <https://www.klipfolio.com/resources/kpi-examples/social-media/twitter-engagement-metrics>.

Kotler, P. and K. Keller (2016). Marketing management Essex, Pearson.

Labrecque, L. I. (2014). "Fostering consumer–brand relationships in social media environments: The role of parasocial interaction." Journal of Interactive Marketing **28**(2): 134-148.

Lamberton, C. and A. T. Stephen (2016). "A thematic exploration of digital, social media, and mobile marketing: Research evolution from 2000 to 2015 and an agenda for future inquiry." Journal of Marketing **80**(6): 146-172.

Lazarsfeld, P. F., et al. (1948). The people's choice. New York, NY, Columbia University Press.

Lee, A. Y. and A. A. Labroo (2004). "The effect of conceptual and perceptual fluency on brand evaluation." Journal of Marketing Research **41**(2): 151-165.

Lindemann, N. (2021). "What's the average survey response rate? [2021 Banchmark]." from <https://surveyanyplace.com/blog/average-survey-response-rate/>.

Longtunman (2021). "Converse to convert strategy [เปิดแนวคิด Converse To Convert ทำไมการสร้างบทสนทนาใน Twitter ถึงช่วยสร้างยอดขาย]." from <https://www.longtunman.com/28639>.

MarketingDive (2018). Study: Micro-influencers generate 7X more engagement on Instagram than influencers with larger followings.

Martínez-López, F. J., et al. (2020). "Behind influencer marketing: key marketing decisions and their effects on followers' responses." Journal of Marketing Management **36**(7-8): 579-607.

McCracken, G. (1989). "Who is the celebrity endorser? Cultural foundations of the endorsement process." Journal of Consumer Research **16**(3): 310-321.

McEwen, W. J. (2005). "Building a brand marriage that lasts: Key findings from decades of interviews with consumers." from <https://news.gallup.com/businessjournal/17698/building-brand-marriage-lasts.aspx>.



McEwen, W. J. (2005). Married to the brand: Why consumers bond with some brands for life. New York, NY, Simon and Schuster.

McGinnies, E. and C. D. Ward (1980). "Better liked than right: Trustworthiness and expertise as factors in credibility." Personality Social Psychology Bulletin **6**(3): 467-472.

McLaughlin, C. (2016). "Source credibility and Consumers' responses to marketer involvement in Facebook brand communities: What causes consumers to engage?" Journal of Interactive Advertising **16**(2): 101-116.

McShane, L., et al. (2021). "Emoji, Playfulness, and Brand Engagement on Twitter." Journal of Interactive Marketing **53**: 96-110.

Muangtum, N. (2020). "Exploring Insights of Twitter Users – 72% Use Twitter to Search on New Beauty Products [เจาะลึก Beauty Insight ผู้ใช้ Twitter 72% ค้นหาข้อมูลสินค้าความงามใหม่ๆ]." from <https://www.everydaymarketing.co/business/beauty/beauty-community-insight-on-twitter-thai-research-for-personal-care/>.

Nayeem, T., et al. (2019). "Brand experience and brand attitude: Examining a credibility-based mechanism." Marketing Intelligence Planning **37**(7): 821-836.

Oberlo (n.d.). "Average time spent on social media in 2021 (by platform)." from <https://www.oberlo.com/statistics/average-time-spent-on-social-media>.

Ohanian, R. (1990). "Construction and validation of a scale to measure celebrity endorsers' perceived expertise, trustworthiness, and attractiveness." Journal of Advertising **19**(3): 39-52.

Opreana, A. and S. Vinerean (2015). "Consumer engagement in online settings: Conceptualization and validation of measurement scales." Expert Journal of Marketing **3**(2).

Osgood, C. E., et al. (1957). The measurement of meaning. Champaign, IL, University of Illinois Press.

Pieters, R., et al. (2010). "The stopping power of advertising: Measures and effects of visual complexity." Journal of Marketing **74**(5): 48-60.

Rahal, A. (2021). "The future of growth: The top digital marketing trends of 2021 explained." from <https://www.forbes.com/sites/theyec/2021/01/27/the-future-of-growth-the-top-digital-marketing-trends-of-2021-explained/?sh=4ad45735572e>.

Read, W., et al. (2019). "Consumer engagement on Twitter: Perceptions of the brand matter." European Journal of Marketing **53**(9): 1905-1933.

Reed, A., et al. (2002). "The temporary construction of consumer attitudes." Journal of Consumer Psychology **12**(4): 375-388.

Rios de Castro Marques, I., et al. (2020). The effect of macro celebrity and micro influencer endorsements on consumer-brand engagement in instagram. Strategic corporate communication in the digital age. Bingley, Emerald.

Rogers, E. M. and D. K. Bhowmik (1970). "Homophily-heterophily: Relational concepts for communication research." Public Opinion Quarterly **34**(4): 523-538.

Scarpi, D. (2010). "Does size matter? An examination of small and large web-based brand communities." Journal of Interactive Marketing **24**(1): 14-21.

Schouten, A. P., et al. (2020). "Celebrity vs. Influencer endorsements in advertising: the role of identification, credibility, and Product-Endorser fit." International Journal of Advertising **39**(2): 258-281.

Seitz, V. A., et al. (2007). "Celebrity endorsements in US and Thai magazines: A content analysis comparative assessment." Journal of Promotion Management **13**(3-4): 383-398.

Sertoglu, A. E., et al. (2014). "Examining the effect of endorser credibility on the consumers' buying intentions: an empirical study in Turkey." International Review of Management Marketing Intelligence Planning **4**(1): 66.

Sevin, E. (2013). "Places going viral: Twitter usage patterns in destination marketing and place branding." Journal of Place Management Development **6**(3): 227-239.

Shareef, M. A., et al. (2019). "Social media marketing: Comparative effect of advertisement sources." Journal of Retailing Consumer Services **46**: 58-69.

Shavitt, S. (1990). "The role of attitude objects in attitude functions." Journal of Experimental Social Psychology **26**(2): 124-148.

Solomon, M. R. (2018). Consumer behavior: Buying, having, and being Boston, Pearson.

STEPS Academy (2021). "เจาะกลยุทธ์ Influencer Marketing สำหรับธุรกิจ E-Commerce 2021." from <https://stepstraining.co/strategy/influencer-marketing>.

Thairath Online (2020). "Investigate Twitter Trends – Cosmetics Purchase ‘Getting Pretty Then Spread the Words’ [ส่องเทรนด์ทวิตเตอร์ ชื่อเครื่องสำอางมาแรงยุค “สวยแล้วต้องบอกต่อ”]." from <https://www.thairath.co.th/lifestyle/health-and-beauty/1986929>.

Thwaites, D., et al. (2012). "The impact of negative publicity on celebrity ad endorsements." Psychology Marketing Intelligence Planning **29**(9): 663-673.

Tille, M. (2020). The effects of social media influencers' source credibility on their ascribed opinion leadership and consumers' purchase intention **Doctoral dissertation**.

Tsai, W.-H. S. and L. R. Men (2017). "Consumer engagement with brands on social network sites: A cross-cultural comparison of China and the USA." Journal of Marketing Communications **23**(1): 2-21.

Vakratsas, D. and T. Ambler (1999). "How advertising works: what do we really know?" Journal of Marketing **63**(1): 26-43.

Van der Waldt, D. L. R., et al. (2009). "Celebrity endorsements versus created spokespersons in advertising: A survey among students." South African Journal of Economic Management Sciences **12**(1): 100-114.

Vivek, S. D., et al. (2012). "Customer engagement: Exploring customer relationships beyond purchase." Journal of Marketing Theory Practice **20**(2): 122-146.

Vrontis, D., et al. (2021). "Social media influencer marketing: a systematic review, integrative framework and future research agenda." International Journal of Consumer Studies.

Wiboonyasake, M. (2020). "เชิงร่ำในทวิตทกกับ Twitter แสนสนุก-คนทงงานอย่งเรำได้ะไจก Twitter." from <https://www.aware.co.th/it-jobs/th/what-makes-thailands-twitter-sphere-so-unique/>.

Williams, R. (2020). "Gen Z relies on influencers for purchase decisions, kantar says." from <https://www.marketingdive.com/news/gen-z-relies-on-influencers-for-purchase-decisions-kantar-says/582890/>.

Wither, C. (2021). "Difference between reliable and dependable." from <http://www.differencebetween.net/language/difference-between-reliable-and-dependable/>.

Yeh, H. R., et al. (2011). "The influences of perceived value on consumer purchase intention: the moderating effect of advertising endorser." Journal of International Management Studies **6**(1).

Zajonc, R. B. (1980). "Feeling and thinking: Preferences need no inferences." American Psychologist **35**(2): 151.

Zote, J. (2021). "Twitter hashtags: How to find and use the right hashtags." from <https://sproutsocial.com/insights/twitter-hashtags/>.

## VITA

**NAME** Natchapa Deeudomwongsa  
**DATE OF BIRTH** 11 July 1995  
**PLACE OF BIRTH** Thailand  
**INSTITUTIONS ATTENDED** Mater Dei School  
Mahidol University International College  
(Major in Intercultural Studies and  
Languages)  
**HOME ADDRESS** Nonthaburi, Thailand



จุฬาลงกรณ์มหาวิทยาลัย  
CHULALONGKORN UNIVERSITY