# THE RELATIONSHIP BETWEEN INFLUENCER'S CHARACTERISTICS, CONSUMERS' ATTITUDES, AND PURCHASE INTENTIONS ON CLÉ DE PEAU BEAUTÉ BRAND

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จุฬาลงกรณ์มหาวิทยาลัย
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ความสัมพันธ์ระหว่างคุณลักษณะของอินฟลูเอนเซอร์ ทัศนคติของผู้บริโภคและความตั้งใจซื้อตราสินค้า เคลย์ เดอ โป โบเต้

น.ส.จุรี ปาร์คคินสัน

สารนิพนธ์นี้เป็นส่วนหนึ่งของการศึกษาตามหลักสูตรปริญญานิเทศศาสตรมหาบัณฑิต
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จุรี ปาร์คคินสัน : ความสัมพันธ์ระหว่างคุณลักษณะของอินฟลูเอนเซอร์ ทัศนคติของผู้บริโภคและความตั้งใจซื้อ
ตราสินค้า เคลย์ เดอ โป โบเต้. ( THE RELATIONSHIP BETWEEN
INFLUENCER'S CHARACTERISTICS, CONSUMERS' ATTITUDES,
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BRAND) อ.ที่ปรึกษาหลัก : ดร.ปภาภรณ์ ไชยหาญชาญชัย

  การวิจัยในครั้งนี้เป็นการวิจัยเชิงสำรวจ โดยมีวัตถุประสงค์เพื่อศึกษาคุณลักษณะของอินฟลูเอนเซอร์ ทัศนคติของผู้บริโภค
และความตั้งใจในการซื้อ ตราสินค้า เคลย์ เดอ โป โบเต้ อีกทั้งยังเพื่อศึกษาความสัมพันธ์ระหว่างทั้งสามตัวแปรดังกล่าว โดยใช้
แบบสอบถามเป็นเครื่องมือในการเก็บข้อมูลผ่านช่องทางออนไลน์จากกลุ่มตัวอย่าง จำนวน 200 คน ที่มีอายุ 36-55 ปี ที่เคยซื้อสินค้า
ของตราสินค้า เคลย์ เดอ โป  โบเต้ อย่างน้อยหนึ่งครั้งในช่วงระยะเวลา 3 เดือนที่ผ่านมา และต้องรู้จัก มนัสนันท์ พันเลิศวงสกุล (โดนัท)
ในฐานะของอินฟลูเอนเซอร์ของตราสินค้า เคลย์ เดอ โป โบเต้ ซึ่งผลจากการศึกษาแสดงให้เห็นว่า ในภาพรวม กลุ่มตัวอย่างมีความคิดเห็น
ไปในเชิงบวกต่อคุณลักษณะของอินฟลูเอนเซอร์ ($M = 3.54$) โดยกลุ่มตัวอย่างมองว่า มนัสนันท์สวยมากที่สุด ($M = 3.94$) แต่ดูมี
ทักษะน้อยที่สุด ($M = 3.29$) นอกจากนี้ กลุ่มตัวอย่างยังมีทัศนคติในเชิงบวกต่อตราสินค้า เคลย์ เดอ โป โบเต้ ($M = 4.03$) และมี
ความตั้งใจที่จะซื้อสินค้าของตราสินค้า เคลย์ เดอ โป โบเต้ ($M = 3.95$) ในส่วนของความสัมพันธ์ระหว่างตัวแปรทั้งสามดังกล่าว จาก
ผลการวิจัยแสดงให้เห็นว่า คุณลักษณะของอินฟลูเอนเซอร์มีความสัมพันธ์เชิงบวกกับทัศนคติของกลุ่มตัวอย่างต่อตราสินค้า เคลย์ เดอ โป
โบเต้ ($r = .42$) และยังมีความสัมพันธ์เชิงบวกกับความต้องการซื้อสินค้าจากตราสินค้าเคลย์ เดอ โป โบเต้ ($r = .42$) อีกด้วย

| สาขาวิชา | การจัดการการสื่อสารเชิงกลยุทธ์ | ลายมือชื่อนิสิต ................................................ |
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| ปีการศึกษา | 2563 | ลายมือชื่อ อ.ที่ปรึกษาหลัก ............................. |

# # 6288002128 : MAJOR STRATEGIC COMMUNICATION MANAGEMENT
KEYWORD: SOURCE CHARACTERISTICS, CONSUMER ATTITUDE, PURCHASE INTENTION, CLÉ DE PEAU BEAUTÉ BRAND

Julie Parkinson : THE RELATIONSHIP BETWEEN INFLUENCER'S CHARACTERISTICS, CONSUMERS' ATTITUDES, AND PURCHASE INTENTIONS ON CLÉ DE PEAU BEAUTÉ BRAND. Advisor: Dr. PAPAPORN CHAIHANCHANCHAI

This research was quantitative in manner. Its objective was to examine the characteristics of brand influencer, consumers' attitude, and purchase intention of Clé de Peau Beauté brand. In addition, the study also explored the relationship between the three variables. Questionnaire were distributed through online channel to 200 respondents who were 36-55 years old, have recently purchased Clé de Peau Beauté products for the past three months, and knew Manatsanun Panlertwongskul (Donut) as Clé de Peau Beauté's brand influencer. The results demonstrated that overall, the respondents had a positive opinion on the source characteristics of the brand influencer ($M = 3.54$). *Beautiful* was rated the most ($M = 3.94$), while *skilled* was rated the least ($M = 3.29$). Furthermore, respondents had a positive attitude towards Clé de Peau Beauté brand ($M = 4.03$) and were likely to purchase its products ($M = 3.95$). For the relationships among the three variables, the results depicted that source characteristics and the respondents' attitude towards Clé de Peau Beauté brand were positively related ($r = .42$). Also, source characteristics and the respondents' purchase intention on Clé de Peau Beauté's product were positively related ($r = .42$).

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| Field of Study: | Strategic Communication Management | Student's Signature ............................... |
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# CHAPTER 1

# INTRODUCTION

**Significance of Study**

Social media plays an important role as a communication tool across the world to connect people and brands together ("How does social media influence consumer behavior," 2020). Brands have been continuously in search of effective strategies to reach out to consumers as well as receiving higher profit for their company by using social media. One strategy is selecting and partnering with influencers on social media.

Influencers, in general, are individuals such as celebrities, industry experts, bloggers, and opinion leaders, with specialized knowledge and power to affect purchasing decisions of consumers. Such power derives from their authority, knowledge, position, or relationship with their audiences ("What is an Influencer," 2020). Influencers can exist in offline or online platform. In short, an influencer is a source of information in communication process (Solomon, 2018).

For online influencers, they possess certain numbers of followers, across one or more social media platforms such as YouTube, Instagram, Facebook, or Twitter. Thus, online influencers are commonly categorized by a size of their followers: mega-influencers, macro-influencers, micro-influencers, and nano-influencers (Ismail, 2018). Macro-influencers are described with more than 100,000 to one million followers (Chue, 2018). Consequently, with large followers, they are an ideal choice for brands to build engagement among target consumers (Chue, 2018). Moreover, there are paid and unpaid influencers. Paid influencers consciously promote a brand's

product or service while receiving payback in form of money, free products, or

service ("Paid VS. unpaid influencer marketing," 2019).

In 2018, 80% of brands, including luxury brands, have partnered with

influencers and 76% of brands have reported better sales (Michualt, 2019). Beauty

brands have also reported that influencers have proved to be one of the most effective

marketing tools to create a positive link towards consumers' behavior, e.g. attitude

and purchase intention (Michualt, 2019). Sixty-two percent of beauty product

consumers claimed that social media influencers are more convincing than the brand's

own advertisement because they seem to be more trustworthy ("How influencers are

making over beauty marketing," 2019).

In the past, there were many academic studies focusing on an impact of

influencers or celebrity endorsements (Alam and Owusu, 2020; Draganova, 2018;

Tayyebtaher, 2019). For instance, Tayyebtaher (2019) found that there is a positive

relationship between celebrity endorsements and higher brand credibility, perceived

trustworthiness as well as purchase intention among consumers.  In addition,

Draganova (2018) found that physical attractiveness, expertise and positive

association with an influencer had an impact on purchase intention, but there was no

link between trustworthiness and purchase intention. Although some research focused

on characteristics of certain influencers in luxury brand sectors (Fernandes, 2018), a

few research studied influencers in luxury beauty brand (Anudeep & Anuj, 2015)

Taking this limitation into account, this research was conducted to find out the

relationship between an influencer's characteristics of a luxury beauty brand, Clé de

Peau Beauté, in particularly. The reason of choosing to explore luxury beauty brand is

because influencer marketing is new to this sector, especially for Clé de Peau Beauté

(Schiffer, 2020). It is interesting to dive into the characteristics of Clé de Peau Beauté's influencer while examining consumers' attitude and purchase intention.

Clé de Peau Beauté is a Japanese-based company in the high-end skincare and makeup sector. It is owned by a global brand, Shiseido Cosmetics. It was founded in 1982 positioning as the ultimate expression of elegance and science. Its target is mainly middle-aged consumers ("Shiseido – The iconic Asian cosmetics and skincare brand," 2019). The philosophy of Clé de Peau Beauté is to unlock the power of the consumers' radiance by harnessing makeup technologies and advancing skincare from around the world (Ketsakhorn, 2018). Its parent company, Shiseido, has been looking for marketing communication strategies to compete within the competitive beauty market. The company has replaced its former strategy of giving out free samples and free shipping for partnering with influencers. (Schiffer, 2020). In 2019, Shiseido increased its influencer spending by more than 50% in the United States (Rao, 2019).

According to Shiseido's annual report in 2019, the company's annual net sales was around 340,611,408 Baht. The combined net sales grew steadily, up to 3.4%. The growth was driven primarily by the luxury beauty sector, in which the company continued to invest more. Moreover, it has been reported that the company had a stronger momentum in ASEAN market with the increase of 20% sales in the last quarter of 2019. Clé de Peau Beauté, Nars, and Anessa contributed in the success. Figure 1.1 demonstrates the growth of the Clé de Peau Beauté brand from 2014 to 2019. It clearly shows that the brand, Clé de Peau Beauté, is gradually expanding and growing in terms of sales and popularity in the future.

Figure 1.1 Clé de Peau Beauté's growth from 2014 to 2019
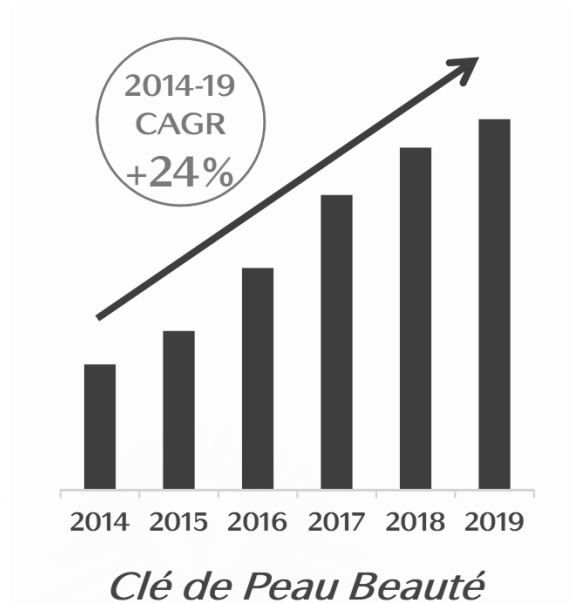


Source: Shiseido. (2019). Annual Report 2019. Retrieved October 4, 2020, from

https://corp.shiseido.com/en/ir/pdf/ir202002

Currently, Clé de Peau Beauté is available in 13 countries which are

Japan, China, Hong Kong, Taiwan, South Korea, Malaysia, Thailand, Singapore,

Vietnam, Indonesia, the United States, Canada, and Russia. However, the brand has

just launched its flagship store in Thailand in 2019 (Inside Retail Asia, 2019). The

venue is designed to match with Clé de Peau Beauté's brand image which reflects the

luxurious lifestyle of modern women. A 'Radiance Wall' is designed to illuminate the

entire retail space and a gallery with details of product showcases (Inside Retail Asia,

2019).

The launch of Clé de Peau Beauté's new product is announced together with

the brand's first local influencer, Manatsanun Panlertwongskul (Donut), a well-known

Thai actress with approximately 526,000 followers on her Instragram account ("Clé

de Peau Beauté launches The New La Crème with the announcement of Donut

Manatsanun Panlertwongskul as the local influencer", 2020). Apart from being a

micro influencer and an actress, Manutsanan is also an artist and a film director.

She starred in numerous Thai series, and music videos. Moreover, she has received

more than five awards for her acting achievements and as a role model ("Donut,

Manatsanun Panlertwongskul's biography," n.d.).

Figure 1.2 Manatsanun Panlertwongskul, Clé de Peau Beauté's first local influencer
in Thailand



Source: Hello Magazine (2020). *Clé de Peau Beauté launches The New La Crème*

*with the announcement of Donut Manatsanun Panlertwongskul as the local*

*influencer.* Retrieved October 4, 2020, from

https://th.hellomagazine.com/events/the-new-la-creme-2020/.

In conclusion, Clé de Peau Beauté brand is stepping up with its marketing

strategy, focusing on influencer marketing. Moreover, Clé de Peau Beauté uses

influencer marketing for the first time, which makes it even more interesting to study.

Influencers have proved to be one of the most effective marketing tools to create a positive link between brands and their consumers. As a result, the study explores the relationship between influencer characteristics of Clé de Peau Beauté, consumers' attitude, as well as their purchase intention.

**Objectives of the Study**

1) To examine the characteristics of Clé de Peau Beauté's brand influencer, consumers' attitude, and purchase intention

2) To explore the relationship between an influencer's characteristics, consumers' attitude, and purchase intention on Clé de Peau Beauté brand

**Research Questions**

1) How are the characteristics of Clé de Peau Beauté's brand influencer, consumers' attitude, and purchase intention?

2) How is the relationship between Clé de Peau Beauté's brand influencer characteristics, consumers' attitude, and purchase intention?

**Scope of the study**

This research uses a quantitative approach. It is a survey research which is conducted by utilizing a questionnaire to explore main concepts: influencer's characteristics, consumers' attitude, and purchase intention. This research focuses on customers of Clé de Peau Beauté brand who recently have purchased its product in the past three months. They must be middle aged (36-55 years old), because they are the main target group of Clé de Peau Beauté. Two hundred samples were selected by

purposive sampling and the questionnaire was distributed through online social media groups and chatrooms which were Facebook groups and official Line chats that are specifically arranged for luxury beauty brands consumers. This method would help reach the desired research sample. The data collection took place between October and November 2020.

**Operational Definitions**

*Source Characteristics* is defined as the features of influencers. It covers trustworthiness, attractiveness, and expertise (Ohanian, 1990). Clé de Peau Beauté's influencer, Manatsanun Panlertwongskul (Donut), is going to be explored with these dimensions.

Source expertise is the extent to which the influencer is seen to be knowledgeable.

Source trustworthiness is the extent to which the source of a message is seen as being reliable.

Source attractiveness is the extent to which the source is seen to be appealing to the receiver of the message.

*Consumer Attitude* is defined as consumers' overall evaluation, either positive or negative towards Clé de Peau Beauté brand.

*Purchase Intention* is defined as the probability that a consumer is willing to make a purchase of Clé de Peau Beauté products.

**Expected Benefits of the Study**

Academically, research findings give a clearer vision about the link between an influencer's characteristics and consumer behavior, especially for luxury makeup brands. The result derived from this study can build knowledge in terms of source characteristics, consumer attitude, and purchase intention. It can also provide benefits for future researchers who would like to acquire knowledge about influencer marketing, consumers' attitude, and purchase intention.

Practically, the findings of this study can be a case study for other beauty brands that are planning to partner with influencers in the future. Moreover, this can help marketers and advertising practitioners in developing their influencer marketing strategies and in creating more effective campaigns in the future.

# CHAPTER 2

# LITERATURE REVIEW

This study aims to examine the characteristics of Clé de Peau Beauté's brand influencer, consumers' attitude and purchase intention. Furthermore, it also investigates the relationship between an influencer's characteristics, consumers' attitude, and purchase intention towards Clé de Peau Beauté brand. Therefore, the relevant concepts which are source characteristics, consumer behavior, and influencer marketing are reviewed in this chapter.

## Source Characteristics

Sources of information are gathered from multiple resources. Whether it be in person encounters, articles, interactions, influencers or the media. Sources in communication have centered on determining which characteristics of the source are important in producing various effects.Traditional mass media such as television and other printed advertisements are impersonal sources that are deemed and recognized to have less effective impact, when in comparison to media created by person (Wadhwa, 2018). The components of sources or characteristics of sources, either personal or impersonal, can have an influence over an individual in a certain level.

Bhatt, Jayswal, and Patel (2013) has lead a study to identify the origins of information and concluded that brand information is well-announced by endorsers with certain characteristics. Product endorsers means the individuals who have partner ed with brands to promote their products of services. Bhatt et al. (2013) classified celebrities as the main type and a great example of product endorsers. However, non-

celebrities, opinion leaders, and industry experts could also be endorsers or become an influencer.

Source characteristics are influential in the persuasion process and can act either as a cue to persuasion when an individual is involved or not involved in the communication process that the message is presented or when an individual engages cognitive evaluation (Tormala & Clarkson, 2008; Wathen & Burkell, 2002). Moreover, source characteristics are used to reinforce confidence in a judgment and as a form of self-validation of attitudes received or adopted by the message receiver which affects their behavior (Tormala, Briñol, & Petty (2006). The influential nature of source characteristics has significant results for persuasive interactions, including online ones. In traditional face to face interactions, these cues are unambiguous and are immediately apparent as they are visual (attractiveness) and sound (accent) in nature (Hancock & Dunham, 2001). In Computer-Mediated Communication (CMC), nevertheless, visual and vocal cues are less prominent, regarding the nature of impressions in online interaction forms (Petty & Cacioppo, 1986).

*Dimensions of Source Characteristics*

Due to extensive models and dimensions by various researchers, factors impacting endorsers' effectiveness have been examining celebrity endorsers' characteristics by focusing on two significant models which are the Source Credibility Model (Hovland, Janis, & Kelley, 1953; Hovland & Weiss, 1951; McGuire, 1968) and the Source Attractiveness Model (McGuire, 1985). Upon the reviews, several academic researchers also proposed the two source models in order to determine the celebrity characteristics that are influential among consumers (Amos, Holmes,

Strutton 2008; Choi, Lee & Kim 2005; Erdogan 1999; Ohanian, 1990; 1991). These

models imply that influencer endorsements influence consumers through perceived

characteristics. Credibility and attractiveness have each been the topic of numerous

research projects, especially studies concerned with determining the impact of each on

communication effectiveness (Choi et al., 2005). These attributes are shown in

interactions and act as cues when forming an initial impression of the message sender.

This impression is then used to assess the perceived validity and accuracy of any

claims made by the sender thereby reinforcing, or discrediting, the position being

presented (Perloff, 2010; Petty & Briñol, 2008).

Most studies treated source attractiveness as an independent factor, but some

studies merely deemed the attractiveness as another typical dimension of the source

credibility (Choi & Rifon, 2007; Knott & James, 2004). Subsequent studies primarily

concentrated on physical aesthetic or external beauty of endorsers and the result

proved that this quality contributes a positive effect on endorsement effectiveness

(Hung, Chan, & Tse, 2011; Till & Busler, 2000).

### *Source Credibility*

Credibility refers to an individual's view on the truth within an article of

information (Eisand, 2006). Speaking from an opposite term, credibility is described

as the level of trust toward the source without including believable factor and how the

individual's perspective is towards the source (Alder & Rodman, 2000).  The

credibility model of was developed to be analyzed and examine the credibility of the

celebrity endorsement. Two sub categories are included, which are, expertise and

trustworthiness (Hovland, et al., 1953)

Credibility influences the communication's efficiency and stamina as well as the positive characteristics of a communicators perspective (Ohanian, 1990). Proposed by Hovland et al. (1953), receivers of a message tend to be influential and impactful when the source of the message has been viewed as credible and trustable. This relates to the enthusiast of the message's audience to accredit the information's credibility. Credibility is strongly intertwined with information and is illustrated as many communication phenomena. The studies explored the influence of sources in persuasion.

Credible and non-credible sources were compared using comparable convincing messages by Hovland (1963) and Weiss (1974). They were tested whether the messages would influence the opinions of message receivers in a different way. It was confirmed in the study reliable sources proved to be an impactful measure to the audiences. McCroskey (1974) also indicated that the communication senders who prove to have a high level of trustworthiness according to the perception of message receivers will likely to receive more respect and audiences will respect and embrace their words.

The trustworthiness of the sources by Hovland et al. (1953) was easily a part of the primary models which encapsulate the celebrity endorsements while it could also be applied to influencer marketing. According to Anderson (1971). It is commonly applied to understand the success of a third person endorsement (Hovland & Weiss 1951). To be more specific, an eminence endorser largely exhibits a convincing effect toward audiences which leads to purchase intention and behavior (Goldsmith, Lafferty, & Newell, 2000). Moreover, it is confirmed when credible

sources send out their message, it will likely has a good effect on beliefs, opinions, attitudes, and behaviors of the receivers (Wang, Kao, & Ngamsiriudom, 2017).

As mentioned earlier, in certain studies, source attractiveness is also a part of source credibility (Ohanian, 1990; 1991; Goldsmith et al., 2000). In one study, Yoon, Kim, and Kim (1998) also explored the way these three dimensions of source integrity which are expertise, trustworthiness, and attractiveness. Ohanian (1990) designed a measurement to showcase the efficiency of famed endorsers by examining from these qualities : expertise, trustworthiness and attractiveness of an endorser. This measurement digs down especailly in the advertising sphere. Fifteen sub integrity matters which have been thoroughly embraced by multiple researchers (Pornpitakpan, 2003; Till & Busler, 1998; 2000) also have a significant role in these three factors (i.e. expertise, trustworthiness, and attractiveness of the endorser).

*Expertise*

The expertise of a particular source is frequently discussed as source credibility. Source expertise refers to "a source's presumed knowledge and ability to provide accurate information" (Petty & Wegener, 1998, p. 344). Also known as source competence (Bock & Saine, 1975), qualification (Berlo, Lemert & Mertz 1969), intelligence, experience, or ability (Birnbaum & Stegner, 1979; Maddux & Rogers, 1980), source expertise is usually interpreted as the abundance of professional training, experience, information and skills on a specific topic (Berlo et al.,1969; McCroskey, 1997). Expertise itself has been known to increase persuasion. People who are seen to be an expert tends to be well-rounded within a certain topic.

Expertise consists terms like knowledgeable, skilled, and competent (Fogg, Lee & Marshall, 2002). In the same manner, O'Keefe (2002) mentioned that expertise is often mentioned as skillfulness, or ability. Studies experts persuade more people than non-experts and source expertise produces not only more attitude change and persuasion, but also higher recall of the communication, both in immediate posttest measures and delayed measurements (Bohner, Ruder, & Erb 2010; Cooper & Croyle, 1984; Crano, 1970; DeBono & Harnish, 1988; Horai, Naccari, & Fatoullah, 1974; Johnson & Watkins, 1971; Kumkale, Albarracín & Seignourel, 2010; Maddux & Rogers, 1980). In advertisements, source expertise has been shown to increase positive reaction toward the ad, the product, and the brand in order to improve purchase intentions (Eisend, 2010; Yoon, Kim, & Kim, 1998). Influencers with the reputation as the experts proved to be more persuasive (Aaker and Myers 1987) and are able to drive consumer's eagerness (Ohanian 1991). Till and Busler (2000) stressed that being a field's maestro can positively determine consumer behavior such as attitude and eagerness.

### *Trustworthiness*

Trustworthiness is outlined as two different alternative ways in which the supply is embraced by the audience as unbiased, and sincere (Dholakia & Sternthal, 1977; McCracken, 1989). If the consumer choose to admit the integrity of the source from their personal value system then the shift rate of their attitudes and behavior are high; this process is called internalization (Erdogan, 1999). In terms of trustworthiness, Friedman & Friedman (1979) stated that ethnicity could also influence trustworthiness of a source, also a study by Desphande and Stayman (1994)

explained that buyers will tend to trust sources whom they had shared the mutual cultural and race heritage. Trustworthiness can easily be translated as the confidence's level within the objectives to demonstrate the believable assertions (e.g., someone's honesty and believability). It represents an individual or endorser's dignity, believability, and honesty (Erdogan 1999). Metzger et al. (2003) noted that an endorser who is has a credible reputation as being trustworthy would contribute consumers' positive attitude towards the advertising message. Consequently, this will result in higher acceptance of the delivered message. Relatively, social media influencers who possess the character of trustworthiness will me more trusted and proved to have a significant influencer to their followers. Trustworthiness are often viewed as the perceived data source's motivation to speak his/her experience without bias (McGuire, 1969).

Trustworthiness's terms are comprised of well-intentioned, truthful, and fair-minded (Fogg et al, 2002). The source of the message does not have to be a real expert, but he or she should be regarded as an 'expert' among his or her (Ohanian, 1991). The power of an expert source or celebrity helps the content of the message to be more persuasive (Aaker & Myers, 1987) and attract a much more purchase intentions (Ohanian, 1991). Credible studies in the past have shown that sources with high expertise and trustworthiness are far credible for audiences (Hass, 1981; Sternthal, Phillips, & Dholakia, 1978). However, There is an interesting point in which when it comes to the heirachy of importance, trustworthiness was upper in efficiency in lifting up attitude change compared to expertise (McGinnies & Ward, 1980). On the contrary, Ohanian (1991) indicated that expertise was a significant predictor of purchase intentions rather than trustworthiness.

*Source Attractiveness*

Source attractiveness, the second dimension of source characteristics, plays a dominant role in interpreting the message. The attractiveness of a celebrity, an endorser, or an influencer levels up and magnifies how consumers interpret a message, hence companies prefer to employ celebrities or influencers that are attractive, beautiful or at least can attract the attention of consumers. Baker and Churchill (1977) explained that the physical aesthetic of influencers and modify consumer beliefs and purchasing intentions. Within the study, attractive influencers were depicted with positive representations of themselves as being outstanding, beautiful and sophisticated along with the power of encouraging viewers to have higher purchasing intentions. However, the concept of beauty and attractiveness does not necessarily depend on the physical attraction altogether. A combination of others including skills, personality and lifestyle also reflect the influencers personal image in the public eye (Erdogan, 1999).

Source attractiveness of an influencer is reflected upon the concept of viewers wanting to portray themselves similar to the influencers they enjoy watching or following online (Cohen & Golden, 1972). In addition to this, source attractiveness also demonstrates the consumer appeal towards the content released by the influencer (Kiecker & Cowles, 2001). Source attractiveness is also capable to influence an individual's acknowledgement or approval of information (Teng, Khong, Goh, & Chong, 2014).

McCracken (1989) pointed out that attractiveness alone may not be enough in measuring or achieving fruitful celebrity endorsement. McGuire (1985) supported this claim by stating that the qualities of similarity, likability, and familiarity help in

boosting purchase intention among buyers. Attribution included in this model have

significantly proved to enhance the target audiences' perception of an advertisement

(Baker & Churchill, 1977) and increase purchase intentions (Petroshius & Crocker,

1989).

### *Source Similarity*

Source similarity explains why consumers are likely to be attracted to an

individual based on common interest. McGuire (1985) indicated that similarity is

reflection and a common ground of the source of the information and the receiver of

the information. Consumers are highly thought to be influenced by people with

similarities to themselves. Similarities include demographic profiles, lifestyles,

hobbies and social circles (de Bruyn & Lilien, 2008). Erdogan (1999) believed that if

an influencer had a similarity to the consumer's lifestyle, a significant bond could be

made. Companies attempt to pick endorsers that are somewhat similar to their target

customers to create a positive reaction (G. Belch & M. Belch, 1994). This also

accommodate the consumer's purchase intention (Lee & Yurchisin, 2011). When

people experience shared similarities, they will be potentially interpret the

information given to them from those sources in a positive manner. Moreover, they

will believe the information far more easier and will spread this belief (Kiecker &

Cowles, 2001). De Bruyn and Lilien (2008) also mentioned that individuals who are

alike tend to interact with each other more.

*Source Likability*

Source likability is another subdivision in the sphere of source attractiveness. Source Likability is the relation from an individual or consumer toward a physical or emotional trait of the information (Kiecker & Cowles, 2001; Teng, Khong, Goh, & Chong, 2014). Likability is the affection towards an individual from viewing their physical appearance, characteristics and behavior (McGuire, 1985). This notion can be concluded from several studies in the past which indicated that the source likability has a great influence to the change in attitude (Chaikem, 1980; DeBono & Harnish, 1988). Furthermore, the concept of likability, demonstrates that the liking of a consumer tends to affect the liking of the brand that the influencer is associated with. This leads to the point to why influencer marketing is a mainstream tool within a company's marketing strategy (G. Belch & M. Belch, 1994). Also, Jain and Posavac (2001) found that the higher likability there is towards an endorser, the higher there is attention to the brand which facilitates message recall.

*Source Familiarity*

Source Familiarity is defined as "the intepretation of a source through exposure" (Erdogan, 1999, p. 299). In the recent years, third party endorsers have approached a new way of communication in which they try to increase their level of familiarity with the public . This interesting wave has stemmed from the rapid increase in media channels. Given the credit  to the already familiarity endorsers already have with the public, companies are more certain  in placing them in their advertisement campaigns. For instance, a famous basketball player, Lebron James, signed a contract in 2003 with a well-known athletic apparel manufacturer for $90

million (Fizel, McNeil, & Smaby, 2008). A study by Martin (1996) supported that strategy, since an endorser should be loved by public and recognizable. In a study conducted to observe the effects of gender in the transfer of the meaning process, Peetz, Park and Spencer, 2014 found that respondents are more favorable to male athletes than female athletes as brand endorsers. The study showed that men athletes are more recognizable in sports and more engaged in sports than females. The attribute of familiarity appears to be stressed when the endorser is perceived to be alike, well-known in a particular circle, or a celebrity.

In summary, different types of sources play an important role in the communication process which results in consumers' behavior. The source characteristics model uncovered different dimensions of sources such as Source Credibility and Source Attractiveness. There are extensive reviews that provides an in-depth understanding of each dimension. Source Credibility is a multi-dimensional construct that points out several aspects such as expertise, and trustworthiness (Ohanian, 1990). McGuire (1985) has composed the source attractiveness model, individually, which theorized a third person endorser effectiveness that is based on the attribution of these three qualities: similarity, likability, and familiarity. Attribution included in this model have proved themselves in enhancing the target audiences' perception of an advertisement (Baker & Churchill, 1977) and increase purchase intentions (Petroshius & Crocker, 1989).

In recent development of the model, attractiveness has been added to the original two factors, expertise and trustworthiness, in the source credibility model (Ohanian, 1990) due to a more digitalized and contemporary celebrity or influencer

endorsement strategy. Attractiveness is concluded that it is also a key player of a persuasive role in conveying a message from a source to receivers. (Dion, Berscheid, & Walster, 1972). Therefore, this study will adopt the source credibility dimensions from Ohanian (1990). It is sufficient to measure the influencers' characteristics as it covers three factors which are attractiveness, expertise, and trustworthiness.

**Consumer Behavior**

Consumer behavior is defined as behavior of consumers that has shown in the act of purchasing, using, searching, or assessing products that they expect to meet their needs (Schiffman & Kanuk, 2004). It is an ongoing process that individual or group selects, purchases, disposes products or experiences to meet their needs and wants (Solomon, 2015). Consumer behaviors happen purposely, not accidentally as it is the process of decision-making that happens independently or dependently (Al-Jeraisy, 2005). It consists of both physical and psychological activities. Mullen and Johnson (1990) suggested that consumer behavior is also formed by a sequence of stimuli, apart from just one stimuli. For instance, when a consumer purchases a cosmetic product, he or she did not consider just the cost of product, but the consumer had considered other factors as well which are the characteristics of the product, the brand image, as well as their past experiences with the particular product.

To fully understand consumer behavior, the researcher shall understand the concepts related to the behavior. Consumer behavior is depicted by factors, internal and external, that represents their purchase behaviors (Phongpanich, 2015). In general, there are three parts that should be understood, which are cognition, affection, and conation. In this study, the researcher's focus will be primarily on the

affection and conation parts, which are consumers' attitude and their purchase intention. Cognition will be explained in brief, while affection and conation will be discussed specifically.

### *Cognition*

Recognizing, rationalizing, and reaching a decision towards a stimuli are comprised in the cognition process. Example of stimulus are people, objects, and events (Chisnall, 1995). Cognition is the first component way beyond attitude and intention. The result of cognition is an evaluation of the product (Mullen & Johnson, 1990). It is also a compilation of consumers' beliefs toward the object (Solomon, 2015).

### *Affection*

Affection describes the emotional experience which includes moods, evaluations (Chisnall, 1995). Attitude is mirrored after the consumer was exposed to the stimuli and their opinion towards the object from the first stage, cognition. Attitude is the likelihood of how to consumer would react in a positive or negative manner towards the object (Assael, 1998; Fishbein & Ajzen, 1975; Lutz, 1991; Schiffman & Kanuk, 2007). While Hoyer and MacInnis (2001) defined attitude as an overall opinion that illustrates the level a person is in favor or disfavor. Solomon (2015) also added that after the consumer decides their opinion on something, their attitude lasts for a long time.

*Consumer Attitude*

Hogg and Vaughan (2005) explained attitude as beliefs, feelings, and behavioral tendency towards certain item, symbol, groups, or individuals. Furthermore, attitude has stemmed from learning and experience and it will act as an agent to respond in a consistent manner toward a product, which can be positive or negative (Moutinho, 1987). Attitudes have been further described as relatively enduring organizations of beliefs around objects or situations which predispose one to respond in some personal and unique manner (Rokeach, 1968).

Since attitude is something that cannot be directly observed but it has a power which will create behavior and will allow marketers to apply measurements to predict behaviors towards a product, service, or the brand (Lutz, 1991). Attitude is one of the significant topics that marketers focus on, when discussing about consumer behavior or planning strategies because it can reflect an adequate and well-round evaluation based on its associations. Consumer attitude have an influence over feelings which affect their behavior (Fishbein & Ajzen, 1975).

Attitude is formed by learning information about an object, direct experience with the object, or both. Marketers should always keep in their strategies to communicate with their consumers in the right way because this will construct a positive attitude towards their products or the brand (Assael, 1998). Attitude can be formed at any stage. To emphasize, it can be formed at the point of purchase or at point of consumption (Wacharakorn, 2019). For instance, a consumer might have an indifferent attitude towards a newly launched make up product with "photo luminescent technology", which claims to filter out harsh light and refine the appearance of the users' skin complexion. Nevertheless, after he or she received a free

product testing at the brand's counter, he or she finds the effect of the product

satisfying (Schiffman & Kanuk, 2007).

As a result, positive attitude towards the newly launched make up product is

most likely to be formed. Furthermore, several attitude towards an object can be

formed, thus, each of the attitude will be parallel to the situation that is faced (Assael,

1998). For instance, Consumer A feels satisfied with the foundation (makeup product)

she uses every day. However, she slowly grows interest in another type of foundation

which gives a fuller coverage on her face, as she has to attend formal events more

often these days. When the interest for a fuller coverage foundation increases,

consumer A feels that a fuller foundation provides a better solution towards her needs.

(Assael, 1998).

Even though attitude is a matter of stability, it can also be altered (Schiffman

& Kanuk, 2007).  Attitude results from various factors and sources. Eysenck (1978)

has also written that attitudes result from physiological factor within the individual.

They can also result from personality variables such as needs, wants, or self-esteem.

As consumers' attitude form and develop through learning and experience, the

process forms the attitude in a positive or a negative way towards a product, service,

or a brand. Consumers attitude which is developed over time can be strongly affected

by internal and external factors such as daily experiences, personal experiences,

events, news, family, peer groups and personalities. Marketing approaches are also

one of the factors that influence attitude change among consumers (Assael, 1998).

Two dimensions of attitude are widely accepted and discussed; valence and

intensity. The valence of an attitude indicates the outlook of an attitude towards the

object, which is in a negative or positive path. The intensity is the extent of the

consumers' attitude which lays on an object both in intense or hesitant manner (Fishbein & Ajzen, 1975). Nevertheless, Hoyer and MacInnis (2001) attitude accessibility, attitude persistence, and attitude resistance also plays a role, apart from valence and intensity. Attitude accessibility is the degree of complexion to reclaim attitude from the individual's memory. Attitude persistence exhibits the attitude's endurance as it is related to the duration an attitude has been formed. Lastly, attitude resistance is the complexity level to alter an individual's attitude.

*Components and Models of Attitude*

Uni-dimensional view and tripartite view of attitude (Assael, 1998; Fishbein & Ajzen, 1975; Lutz, 1991; Schiffman & Kanuk, 2007) are the two utmost views that best illustrate the formation of attitude. Cognition (belief), affect (attitude), and behavior (conation) are the three elements of attitude. In uni-dimensional view, attitude consists only one component, which is affect (Lutz, 1981). Cognitive occurs first. While attitude and conation develops, consequently. Yet, all components have influence on each other as a flow (Hewstone, Stroebe, & Jonas, 2008). This means that belief is the first step that is formed when a consumer learns about a product. Then, attitude will be formed, which can turn into purchase intention and behavior, depending on whether or not the attitude is positive.

The Tripartite view has been adopted and embraced widely (Greenwald, 1989) and serves as the first settlement of overall contemporary analyzation of attitude (Ajzen, 2005). Cognitive is the first component of the tripartite view. The cognitive dimension of an attitude refers to an individual's beliefs about their personal attitudes toward objects (Piderit, 2000). For instance, consumer B believes that a particular

brand sells low quality products. Affective is the second component, which is how the consumer actually feel about something, which is either positive or negative. Eagly and Chaiken (1998) define this dimension as feelings, moods, emotions, and sympathy that individuals experience in relation to an attitude object. The third of the tripartite view of attitude is the conation or the behavioral component. This component is an action that individual might perform or react towards the object (Lutz, 1991; Schiffman & Kanuk, 2007; Solomon, 2015).

Figure 2.1 Tripartite view of attitude
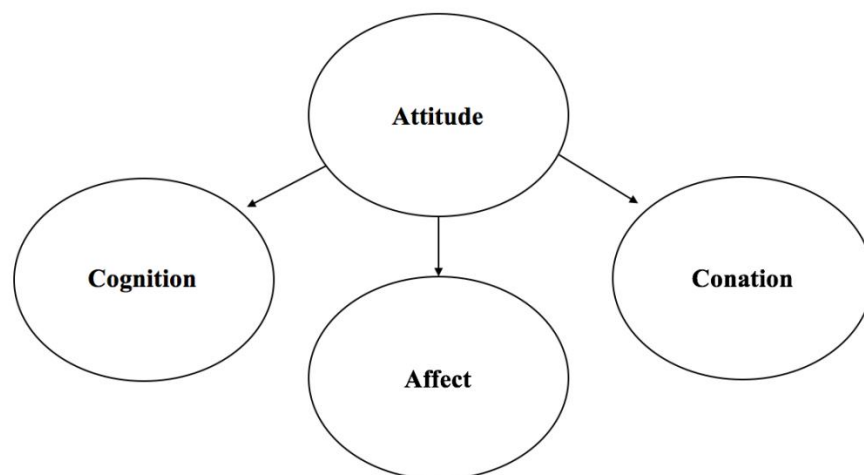


Source: Lutz, R. J. (1991). The role of attitude theory in marketing. In H.H.

Kassarajian & T.S. Robertson (Eds.), Perspectives in consumer behavior (4th

ed., p. 317- 339). Englewood Cliffs, NJ: Prentice Hall, p.319.

The figure demonstrates the Figure 2.1 which is the diagram of the tripartite view of attitude and is regarded as a more complicated, comparing to the unidimensional view. Cognitive, affective, and conative elements are included in the tripartite or multi-component view (Fishbein & Ajzen, 1975). It illustrates all three

essential elements to attitude. The hierarchies of effects explain further about the

relation between the three components.

*Models of Attitude*

Hierarchies of Effects

      The concept that clarifies the relation of the three elements, cognition, affect,

and conation, is called "hierarchy of effects" (Solomon, 2015). Each hierarchy

determines the phase pointing to attitude, depending on situation and types of

products. Figure 2.2 describes the summarized information of the following

hierarchies.

Figure 2.2 Hierarchies of Effects Model
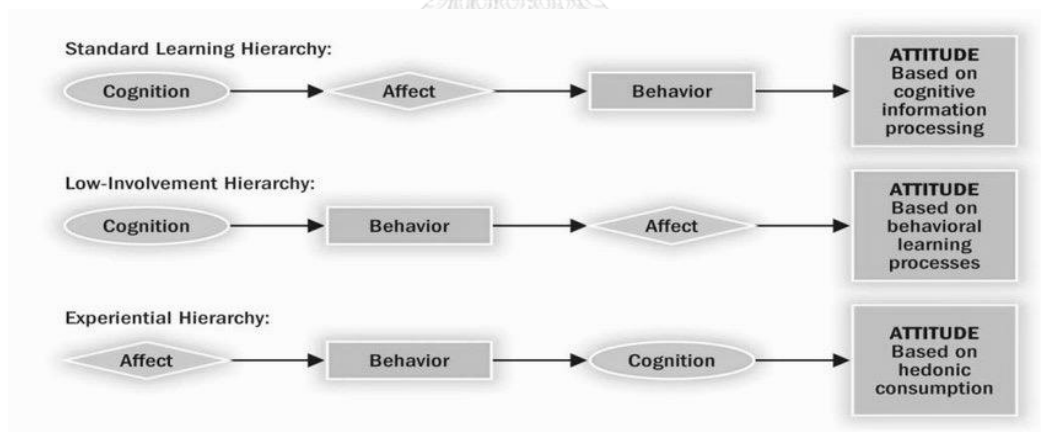


Source: Solomon, M. R. (2015). *Consumer behavior: buying, having, and being* (11th

      ed.). Boston, MA: Pearson, p.287.

      The first hierarchy is the hierarchy which acquires high involvement. This

hierarchy refers to purchasing a product to solve a particular problem or their

functional needs. Consumers are eager in doing research toward information about a

particular product before the point of purchase. Consequently, belief and attitude is

formed to make purchase decision (Assael, 1998). The step of this hierarchy could be

remembered as "Learn-Feel-Do". The second hierarchy, low involvement hierarchy,

is the complete opposite of the first hierarchy because consumers act before they think

(Assael, 1998).  In a low involvement context (Lern-Do-Feel), attitude, whether it is

positive or negative, might not be created prior their first purchase. He or she

purchases first, then decides whether he or she is favorable to that product or not, after

trying. Yet, after a low involvement purchase, weak attitude can still be formed which

could still effect purchases in the future. Therefore, there is a higher tendency where

consumers presumably respond to stimulus which could be at the stake of decision

when they purchase (Solomon, 2015). Thirdly, the experiential hierarchy

demonstrates that consumers purchase products upon their emotion or feelings. The

type of product that is effective with this kind of involvement are products that

consumers enjoy receiving experience of the brand such as brand name, design, and

advertising (intangible attributes), not the brand's actual performance. Experiential

hierarchy consumer is prone to be conscious of stimuli such as symbolism

(Wacharakorn, 2019). If the product is perceived as satisfying, it is not essential to

have an impact on the consumers' belief (Assael, 1998). The step of this hierarchy is

simply explained as "Feel-Do-Learn" process.


Fishbein's Multi Attribute Model

One of the popular attitude models is the Fishbein Multi-attribute attitude

model. It is classified within the linear multifunctional model (Hair, Bush, & Ortinau,

2006). Fishbein (1967). In simpler words, this model is represented by a linear equation, measuring a person's attitude towards an object (Alsamydai, Alnaimi, & Dajani, 2015). Fishbein's theory showcases that the evaluations of salient beliefs is the cause of overall attitudes (Peter & Olson, 2010). The model captures a person's attitude toward their behavior toward a certain, given object.

Fishbein model is created from the theory of the creation and alternation of the attitude. Its basic yet principle role is in the acceptance or the refusal an object. Measurement of attitude can be done in a various attempts on a multi- dimensional base, the term determines the way individuals evaluate the properties. After evaluation results are processed in order to determine attitudes towards the object. This model suggests that the individual selects an alternative that receives the highest evaluation or the most important attributes that an individual finds important, not on every attribute of the subject (AlSamydai & Rudaina 2005).

It is indicated that the concept of attitude has been classified into a trio of affection, beliefs, and values and cognition (Fishbein & Ajzen, 1972; Olson & Zanna, 1993). The equation of Fishbein model is:

$$Aj = \sum_{i}^{n} ai * bij$$

Aj = Attitude toward the object (product, service)

Ai = Importance of the attribute

bij i = Belief about the product's attribute

n = Number (n) of attributes

*Conation*

The conation stage consists of purchase intentions and purchase behaviors. This stage is formed after consumers are revealed to the stimuli and the created attitude. After that, purchase intention and purchase decisions will be created when consumers' feelings or opinions towards an object is formed. Since one of the study's objective is to explore the relationship between an influencer's characteristics and purchase intentions towards Clé de Peau Beauté brand, purchase intention would be the main focus.

*Definition and Factors That Influences Purchase Intention*

Consumer purchase intention can be interpreted as consumers' likelihood to purchase a product (Assael, 1998). Intention to purchase is considered as the pointed direction for the actual purchasing behavior (Mullen & Johnson, 1990). Since purchase intention is considered as an outcome of cognition and affection, conviction to purchase something is usually derived from a positive attitude towards the product itself. Therefore, purchase intention showcase the eagerness to continually purchase a product in the future (Bickart & Schindler 2001; Doh & Hwang 2009; Lee & Youn 2009; Kumar & Benbasat 2006). A study conducted by Younus, Rasheed, and Zia (2015) indicated that there are factors that affect customers' purchase intentions which are customer knowledge, third-person endorsement, and packaging. Purchase intention can be a predictor of the companies' performance as well as a measuring tool of advertising effectiveness.

Referring to earlier studies, they described that if the influencer are able to integrate their persona to the brand's standard, they shall acquire a beneficial to convince consumers to make a purchase. Djafarova and Rushworth (2017) described

that influencers with credible characteristics have the power to enforce positive brand attitudes due to consumers' trust. Influencers are a most convincing reference for potential clients to decide on a purchase. This could mean that credibility in influencers holds a higher impact on purchase intentions (Djafarova & Rushworth, 2017).

### Attitude and Its Influence on Purchase Intention

Researchers in the past inspected the relation between consumers' attitude and their purchase intention (Royo and Casamassima, 2011). A positive link between those variables have been pointed out even though past researches regarded purchase intention and attitude as an independent variable (Verhallen & Pieters, 1984). Ajzen and Fisbein (1980) proposed a concept that attitude has an impact on consumers' purchase intention since they have already evaluated the product or object in a positive or negative direction. Different attitudes can be formed by consumers which could be the determinant of their purchase intention (Eagly & Chaiken, 1993). The more the favorable of the product, the more they would want to make a purchase. Other researchers also discovered that attitude has an influence on purchase intention (Budiman, 2012; Jafar 2014; Mahesh, 2013).

In conclusion, understanding consumer behavior is significant for marketers. Attitudes towards and object or actions could be the determinant of the consumers' intention to buy or actually buy a particular product (Eagly & Chaiken, 1993). Ajzen and Fisbein (1980) proposed the concept that attitude influences consumers' purchase intention as they concluded that the tendency of purchase intents are affected by the

degree of the attitude. In this study, attitude is the evaluation of how an individual feel towards something, positively or negatively.

**Influencer Marketing**

*Overview of Influencer Marketing*

Social media had a distinctive impact on how two types of businesses, both business to business (B2B) and business to consumer (B2C), engage with their audience. Keller and Berry (2003) mentioned that companies should observe who is considered as influential in the community, regarding to their brand. As the marketing strategies evolve, advertising techniques that leverage online communication to influence brands' target consumers have become more prominent. Together with social media, the number of influencers grows gradually.

Influencer marketing is the engagement between social media influencers, who are usually independent self-own endorsers that are capable of shaping audiences' attitude through the use of their creative blogs and social media platforms (Gulamali & Persson, 2017). There is usually a partnership agreement between the brand and an influencer. Influencers on social platforms are hired to accelerate a brand recognition or its products on social media accounts (Milnes, 2016). The brands' target will then collaborate the influencers' image with the brand (Lim,Wang, Gu, & Oakley, 2016). Doing this will transfer the opinions and viewpoints from the influencer itself too the partnered brand or products (McCraken, 1998). Agam (2017) has glorified social media influencer's persuasion power as 'an effective alternative for celebrity endorsement'.

Traditional influencer marketing in the past is involved in recruiting a celebrity or a spokesperson. Influencers are usually not associated with a particular company in the first place, but his or her number of followers and "expertise" in a particular field makes him or her an attractive option for brands to partner with. A believable persuasion to buy or do something mostly comes from a source that consumers trust (Bughin, Doogan, & Vetvik, 2010). Past studies mentioned that classic marketing approaches are less effective than marketing approaches that are engaged in the target consumers' living environment (Bansal & Voyer 2000; Kempe, Kleinberg, & Tardos, 2003).  In another words, influencer marketing is a spreading of "word- of-mouth" marketing strategy in which connected social media platform owner who possess the great credibility, high follower counts, and power to boost the positive word-of-mouth to a targeted market segment, receive profits in exchange for their persuasive marketing scheme to their followers" (Goldring & Baiyun, 2017). This is a great proof that the positive effect and marketed content influence the consumer behavior in terms of attitude and their purchase behavior.

To sum up, influencers are people who share contents regularly about a product or service by providing comments, providing useful information and also updating upcoming trends or products that are released on the market. When an individual's recommendations are being followed by others, they could be considered as influencers (Antonides & Raaij,1998).

The beauty industry is one of the industries that have proved the success of influencer marketing. Cosmetic companies rely on advertisement and the trustable brand recognition to invite new customers, while retaining a customer base (Kumar, Massie, & Dumonceaux, 2006). Mansor, Ali, & Yaacob, 2010). The products that are

sold in this industry is uniquely set up by an individual and the group that consume

the products (Johnston & Taylor, 2008). One of the solutions to stand out and attract

more consumers for the cosmetic industry is to incorporate with influencers to do a

branding campaign. Companies recruit influencers to closely link consumers to the

brand's content and the product they offer (Spencer, Harding, & Sheahan, 2014).

Influencers, especially in social media, use their status on social media to

manage authenticity, which is communicated to targeted consumers (Gillin, 2007).

While these influencers may have high amount of followers, they are still considered

relatively small powerhouse in comparison to traditional celebrities' cultures and

other forms of contemporary media, such as television and magazines. The types of

influencers will be discussed further. For instance, influencers on social media have

the nature of engaging with their followers than mass media's celebrities or media

formats, furthering the ideals that this is a closer and familiar relationship. Brands

foresee influencers credibility and trustworthiness of influencers, that is one of the

reasons why they select and employ potential influencers to represent their products

(Booth & Matic, 2011).

Influencers create a great bond with their followers as they perceived as a real

user which are able to provide useful information about the brands or products they

consume (Gnegy, 2017).  Moreover, as they continue to gain more followers based on

initial content generation, the direct communication will help them in further create a

great tie with their followers. There is an essential level of revere gathered through the

originality of the content generator or the influencer.

*Types of Influencers*

Influencers and their characteristics have been a topic of interest among researchers (Eirinaki, Monga, & Sundaram 2012). However, there is an evident limitationof academic researchs which are conducted on the grounds of classifying and categorizing types of social media influencers and their follower counts, yet there are some researches regarding other types of influencers. In practice, social media influencers divided based upon their number of followers, with some researchers suggesting the classification can be made mainly as micro-influencers (small following) and macro-influencers (large following) (Hatton, 2018; Porteous, 2018). Veirman, Cauberghe, and Hudders (2017) identified two different groups of influencers which are micro and macro influencers. These two groups are differentiated based on their popularity or the number of their followers. Veirman et al (2017) formerly classified influencers by their number of followers.

However, they can be further segmented into small sectors which includes nano and mega influencers. Nano influencers are social media users who have 1,000 to 5,000 followers (Komok, 2020). According to Mavrck, an influencer marketing agency, mega influencers belongs in the highest rank among its category. Mega influencers are A-lists celebrities, artists, athletes and social media stars whose social media follower lists exceed a million.

Since there is no conclusive definition of influencer types, each study segments are distinguished on their own notion. For the purposes of this study, the crucial types of influencers are generously defined as below.

*Micro Influencers*

Micro influencers are individuals whose audiences are smaller, when comparing the macro influencers. The generic number of followers for micro influencers generally do not surpass 500,000. Usually, micro influencers are members of a niche group which belongs to a particular interest, such as fashion, beauty, food, and fitness. (Adams, 2016; Barker, 2016; Browne & Fiorella, 2013; Philips, 2017). In other words, micro influencers are individuals who are well-known in their social circle such as friends, acquaintances, or colleagues (Brown & Fiorella, 2013). Since micro influencers have smaller and more niche group of audiences compared to macro influencers, the net cost of their image and their advocacy are relatively inferior to macro influencers. (Agam, 2017).

Micro influencers develop through their continually increased commitment, interaction, and authenticity they have done with their audience. Since they are working with the close set of audience, their content seems to be less mass and all-round, producing specific content that connects specifically and to their followers' interests (Barker, 2016). Bernazzani (2017) and Chen (2016) studied how micro influencers are perceived as a "relatable person" which could be someone close to their audiences  such as a friend, relative, or family member. The researchers concluded that the consumers perceive these influencers as a 'relatable person' who they can connect easily in real life. This is one of the reasons why micro influencers have gained popularity among brands (Chen, 2016).

*Macro Influencers*

Macro influencers holds a larger follower counts, comparing to micro influencers which are up to a million (Barker, 2016; Geppert, 2016; Vermani, 2017). This bigger amount of audiences provides brands the possibility to have a higher reach and can create a credible deal of brand awareness (Mackey, 2016). Macro influencers creates their audience through captivating content and regular and frim interactions that they intentionally create with their audience (Word-of-mouth).  In other words, macro influencers could be considered as individuals who are admired by their followers such celebrities, public figures, or individuals in social media with high follower counts (Brown & Fiorella, 2013).

Macro influencers are sometimes traditional media celebrities that also have influence over individuals on social media platforms as well, as they are able to connect and portray brand images in their social media platforms the same way as offline platforms (Korchia & Le Roy, 2012). Despite this, according to Geppert (2016) celebrity endorsement and macro influencer endorsement still have certain overlapping characteristics, yet they are un-similar. With the same concept, celebrity's endorsement consists on pairing a celebrity of the influencer as the conditioned stimulus and the brand which the unconditioned stimulus to create a conditioned response (endorsement) (D'Hooge, Cauberghe, & Hudders, 2014; Sweldens Van Osselaer & Janiszewski, 2010).

The celebrity who was not formerly partnered with the brand, is repeatedly correlated with the brand in order to transfer its value to the target market, conditioned stimulus with a conditioned response is then formed  (McCraken, 1998; Sweldens, Osselaer, & Janiszewski, 2010; Till & Shimp, 1998; Till, Stanley &

Priluck, 2008). When comparing to traditional celebrity endorsements, macro influencers are more interactive since the communication, tone, form and content are directed solely by their team (Barker, 2016; Geppert, 2016; Jalil Vand & Samiei, 2012). The primary contrast between celebrity endorsement and influencer marketing is that celebrities have to maintain the company's positive brand image but macro influencers strong point is their 'earned media' (Geppert, 2016).

Since credibility is an outstanding characteristic for macro influencers, this could mean that macro influencers have a higher possibility to influence consumers and perform better advertising effect, compared to other types of influencers Thus, credibility is not the sole matter that can cause a higher advertising efficiency. Likeability is also one of the factors. Having a larger pool of audience facilitates micro influencers in becoming more likable through their reputation (Chapple & Cownie, 2017). The more likable a person is, there is a higher rate of them being seen as attractive and credible (Chapple & Cownie, 2017; McGuire, 1985). Apart from that, macro influencers possess higher "likes" when comparing to their micro influencer due to their follower size in general. Having higher number of likes could lead to higher dependabiltiy level and positive view from consumers (Wang, 2006). Thus, macro influencers are sometimes perceived as less trustworthy than micro influencers in certain context because their endorsements can be interpreted as manipulation rather than a simple persuasion.

In certain studies, however, it is mentioned that macro-influencers are sometimes counted as less credible than micro-influencers, this is because people are reluctant when they acknowledge the large number of followers. This could be interpreted that their endorsements can lead the consumers to believe that their social

media posts as an insincere persuasion tactic (Hwang & Jeong, 2016). Overall, it is concluded that macro-influencers are more believable to audiences' brand awareness when using a subtle and smooth advertising gags, since this casually presents their endorsed product, and potentially avoids hesitation and denial (Lu, Chang, & Chang, 2014).

### *Advantages and Disadvantages of Influencer Marketing*

Despite the characteristics of the types of influencers; micro and macro, there are certain advantages and disadvantages in the big picture of influencer marketing. Katai (2018) claimed that social media influencer marketing has proven to be an effective way to boost brand awareness, sales, as well as its official website traffic. Moreover, high impressions, engagement, reach, action, revenue as well as return on investment are key components for measuring the effectiveness of social media influencer marketing (Pomponi, 2018). Social media influencers, furthermore, improve a brands search engine optimization as their content usually links back to the websites of the brands that they endorse. It is also argued that social media influencers increase brand authority and help brands to become an industry leader as they are regarded to be trustworthy experts in their chosen niches. This help brands to earn their consumers trust and loyalty (Baker, 2018).

However, with the rise of influencer marketing where brands are working closely with the group of influencers who can strongly encourage consumers, they may perceive that the strategies are misleading or untrustable advertising tool, in certain occasions. This might be because the audiences see these posts on their social media newsfeed without knowing the association between the influencer and the

brand, the false perception then guide consumers to reject the content (Boerman, van Reijmersdal, & Neijens, 2013). Above all, doing so would jeopardize the consumers' trust towards brands. Sponsorship disclosure is one of the disadvantages in the tactic of influencer marketing, if the partnership is not properly announced, consumers will naturally think that the particular influencer recommends a product or services due to their personal experiences (Sammi, Lincoln, & Pomponi, 2016).

While scrolling on social media newsfeed, hashtags are added to the photo description. For instance, hashtags include the brand's name and even adding "#sponsored". However, there is no certain and standard style of sponsorship acknowledgement on a social media platform. When sponsored Instagram picture or video is perceived, the user will know that this product is sponsored and arranged to hopefully positively build the user's notice. In reality, this way has brought several reactions, in favor or otherwise (Ewers, 2017). Paid-sponsorships reduces the rating of the influencer, if not declared (Liu, 2019), this cause the doubt in consumers towards the authenticity of the usage. However, the declaration makes it noticeable for consumers to realize whether it is a paid partnership or not. In another view, honestly telling that the content is sponsored by a company might seem to be good for consumers, yet it could harm the performance of the method (Liu, 2019).

In summary, influencer marketing is an effective choice among brands to promote their products of services. However, influencers should understand the point where they are standing as "brand ambassadors" while managing their authenticity and social capital, toward portraying a positive image for themselves, their followers, and the partnered brands.  For brands, collaborating with influencers, instead of traditional celebrities or spokesperson through mass media can help reach relevant

audiences. Influencer marketing have been proven among beauty brands for its effectiveness in reaching out to target consumers.

### *Conceptual Framework & Hypothesis*

From what has been reviewed, source characteristics have been strongly pointed out to be related with consumers' affectiveness or behavioral responses (Ohanian, 1990). As a result, this current research digs down the relationship between the three dimensions of source characteristics which are comprised of source attractiveness, source trustworthiness, and expertise, consumers' attitude, and purchase intention. Figure 2.3 portrays the conceptual framework utilized for this study with one hypothesis.

Figure 2.3 A conceptual framework for the current study
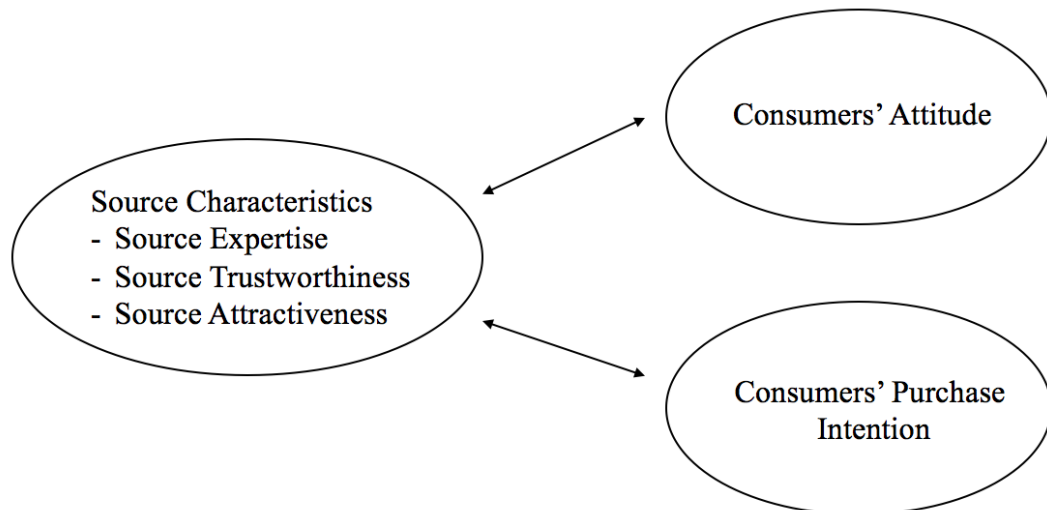


H1: Source characteristics have a positive relationship with consumers' attitude and purchase intention towards Clé de Peau Beauté brand.

# CHAPTER 3

# METHODOLOGY

The research is based on quantitative approach aiming to examine the characteristics of Clé de Peau Beauté's brand influencer, consumers' attitude, and purchase intention. Moreover, it aims to explore the relationship between the influencer's characteristics, consumer attitudes, and purchase intentions. A questionnaire was used as a tool to collect data. The details of the research sample, sampling method, research tool, variable measurement, data collection, and data analysis is explained in this chapter.

**Research Sample and Sampling Method**

This research used a quantitative approach through a survey research. The sample of this research are consumers who are middle aged (36 to 55 years old) of any gender. The reason is because they are the main target customers of the Clé de Peau Beauté brand. Furthermore, they must have recently purchased Clé de Peau Beauté's products in the past three months so that they can retrieve existing experiences.  Most importantly, they must be aware that Manatsanun Panlertwongskul (Donut) is the brand's influencer. Two hundred respondents were asked to participate in the survey, which is a sufficient to be calculated statistically (Delice, 2010). To be in line with the above requirements, a purposive sampling technique was used to select the sample from the population as this type of sampling is very useful in situations and easy to reach a targeted sample quickly (Crossman, 2019).

Therefore, the criteria are as followed;

1. Respondents must have recently purchased Clé de Peau Beauté product in the past three months

2. Respondents must be within the age between 36 to 55 years old (middle aged)

3. Respondents must know that the influencer of Clé de Peau Beauté' is Manatsanun Panlertwongskul (Donut)

The questionnaire was distributed through online channel. Certain online channels were purposively selected to reach targeted respondents which were Facebook groups and official Line chats. The reason that these channels were selected is they are specifically arranged for luxury beauty brands consumers, including Clé de Peau Beauté brand. On top of that, the groups have a high number of members which would facilitate the data collection. The selected online channels are listed below.

Table 3.1 Selected online channels to reach targeted respondents

| Name | Link |
|------|------|
| Review Cosmetics By Jeban | https://www.facebook.com/groups/ ReviewCosmeticbyJeban/ |
| Skincare Sharing | https://www.facebook.com/ groups/1178665118994559/ |
| Makeup Updates | https://www.facebook.com/ groups/2011592755795061 |
| Expensive Skincare Reviews | https://www.facebook.com/ groups/289393332033232/ |
| How To Be Beautiful | https://line.me/ti/g2/3L9O9p8rH GR7ScMHUQqT-Q?utm_source=invitation& utm_medium=link_copy&utm_campaign=default |

**Questionnaire Format**

In this research, a questionnaire was used to collect data from the participants

and is formulated in Thai version (See Appendix A). The questionnaire consisted of

five sections, including screening questions, influencer's characteristic, consumers'

attitude, purchase intention, and demographic questions with the total of 32 questions.

The first part of the questionnaire is the screening question. It has three

questions to filter the participants to be middle aged (36-55 years old) who have

recently purchased Clé de Peau Beauté products in the past three months.

Furthermore, the participants must know that Manutsanun Panlertwongskul (Donut) is

the Clé de Peau Beauté's influencer. Those who are not a match with the criteria would not be included in this study.

The second part of the questionnaire examined the influencer's characteristics, Manatsanun Panlertwongskul (Donut). This section explores how much respondents will agree or disagree with 15 statements covering three dimensions: trustworthiness, attractiveness, and expertise. Five questions were asked for each dimension.

The third part consists of five statements reflecting consumers' attitude toward Clé de Peau Beauté.

The fourth part of the questionnaire focused on purchase intention with five statements to explore consumer purchase intention.

The last part of the questionnaire is basic demographic information which consists of three questions: gender, educational level, and monthly income.

**Measurement of Variables**

This research focused on three variables which are influencer's characteristics, consumers' attitude, and purchase intention. The measurement scales which would be used to measure the three variables are described below.

Source characteristics, the first variable, are the features of sources, which consist of trustworthiness, attractiveness, and expertise (Ohanian, 1990). The measurement scale was adapted from previous studies of celebrity endorsement (Baker, 2013). 15-item five-pointed semantic differential scale was used to measure Clé de Peau Beauté influencer's characteristics, indicating their level of agreement of the influencer's characteristics from positive (5) to negative (1). The scale has shown a high reliability of 0.80.

Sample statement items are demonstrated below

**Source Attractiveness:**

| Attractive | 5 | 5 | 3 | 2 | 1 | Unattractive |
|---|---|---|---|---|---|---|
| Classy | 5 | 4 | 3 | 2 | 1 | Not Classy |

**Source Trustworthiness:**

| Trustworthy | 5 | 4 | 3 | 2 | 1 | Untrustworthy |
|---|---|---|---|---|---|---|
| Dependable | 5 | 4 | 3 | 2 | 1 | Undependable |

**Source Expertise:**

| Qualified | 5 | 4 | 3 | 2 | 1 | Unqualified |
|---|---|---|---|---|---|---|
| Skilled | 5 | 4 | 3 | 2 | 1 | Unskilled |

**Consumers' Attitude**

For the consumers' attitude, a five-pointed semantic differential scale, developed by Spears and Singh (2004), was utilized. The scale consists of five items. The reliability score of the attitude measurement scale is 0.85. The scale indicates the level of agreement from positive (5) to negative (1) with the following statements.

| Appealing | 5 | 4 | 3 | 2 | 1 | Unappealing |
|---|---|---|---|---|---|---|
| Good | 5 | 4 | 3 | 2 | 1 | Bad |
| Pleasant | 5 | 4 | 3 | 2 | 1 | Unpleasant |
| Favorable | 5 | 4 | 3 | 2 | 1 | Unfavorable |
| Likable | 5 | 4 | 3 | 2 | 1 | Unlikable |

**Purchase Intention**

   For the purchase intention, a five-pointed semantic differential scale,
developed by Spears and Singh (2004), was also be utilized. The scale consists of five
items with 0.87 reliability score. The scale indicates the level of agreement from
positive (5) to negative (1) with the following statements.

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| Would purchase | 5 | 4 | 3 | 2 | 1 | Would not purchase |
| Definitely intend to buy | 5 | 4 | 3 | 2 | 1 | Definitely intend not to buy |
| Very high purchase interest | 5 | 4 | 3 | 2 | 1 | Very low purchase interest |
| Definitely would consider buying | 5 | 4 | 3 | 2 | 1 | Definitely would not consider buying |
| Probably would buy | 5 | 4 | 3 | 2 | 1 | Probably not buy |

**Reliability and Validity**

   The measurement scales and items of the three variables were retrieved from
existing previous research so the reliability is acceptable. That is the Cronbach's alpha
values are more than 0.7 (Fraenkel & Wallen,1996). To check content validity, the
project adviser examined the questionnaire. A think-aloud protocol with 10 targeted

respondents was conducted in order to ensure participants' understanding towards the language used. Apart from that, reliability was retested after the data collection.

**Data Collection and Analysis Plan**

Data was collected online during October and November 2020. The Social Science Statistical Package (SPSS) program was used to compute and analyze the data. In addition, the statistics will be run at 95% confidence level. Descriptive statistics were used to describe means and standard deviation of the influencer's characteristics, consumers' attitude, and purchase intention. Also, Pearson's Product Moment Correlation, was utilized to explore the relationship between influencer's characteristics, attitude, and purchase intention of Clé de Peau Beauté brand.

# CHAPTER 4

# RESEARCH FINDINGS

This chapter illustrates the findings of this research. An online survey was selected as the method of data collection from 200 Clé de Peau Beauté's customers. The first objective was to examine the characteristics of Clé de Peau Beauté's brand influencer, consumers' attitude and purchase intention. The second objective was to explore the relationship between an influencer's characteristics, consumers' attitude and purchase intention on Clé de Peau Beauté brand. The findings of this research are divided into five parts as follows.

1) The demographic profile of the respondents

2) The descriptive analysis of the source characteristics of Clé de Peau Beauté's influencer, Manutsanun Panlertwongsakul (Donut)

3) The respondents' attitude on Clé de Peau Beauté

4) The respondents' purchase intention on Clé de Peau Beauté's products

5) A correlation analysis to describe the relationship among the variables

**The Demographic Profile of the Sample**

The demographic section of this study represented information about characteristics of the respondents. Demographics included age, gender, education level, and average monthly income.

Two hundred respondents were qualified by the screening questions. They were middle aged (35-55 years old) who have recently purchased Clé de Peau Beauté

products in the past three months, and knew that Manutsanun Panlertwongskul

(Donut) is the Clé de Peau Beauté's brand influencer.

### *Respondents' Age*

The age range of participants was segmented into four groups. The greater

number of the respondents were 36 to 40 years old, which accounted for 74

respondents or 37 % of the sample. The second most appeared age group among

respondents was 41 to 45 years. There were 67 respondents within this age range,

with the combined percentage of 33.5 % of the sample. There were 39 participants

who were 46 to 50 years old (19.5 %). The least number of people who participated

was aged between 51 to 55. There were 20 respondents or 10 % of the sample. Table

4.1 demonstrates the respondents' age groups.

Table 4.1 Respondents' Age

| Age | $f$ | $\%$ |
|---|---|---|
| 36-40 | 74 | 37 |
| 41-45 | 67 | 33.5 |
| 46-50 | 39 | 19.5 |
| 51-55 | 20 | 10 |
| **Total** | **200** | **100** |

### *Respondents' Gender*

Female participants were the majority who participated in the questionnaire.

which accounted for 90.5 % of the sample (181 respondents). The second largest

group of respondents were male, consisted of 16 participants, making up 8 % of the

sample. There were only 3 respondents or 1.5% among the respondents who

considered themselves as *others*. Table 4.2 show the received outcome.

Table 4.2 Respondents' Gender

| Gender | $f$ | % |
|--------|-----|-----|
| Female | 181 | 90.5 |
| Male | 16 | 8 |
| Others | 3 | 1.5 |
| **Total** | 200 | 100 |

***Respondents' Educational Level***

The educational level consisted of lower than bachelor's degree, a bachelor's

degree, master's degree, and doctoral degree. The majority of the respondents held a

master's degree, accounting for 116 respondents or 58 % of the sample. There were

54 respondents (27%) with a bachelor's degree. Twenty respondents (10%) held a

doctoral degree. There were only 10 respondents (5%) who were educated below

bachelor's degree. Table 4.3 depicted the result.

Table 4.3 Respondents' Educational Level

| Degree | $f$ | % |
|---|---|---|
| Lower than Bachelor's Degree | 10 | 5 |
| Bachelor's Degree | 54 | 27 |
| Master's Degree | 116 | 58 |
| Doctoral Degree | 20 | 10 |
| **Total** | **200** | **100** |

*Respondents' Monthly Income*

Table 4.4 exhibits the standard monthly income of the respondents. Their earnings were dissected into four main groups. The result showed that the majority of participants earned between THB 60,001-80,000. This group consisted of 81 individuals or 40.5% of the sample. The second-largest group was 64 (32%) of participants, earned between THB 40,001 to 60,000 per month. Thirty-four (17%) earned more than THB 80,000 per month. The least number of participants, who earned less than THB 40,000 monthly was 10.5% of the sample or only 21 participants.

Table 4.4 Respondents' Monthly Income

| Income | $f$ | % |
|---|---|---|
| 40,000 or below THB | 21 | 10.5 |
| 40,001-60,000 THB | 64 | 32 |
| 60,001-80,000 THB | 81 | 40.5 |
| More than 80,000 THB | 34 | 17 |
| **Total** | **200** | **100** |

**Source Characteristics of the Influencer**

The source characteristics of the brand influencer, Manatsanun, were

measured as one part of the research objectives. In order to find out the respondents'

viewpoint on the features of the influencer, a combination of 15 items with a 5-point

bipolar semantic differential scale, using the three dimensions of source credibility by

Ohanian (1990). On average, the respondents rated the influencer 3.54 out of 5. This

showed that respondents had a moderate level of agreement on Manutsanan's source

characteristics, in a big picture. The dimension that had the highest overall mean score

was *source attractiveness* with 3.79, which described that the respondents found the

influencer pretty attractive. The dimension that received the second best total mean

score was *source trustworthiness*, with 3.49 out of 5.0. This shows that respondents

somewhat thought that Manatsanun was trustworthy. The dimension that received the

minimum overall mean score was *source expertise,* with a score of 3.35 out of 5.

Thus, it justifies that the participants considerably found Manatsanun to be an expert.

Table 4.5 Mean and Standard Deviation of the Source Characteristics of Clé De Peau
Beauté's Brand Influencer, Manutsanun Panlertwongsakul

| Source Characteristics | M | SD |
|---|---|---|
| Source Expertise | 3.35 | 0.57 |
| Source Trustworthiness | 3.49 | 0.58 |
| Source Attractiveness | 3.79 | 0.66 |
| **Total** | **3.54** | **0.52** |

Table 4.6 Mean and Standard Deviation of Each Dimension of Source Characteristics
of Clé De Peau Beauté's Brand Influencer

| Source Characteristics | M | SD |
|---|---|---|
| **Source Expertise** | 3.35 | 0.57 |
| Expert | 3.32 | 0.70 |
| Experienced | 3.48 | 0.77 |
| Knowledgeable | 3.30 | 0.61 |
| Qualified | 3.37 | 0.73 |
| Skilled | 3.29 | 0.64 |
| **Source Trustworthiness** | 3.49 | 0.58 |
| Trustworthy | 3.46 | 0.74 |
| Dependable | 3.40 | 0.75 |
| Honest | 3.51 | 0.67 |
| Reliable | 3.55 | 0.71 |
| Sincere | 3.53 | 0.67 |

| Source Characteristics | *M* | *SD* |
|---|---|---|
| **Source Attractiveness** | 3.79 | 0.66 |
| Attractive | 3.81 | 0.75 |
| Classy | 3.76 | 0.79 |
| Beautiful | 3.94 | 0.79 |
| Elegant | 3.68 | 0.84 |
| Sexy | 3.75 | 0.88 |
| **Total** | **3.54** | **0.52** |

Note: Source characteristics was measured by a bi-polar semantic differential scale where score 5 shows a strong agreement with the positive item and score 1 shows a strong agreement with the negative item. Cronbach's Alpha for the scale = 0.93.

The three dimensions of source characteristics which are source expertise, source trustworthiness, and source attractiveness were then analyzed individually to provide further details. The results are portrayed in Table 4.6.

For the first dimension, *source expertise*, the item which received the highest score was *experienced*, with a score of 3.48. The second highest score, which was 3.37, went to the items *qualify*. The item *expert* received the score of 3.32. The item with the second least mean score of 3.30 was *knowledgeable* The item with the least mean score under source expertise was *skilled*, with a mean score of 3.29. It is suggested that the respondents also moderately agreed with Manutsanun's skill, with regard to her expertise.

For the second dimension, *source trustworthiness*, the item which received the highest score was *reliable,* with a mean score of 3.55, followed by the item *sincere* with mean score of 3.53, and *honest* (3.51), and *trustworthy* (3.46). The item with the

least score was *dependable,* with a score of 3.40. This suggested that the respondents

only moderately agreed with Manutsanan's dependability

For the third dimension, *source attractiveness,* the item which received the

highest score was *beautiful*, with a 3.94 mean score, suggesting that the respondents

moderately agreed that Manutsanan is beautiful. The item which received the second

highest mean score was *attractive* (3.81). *Classy* received the third highest mean

score which was 3.76. *Sexy received* 3.75 mean score. Lastly, *elegant received* 3.68

mean score

The Cronbach's alpha reliability for the measurement scale of source

characteristics is 0.93, representing a high reliability of the scale. Furthermore, this

value corresponds to the original, Ohanian's (1990s) celebrity endorsers scale which

had a reliability value of 0.93.

**Consumers' Attitude on Clé de Peau Beauté Brand**

Consumers' attitude on Clé de Peau Beauté brand is explained in this sector,

which is a component of the study' objective. The respondents' attitude on Clé de

Peau Beauté was explored through the uni-dimensional view of attitude which focuses

on feelings (Fishbein & Ajzen, 1975). The attitude towards Clé de Peau Beauté brand

was assessed by using a 5-item five-point bi-polar semantic differential scale. The

average rating the respondents laid upon for their attitude towards the Clé de Peau

Beauté brand was 4.03, pinpointing that they had an affirmative attitude towards the

brand. For the attitude items, the highest score was rated on *good* with 4.13 mean

score. The second highest score was rated on *appealing* with 4.11 mean score. The

next item is *favorable* with a score of 4.03. Followed by *pleasant*, with the score of

3.97. The item under attitude with the least score was *likable*, with a score of 3.94.

Table 4.7 demonstrates the respondent's attitude towards Clé de Peau Beauté brand.

The Cronbach's alpha reliability for the attitude scale is 0.85, interpreting a high reliability of the scale. Apart from that, this value harmonizes with the original Spears and Singh (2004) scale with the exact reliability score.

Table 4.7 Respondents' Attitude towards Clé de Peau Beauté Brand

| Attitude | *M* | *SD* |
|---|---|---|
| Appealing | 4.11 | 0.57 |
| Good | 4.13 | 0.61 |
| Pleasant | 3.97 | 0.61 |
| Favorable | 4.03 | 0.58 |
| Likable | 3.94 | 0.56 |
| **Total** | **4.03** | **0.46** |

Note: Consumers' Attitude was measured using a bi-polar semantic differential scale was used, where score 5 shows a strong agreement with the positive item and score 1 shows a strong agreement with the negative item. Cronbach's Alpha for the scale = 0.85.

**Purchase Intention on Clé de Peau Beauté's Products**

This section represents the final part of the first research objective which was to study the consumers' purchase intention on the Clé de Peau Beauté brand. The purchase intention for Clé de Peau Beauté products was assessed by using a five-point bi-polar semantic differential scale.

The results in Table 4.8 mirrors that the respondents had a fair level of their urge to purchase Clé de Peau Beauté products as the mean score rated for the

participants' purchase intention was 3.95. The statement with the highest score was *would purchase* with 4.13 mean score. The statement with the second highest score was '*definitely would consider buying*', with a score of 3.95, followed by the statement, '*very high purchase intention*', with a score of 3.93. Then was the statement, '*definitely intend to buy*', with a score of 3.90. The statement under purchase intention with the least score was *'probably would buy'*. This statement was rated with 3.84 mean score.

The Cronbach's alpha reliability for this scale for purchase intention is 0.89, establishing high reliability. The value corresponds to the original, Spears and Singh (2004) scale, which had a 0.87 reliability score.

Table 4.8 Respondents' Purchase Intention on Clé de Peau Beauté's Product

| Purchase Intention | M | SD |
|---|---|---|
| Would Purchase | 4.13 | 0.71 |
| Definitely Intend to Buy | 3.90 | 0.71 |
| Very High Purchase Intention | 3.93 | 0.70 |
| Definitely Would Consider Buying | 3.95 | 0.75 |
| Probably Would Buy | 3.84 | 0.72 |
| **Total** | **3.95** | **0.60** |

Note: Purchase intention was measured using a bi-polar semantic differential scale was used, where score 5 shows a strong agreement with the positive item and score 1 shows a strong agreement with the negative item. Cronbach's Alpha for the scale = 0.89.

**The Relationship between Source Characteristics, Consumers' Attitude, and**

**Purchase Intention**

This part of the findings dives into the second research objective, which was to explore the relationship between source characteristics of the brand influencer, Manutsanan Panlertwongsakul, consumers' attitude, and their purchase intention on Clé de Peau Beauté products.

Firstly, the Pearson Correlation Coefficient was used to find the relationship between *source characteristics* and *consumers' attitude* towards Clé de Peau Beauté brand. The results are described in Table 4.9. Overall, the *source characteristics* and *consumers' attitude* is considered positive because of its correlation score is at 0.42 ($p$ = .00) with significant level of 0.05. In other words, there is a significantly moderate positive relationship between source characteristics and consumers' attitude towards Clé de Peau Beauté brand. From there, *source expertise* ($r$ = 0.40, $p$ = .00) have a positive relationship with *consumers' attitude*. Similarly, *source trustworthiness* ($r$ = 0.40, $p$ = .00), and *source attractiveness* ($r$ = 0.30, $p$ = .00) and consumers' attitude towards Clé de Peau Beauté brand has a quite positive relationship.

This implies that a relationship with the respondents' opinions on the source characteristics of Manutsanan and their attitude towards Clé de Peau Beauté is depicted. In other words, the higher the mean score for the source characteristics, the more favorable the respondents would be towards Clé de Peau Beauté brand in terms of their evaluations.

Table 4.9 The relationship between Source Characteristics and Consumers' Attitude

| Relationship Between | r | p |
| --- | --- | --- |
| Source Expertise and Consumers' Attitude | .40 | .00 |
| Source Trustworthiness and Consumers' Attitude | .40 | .00 |
| Source Attractiveness and Consumers' Attitude | .30 | .00 |
| **Source Characteristics and Consumers' Attitude** | **.42** | **.00** |

Note: Correlation is significant at the 0.05 level

In addition to that, one more correlation analysis was done to scrutinize the relation between source characteristics and consumers' purchase intention on Clé de Peau Beauté products as shown on table 4.10.

The relationship between source characteristics and purchase intention is significantly positive ($r = 0.42$, $p = .00$) at 0.05 significant level. The correlation score of source expertise and purchase intention has a highly positive relationship. The score was .46 ($p = .00$). In the same manner, source trustworthiness ($r = 0.34$, $p = .00$) also has a positive relationship with purchase intention. Source attractiveness has a positive relationship with purchase intention with a correlation score of 0.30 ($p = .00$).

This shows that there was an association with the respondents' opinions of the source characteristics of the influencer, Manutsanan. Whether it is an increase or a decrease, consumers' purchase intention towards of Clé de Peau Beauté products is likely to be related.

Table 4.10 The relationship between Source Characteristics and Purchase Intention

| Relationship Between | r | p |
|---|---|---|
| Source Expertise and Purchase Intention | .46 | .00 |
| Source Trustworthiness and Purchase Intention | .34 | .00 |
| Source Attractiveness and Purchase Intention | .30 | .00 |
| **Source Characteristics and Purchase Intention** | **.42** | **.00** |

Note: Correlation is significant at the 0.05 level

To sum up, consumers' attitude, and purchase intention, have a positive relationship with source characteristics of an influencer. The results implied that the more positive the respondents were with Clé de Peau Beauté's influencer, Manutsanun Panlertwongsakul, the more positive attitude they would have towards Clé de Peau Beauté brand. Furthermore, the more positive the respondents were with Clé de Peau Beauté's influencer, the more they would also want to purchase Clé de Peau Beauté products. The result was proven to accept the hypothesis that is source characteristics have a positive relationship with consumers' attitude and purchase intention towards Clé de Peau Beauté brand (H1).

# CHAPTER 5

# SUMMARY AND DISCUSSION

In the recent years, several brands have partnered with influencers as one of their significant marketing strategies. Nonetheless, influencer marketing is quite new to luxury brands, especially the ones in the beauty sector (Schiffer, 2020). Clé de Peau Beauté, a Japanese luxury beauty brand, has just announced its local brand influencer in Thailand, Manatsanan Panlertwongsakul (Hello Magazine, 2020). It is thought-provoking to examine the characteristics of Clé de Peau Beauté's brand influencer, consumers' attitude, and purchase intention as the first research objective. Another objective was to explore the relationship between those three variables. A quantitative approach was utilized through a survey research. Purposive sampling method was applied in order to reach 200 respondents. In accordance with the data received, this chapter includes five parts which are summary of the findings, discussion, limitation, directions for future research, and practical implications.

**Summary of the findings**

The results derived from the online questionnaire during October to November, 2020 will be explained briefly within this section. The results consist of demographic information of respondents, their opinion on the source characteristics of Clé de Peau Beauté's brand influencer, their attitude towards the Clé de Peau Beauté brand, and the respondents' purchase intention on Clé de Peau Beauté products. Moreover, the findings of the relationship between variables are also exhibited.

According to the results, there were 200 respondents who passed the screening questions and were enable to answer the questionnaire. *36-40 years old* participants were the greatest number of participants. 74 participants within that age range accounts for 37% (74 individuals). 67 participants (33.5%) were between *41-50 years old*. Apart from that, *46-50 years old* respondents made up 19.5% (39 individuals). The minority were participants between *51-55 years old* which accounted only 10% (20 individuals).

The larger part of the participants in the study were *female* (181 individuals or 90.5%). 16 respondents (8%) were *male*, while 3 respondents (1.5%) are *others*.

For participants' educational level, 58% (116 respondents) of them held a *masters' degree*. 27% (54 respondents) held a *bachelor's degree.* 10% (20 respondents) of people who contributed held a *doctoral degree.* The least number of participants 10 respondents (5%) answered "*below a bachelor's degree*".

The last demographic feature was the respondents' monthly income. The majority (81 individuals) of the respondents on average earned *THB 60,001 to THB 80,000*. 64 respondents (32 %) earned *THB 40,001 to 60,000*. 34 respondents (17%) earned more than *THB 80,000 per month.* The fewest respondents were those who earned lower than *THB 40,000* per month making up 10.5 % (21 respondents).

In order to be able to reach the research objective and to prove the hypothesis, source characteristics of Clé de Peau Beaute's influencer, Manatsanun Panlertwongsakul, was measured. The respondents' overall impression of the influencer's characteristics was 3.54 out of 5, which depicted that the respondents had an adequate positive opinion on Clé de Peau Beaute's influencer.

Diverse highlights of the influencer, in specific, were explored which were her expertise, trustworthiness, and attractiveness.

To acquire a clearer picture, apart from the overall mean score, each dimensions of the variable, source characteristics, were also tested individually. Each of the three dimensions had five items, with the total of fifteen items. The highest dimension among the three was *source attractiveness* with a mean score of 3.79. The item which gained the highest mean score within source attractiveness was *beautiful* (3.94). The item which received the lowest mean score within source attractiveness was *elegant* (3.68). Manatsanun was rated with 3.49 on her *trustworthiness.* The item within source trustworthiness that respondents rated was *reliable* (3.55). The item within source trustworthiness with the lowest mean score was *dependable* (3.40). The dimension that received the lowest mean score was *source expertise,* with a score of 3.35. *Experienced* was the item which received the highest score within source expertise (3.48). On the other hand, *skilled* received the lowest mean score (3.29).

As a part of the first objective, the findings from the online questionnaire depicted respondents' attitude on Clé de Peau Beauté brand. The attitude on Clé de Peau Beauté brand received a mean score of 4.03 out of 5.0. *good* obtained the maximum rating, with the mean score of 4.13 out of 5.0, while *likable* gained the lease score (4.08).

On top of that, purchase intention of Clé de Peau Beauté products was also measured to accomplish the first part of the research objective. The outcome presented that it is moderately possible that respondents would buy Clé de Peau Beauté products because the mean score was 3.95 out of 5.0. The statement, '*definitely would consider buying',* received the highest average score (3.95).

Meanwhile, *'probably would buy'* was the statement that received the lowest score of 3.84.

As part of the other research objective which was to test the correlation between the variables, two correlation tests were completed. In the beginning, a correlation test was done to inspect whether there was a positive relationship between the source characteristics of the influencer, Manatsanun, and the consumers' attitude towards the Clé de Peau Beauté brand. The results from the test uncovered that a powerful positive relationship exists among the influencer's characteristics and the consumers' attitude with $r = .42$. Source expertise and consumers' attitude received a correlation score of .40. In the same manner, source trustworthiness and consumers' attitude also received a correlation score of .40. Yet, source attractiveness and consumers' attitude acquired the least correlation score ($r = 0.30$).

Lastly, another correlation test was executed to test if a relationship between source characteristics of the influencer and the consumers' purchase intention on Clé de Peau Beauté's products exists. Results showed that the variables had a powerful positive relationship with $r = 0.42$. Source expertise and purchase intention received the highest correlation score ($r = 0.46$). Source trustworthiness and purchase intention received the correlation score of $r = 0.34$). Lastly, source attractiveness and purchase intention received the lowest correlation score ($r = .30$). Thus, the hypothesis is accepted.

**Discussion**

The discussion is segmented into five parts. The first part elaborates about the respondents' opinions on the source characteristics of Clé de Peau Beauté's influencer, Manatsanun Panlertwongsakul. The second part discusses the respondents' attitude towards the Clé de Peau Beauté brand is discussed. The third part discusses the respondent's purchase intention on Clé de Peau Beauté products. The fourth part discusses the relationship between source characteristics and consumer's attitude. The fifth part discusses the relationship between source characteristics and consumers' purchase intention.

*Source Characteristics of the Clé de Peau Beauté's Influencer*

Source characteristics could be one of the important aspects in influencer marketing, especially when it comes to the characteristics of a beauty brands' influencer. As this study focused on, Manatsanun Panlertwongsakul, the Clé de Peau Beauté's brand influencer, the findings pointed out that the respondents had a reasonably positive opinion on the influencer. The overall mean score was 3.54 out of 5.0. The for this might be because she is a well-known artist and a film director. Apart from that, she also starred in numerous Thai series, and music videos, receiving more than five awards for her acting achievements and as a role model ("Donut, Manatsanun Panlertwongskul's biography," n.d.). However, comparing to other macro influencers or celebrities in Thailand, Manatsanun's achievements and profile is not as popular as Thailand's top celebrities such as Aum Patcharapa or Chompoo Araya. That might be the reason why the overall mean score is moderately positive. Source attractiveness received the highest mean score among the other two

dimensions which was 3.79 out of 5. Source trustworthiness received 3.49 mean

score, while source expertise had the least mean score of 3.35. The reason why

expertise received least mean score might be because Manatsanun has not been in the

screen lately or does not have any upcoming projects as a main character (Wikipedia,

2020). As mentioned earlier, the three dimensions of source characteristics were also

tested individually. The first dimension, source expertise, received a fairly positive

mean score (3.35). *Experienced* received the most mean score which was 3.80.

Manatsanun Panlertwongsakul has been in the entertainment industry for almost 20

years. Apart from being an experienced movie star, she also starred in more than 20

music videos ("Donut, Manatsanun Panlertwongskul's biography," n.d.). Due to the

experiences she gained over the years, she had become a film director. Manatsanun

directed 8 films since 2014 ("Donut, Manatsanun Panlertwongskul's biography,"

n.d.). The evidence of her being an experienced person is also shown on her

Instagram photos of being a professional movie director. So, this could be the reasons

why the respondents perceived that Manatsanun is an experienced person. The item

within the dimension, source expertise, which received the least mean score under

source expertise was *skilled* (3.29). It could be implied that Manatsanun is not skilled

in other fields apart from her acting and film directing skills. Participants have only

seen her or been familiar with her in only certain dimensions of her career. To

support, Manatsanun's field of expertise does not include beauty or cosmetics, so she

might not be as skilled as those who are known as beauty bloggers.

For the second dimension, source trustworthiness, the item which received the

highest score was *reliable* (3.55). Manatsanun has no rumors about being late at work

or at any shooting scene, or any negative news. Also, she puts effort on her work

while giving priority to her tasks, making her a reliable person to work with ("Donut is a workaholic, yet she believes her boyfriend understands", 2018). Those could be the reasons why she received the highest score upon being reliable, according to the respondents' point of view.  On the other hand, *dependable* received the minimum score which was 3.40. The supporting reason could be due to the fact that she is a celebrity. Respondents might view that she is less dependable because she is not in the same social circle as they are. In other words, it might be quite challenging to reach out to her, due to social boundaries. To back up, a study about source characteristics of an online influencer and consumers' behavior on a makeup brand also received the least mean score on *dependable*, among other items (Wadhwa, 2018).

The item within source attractiveness which received the highest mean score of 3.94 was *beautiful*. This could point out that the respondents, who are all Thai, saw Manatsanun as a beautiful person according to the Thai beauty standard. To further support, the Thai beauty standard values a light skin complexion because it looks cleaner and symbolizes wealth (Sirinya, 2015). Moreover, Post Today Entertainment News (2018) featured her childhood photos saying that even time changes, Manatsanun's beauty never does. She was also featured on another entertainment news online about her being beautiful while wearing Korean-style makeup (New18, 2020). The news also mentioned that she could successfully wear any kind of makeup style, whilst being still being stunningly beautiful. Also, she was a leading character in numerous TV series and movies such as Club Friday the Series and Melodies of Life. The item with the least mean score was *elegant* (3.68). This might be because an article from Aday magazine supports that as it mentioned about her style which was

rough-looking during her teenage years (Suansilpong, 2016). Moreover, her roles in certain movies or TV shows were quite manly such as Nai Sud Za Kha Sud Sab. A study of endorser credibility effects on Yemeni male consumers by Wahid and Sallam (2012) confirmed that endorser attractiveness had the strongest impact on consumers more than endorser expertise.

### *Consumers' Attitude Towards Clé de Peau Beauté Brand*

Based on the results, it is found that respondents have quite a highly positive attitude towards the brand, since the total mean score was 4.03 out of 5.0.

This could be because, Clé de Peau Beauté's brand position and personality are portrayed as an innovative brand that uses premium quality ingredients to help improve skin complexion in both men and women (Wichiantanon, 2018). Furthermore, Clé de Peau Beauté brand penetrates the luxury cosmetics market and targets those who are financially comfortable ("Super Luxury Cosmetics," 2006). Respondents rated *good* with the highest score (4.13). This could be backed up with the fact that Clé de Peau Beauté contributed US$8.7 million to support UNICEF's Gender Equality Program in 2019 to align with the company's vision for social value creation ("Clé de Peau Beauté announces multi-year global partnership with UNICEF," 2019) As part of the commitment, Clé de Peau Beauté also promoted this meaningful cause on its social media platforms, as well as through in-store displays. Moreover, Clé de Peau Beauté has partnered with credible and talented actresses such as Felicity Jones, as a global brand ambassador and Manatsanun Panlertwongsakul as Thailand's local brand influencer ("Power of Radiance by Clé de Peau Beauté", 2019).

However, the item which received the least mean score was *likable* (3.94). According to Pantip, a website to exchange opinions, one of the consumers mentioned that Clé de Peau Beauté's products are good, but it is not her preference. She prefers to choose other brands within the same price range (ChromosomeX, 2013). This could be one of the supporting reasons why *likable* received the lowest mean score Clé de Peau Beauté.

### Purchase Intention on Clé de Peau Beauté Brand

Apart from the fact that consumers have a highly positive attitude towards Clé de Peau Beauté, their overall purchase intention was also explored, as part of the research objective. The overall mean score was also quite high as it was at 3.95 out of 5.0. In other words, respondents had a tendency to purchase the brand's products. The statement which was *'would purchase'* got the highest mean score (4.13). This might be because the respondents were already Clé de Peau Beauté's customers. Furthermore, the respondents who participated in this study have purchased Clé de Peau Beauté's products within the past three months. This could lead them to purchasing the products again, according to habit. As discussed, consumers' attitude towards Clé de Peau Beauté brand was considered high ($M$=4.03). Consumers intends to purchase a product again when they are pleased with the brand itself (Kotler & Armstrong, 2016). Jones and Sasser (1995) supported that because of consumers' high satisfaction, they intend to purchase the products again. Repeat purchase intention has become a significant factor for luxury goods marketer as well (Hussain, 2017). Spears and Singh (2014) backed up that the more consumers possess a positive

attitude towards something, the more they would have a tendency to purchase a brand's product.

### *Relationship between Source Characteristics and Consumers' Attitude*

The relationship between source characteristics and consumers' attitude of Clé de Peau Beauté's brand earned an affirmative result of correlation score with $r = 0.42$. In other words, the results demonstrated that positive opinion towards Manatsanun's characteristics is also linked to a positive consumers' attitude towards Clé de Peau Beauté's brand.

This could be explained by the theory of source characteristics, by Hovland et al. (1963) clarifies that, the receivers of a message would have a positive attitude towards an object if they also felt positively about the source of the information. In other words, participants had a positive attitude towards Manatsanun, they would also have a positive attitude towards Clé de Peau Beauté Brand. Also, Erdogan (1999) explained that there could be a positive relationship between the source characteristics and consumers' belief and opinions upon a product or a brand.

This could also be supported by Heider's Balance Theory. That is suggested that if consumers had a positive opinion towards an endorser, positive attitude towards the brand or company would also be formed (Solomon, 2015). In addition, Sallam (2015) suggested that celebrity's credibility had a limited effect on attitude towards the brand while, Wang, Zhangm & Ouyang (2009) found that a celebrity endorser with high credibility could create a clearly positive attitude towards a brand. Thus, the results show that there is a relationship between the two variables.

***Relationship between Source Characteristics and Consumers' Purchase Intention***

In this last section, the relationship between source characteristics and consumers' purchase intention of Clé de Peau Beauté's product yield a positive result with $r = 0.42$. This can be explained that the more the consumers positively think of Manatsanan's characteristics, the more they would want to purchase Clé de Peau Beauté's products. Moreover, related study about celebrity endorsement its influence on the purchase intention of consumers gave a supportive evidence that the three dimensions of endorsers' characteristics are positively linked towards consumers' purchase intention (Samat, Ramlee, Bakar, Annual & Rasid, 2016).

The positive correlation score between Manatsanun's characteristics and the purchase intention of Clé de Peau Beauté's products is also supported by past studies. Donker and Frimpong (2019) suggested that an endorser's characteristics which are attractiveness, trustworthiness, and expertise tend to influence consumers' purchase intention, perception of the brand, and even increase brand loyalty. They also found that influencers' characteristics is easy for consumers to recall, which increases their purchase intentions.

Regarding the result from the correlation analysis, the relationship between source expertise and purchase intention received the highest correlation score ($r = 0.46$). Source Trustworthiness and Purchase intention received the second highest correlation score of $r = 0.34$. The finding from this research was coherent with the finding of Chaovalit (2014) who found out that the endorser's characteristics, especially trustworthiness and expertise, affect purchase intention of cosmetic products in a positive way. To further support this argument, Spry, Pappu, & Cornwell (2011) also claimed that celebrity endorsement has extensive influence on

purchase intention, brand recognition, as well as actual purchase behaviors because

consumers associate themselves with product advertisements and celebrities.

Moreover, a study by Wang (2005) mentioned that there are several factors, including

endorser's characteristics, that may have an impact on consumers' behavior (Kwan,

2006).  A person who carries a credible characteristic such as Manatsanun is likely to

influence another person to purchase a product (Hung, Li, & Tse, 2011). Goldsmith et

al. (2000) support that the characteristics of endorsers elevate brand image as well as

consumers' purchase intentions. Also, Hung (2014) stressed that dimensions of source

help promotes a sustainable relationship between a brand and consumers.

**Limitation**

The results from this research received a positive outcome and could help

widen the knowledge of influencer marketing. Yet, there was one limitation that could

be improved. In this study, source characteristics dimensions were analyzed

individually. For future research, source expertise and source trustworthiness could be

treated as source credibility in order to obtain a comparative result with source

attractiveness.

**Directions for Future Research**

In order to improve the results and accuracy of this research, it is advisable for

future researchers to conduct the research by using qualitative method, to complement

the existing quantitative method. Utilizing mixed method will allow researchers to

acquire in-depth knowledge on what consumers look for in an influencer's

characteristics through in depth-interviews. Furthermore, researchers could measure

source characteristics, consumers' attitude, and purchase intention with other brands to obtain a comparative result within the same industry. This would benefit both brands to improve their marketing strategy in the future.

In addition, researchers may explore other aspects of the marketing strategies apart from influencer marketing. For example, the researcher may also study physical-store experience marketing in order to find out how consumers value shopping experience and interactions since numerous brands are focusing on online-based marketing (Liu, Burns & Hou, 2013). It might be an interesting area to explore the relationship between consumers' behavior and physical store marketing as well.

**Practical Implications**

The findings of this study provide valuable points about source characteristics of an influencer, as well as consumers' attitude and purchase intention on beauty products. Based on these findings, some practical implications have been identified.

The study is useful for beauty brands or other brands that are relying on influencer marketing or switching their marketing strategies to influencers as their prominent strategy, since characteristics of influencers play an important role in manipulating consumers' attitude as well as their purchase intention. Moreover, this study can provide guidance for luxury beauty brands, in particular, in establishing or strengthening their influencer marketing strategy in the competitive market.

Brands or marketers should remember that they must choose influencers to represent their products cautiously because doing so would definitely effect their brand image. In this case, Manatsanun was rated as being beautiful and attractive. Thus, it clearly shows that attractiveness, as a source characteristics, is important for

beauty products. Brands can be favorable among consumers because of an attractive

endorser than for the plain endorsers in beauty products (Parekh & Kenekar, 2010).

Furthermore, skills related to beauty or cosmetic products are also important when

choosing an influencer. In this case, respondents perceived Manatsanun's expertise

the least among the three dimensions. Therefore, beauty brands might choose an

influencer who are seen to be an expert as well, especially with skills related to beauty

or cosmetics. Moreover, since expertise is related to purchase intention, beauty brands

should encourage purchase intentions by organizing workshop events with experts or

beauty bloggers such as makeup tutorials. This tactic would not only elevate positive

brand attitude, but it would also boost consumers' purchase intention.
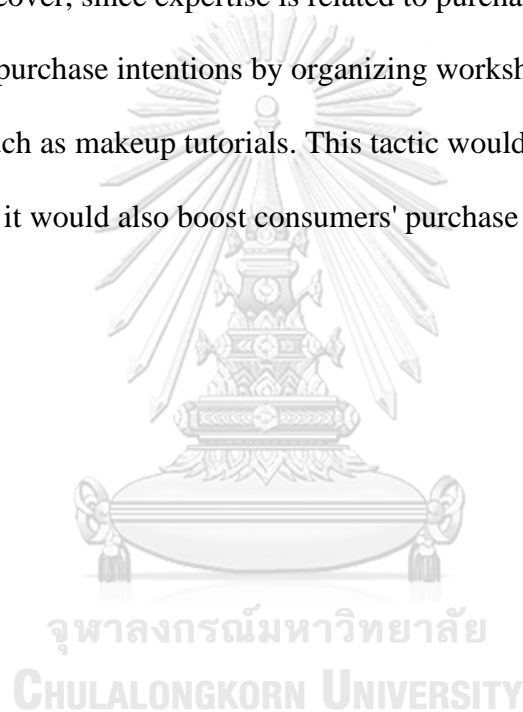
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**APPENDICES**

**RESEARCH QUESTIONNAIRE**

**CLÉ DE PEAU BEAUTÉ BRAND**

This research project is conducted in partial requirement of a Professional Project, enrolled by a student of M.A. Strategic Communication Management from Faculty of Communication Arts, Chulalongkorn University. The purpose of this questionnaire is to examine the characteristics of Clé de Peau Beauté's brand influencer and to explore the relationship between an influencer's characteristics, consumers' attitude, and purchase intention towards the brand.

This questionnaire will take approximately 10 minutes. Participants are requested to complete all of the following questions based on their past experience to reflect her opinion and attitude as accurately as possible. The questionnaire is voluntary, and the data will be collected confidential. The data collected will be analyzed and used for educational purpose only.

**Section 1: Screening Question**

Instructions: Please check ( ✓ ) the answer that best represents you

1.  Have you recently purchased Clé de Peau Beauté product at least once in the past three months?

    ☐ Yes

    ☐ No (End survey)

2.  Do you know that Manatsanun Panlertwongskul (Donut) is the brand influencer of Clé de Peau Beauté?

    ☐ Yes

    ☐ No (End survey)

3. What is your age range?

☐ Below 35 (End survey)

☐ 36-40

☐ 41-45

☐ 46-50

☐ 51-55

☐ Above 55 (End survey)

**Section 2: Clé de Peau Beauté's influencer characteristics**

*Instructions:* Please circle ( *O* ) in the number below that best describes your

opinion from positive (5) to negative (1) with the following statements.



**Statements: The influencer is….**

| | | | | | | |
|---|---|---|---|---|---|---|
| 1) Attractive | 5 | 5 | 3 | 2 | 1 | Unattractive |
| 2) Classy | 5 | 4 | 3 | 2 | 1 | Not Classy |
| 3) Beautiful | 5 | 4 | 3 | 2 | 1 | Not Beautiful |

| | | 5 | 4 | 3 | 2 | 1 | |
|---|---|---|---|---|---|---|---|
| 4) | Elegant | 5 | 4 | 3 | 2 | 1 | Plain |
| 5) | Sexy | 5 | 4 | 3 | 2 | 1 | Not Sexy |
| 6) | Trustworthy | 5 | 4 | 3 | 2 | 1 | Untrustworthy |
| 7) | Dependable | 5 | 4 | 3 | 2 | 1 | Undependable |
| 8) | Honest | 5 | 4 | 3 | 2 | 1 | Dishonest |
| 9) | Reliable | 5 | 4 | 3 | 2 | 1 | Unreliable |
| 10) | Sincere | 5 | 4 | 3 | 2 | 1 | Insincere |
| 11) | Expert | 5 | 4 | 3 | 2 | 1 | Not Expert |
| 12) | Experienced | 5 | 4 | 3 | 2 | 1 | Inexperienced |
| 13) | Knowledgeable | 5 | 4 | 3 | 2 | 1 | Unknowledgeable |
| 14) | Qualified | 5 | 4 | 3 | 2 | 1 | Unqualified |
| 15) | Skilled | 5 | 4 | 3 | 2 | 1 | Unskilled |

**Section 3: Attitude towards Clé de Peau Beauté brand**

*Instructions:* Please circle ( $O$ ) in the number below that best describes your

opinion from positive (5) to negative (1) with the following statements.

Please indicate how well or poorly you feel towards Clé de Peau Beauté brand

| | | 5 | 4 | 3 | 2 | 1 | |
|---|---|---|---|---|---|---|---|
| 1) | Appealing | 5 | 4 | 3 | 2 | 1 | Unappealing |
| 2) | Good | 5 | 4 | 3 | 2 | 1 | Bad |
| 3) | Pleasant | 5 | 4 | 3 | 2 | 1 | Unpleasant |
| 4) | Favorable | 5 | 4 | 3 | 2 | 1 | Unfavorable |
| 5) | Likable | 5 | 4 | 3 | 2 | 1 | Unlikable |

**Section 4: Purchase Intention**

*Instructions:* Please circle ( $O$ )  in the number below that best describes your

opinion from positive (5) to negative (1) with the following statements.

Please indicate your overall interest about the brand after you have seen the influencer

1) Would purchase          5    4    3    2    1      Would not purchase

2) Definitely                  5    4    3    2    1      Definitely intend

   intend to buy                                         not to buy

3) Very high                  5    4    3    2    1      Very low

   purchase interest                                     purchase interest

4) Definitely would        5    4    3    2    1      Definitely would

   consider buying                                       not consider buying

5) Probably would buy    5    4    3    2    1      Probably not buy

**Section 5: Demographic Information**

Instructions: Please check ( ✓ ) the answer that best represents you

1. Educational Level

   ☐ Lower than Bachelor's Degree

   ☐ Bachelor's degree or equivalent

   ☐ Master's degree

   ☐ Doctoral degree

2. Income range

   ☐ 40,000 Baht per month or below

   ☐ 40,001-60,000 Baht per month

   ☐ 60,001-80,000 Baht per month

   ☐ Above 80,000 Baht per month

3. Gender

   ☐ Female

   ☐ Male

   ☐ Others

…..Thank you for your time and participation….

# แบบสอบถามเรื่อง
## แบรนด์เคลย์ เดอ โป โบเต้

แบบสอบถามนี้เป็นส่วนหนึ่งของการศึกษาเพื่อจัดทำโครงการวิชาชีพของนิสิตระดับ

มหาบัณฑิต ด้านการจัดการการสื่อสารเชิงกลยุทธ คณะนิเทศศาสตร จุฬาลงกรณ์มหาวิทยาลัย เพื่อ

ศึกษา คุณลักษณะของอินฟลูเอนเซอร์ของตราสินค้าเคลย์ เดอ โป โบเต้ ทัศนคติ และความตั้งใจซื้อ

สินค้าของผู้บริโภค และศึกษาความสัมพันธ์ของตัวแปรดังกล่าว ซึ่งจะใช้เวลาในการตอบทั้งหมด

10 นาทีโดยประมาณ ผู้วิจัยจึงใคร่ขอความร่วมมือจากท่านในการตอบ แบบสอบถามตามความเป็น

จริงหรือตามความคิดเห็นของท่าน ทั้งนี้ ข้อมูลของผู้ตอบแบบสอบถาม ทั้งหมดจะถูกเก็บเป็น

ความลับ และจะถูกนำไปวิเคราะห์ในภาพรวม เพื่อนำไปใช้ประโยชน์ในเชิงวิชาการเท่านั้น

**ชุดคำถามสำหรับงานวิจัย**

**ส่วนที่ 1: คำถามเพื่อคัดเลือกผู้ตอบแบบสอบถาม**

**คำชี้แจง:** กรุณาทำเครื่องหมาย ( ✔ ) ในช่องที่ตรงกับคำตอบของท่าน

1.  คุณได้ซื้อสินค้าของแบรนด์ เคลย์ เดอ โป โบเต้ (Clé de Peau Beauté) อย่างน้อยหนึ่ง

    ครั้ง ในช่วงระยะเวลา 3 เดือนที่ผ่านมา

    ☐ ใช่

    ☐ ไม่ใช่ (จบแบบสอบถาม)

2.  คุณรู้จัก มนัสนันท์ พันเลิศวงสกุล (โดนัท) ในฐานะของอินฟลูเอนเซอร์ของแบรนด์ เคลย์

    เดอ โป โบเต้ (Clé de Peau Beauté)

    ☐ ใช่

☐ ไม่ใช่ (จบแบบสอบถาม)

3. ช่วงอายุของคุณ

☐ ต่ำกว่า 35 (จบแบบสอบถาม)

☐ 36-40

☐ 41-45

☐ 46-50

☐ 51-55

☐ มากกว่า 55 (จบแบบสอบถาม)

จุฬาลงกรณ์มหาวิทยาลัย

CHULALONGKORN UNIVERSITY

**ส่วนที่ 2: คุณลักษณะของอินฟลูเอนเซอร์ของแบรนด์ เคลย์ เดอ โป โบเต้**

**คำชี้แจง:** กรุณาวงกลม ( $O$ ) ในตำแหน่งที่ตรงกับความเห็นของคุณมากที่สุดจากประโยคด้านล่าง

ตามระดับจากเชิงบวก (5) ถึงเชิงลบ (1) ของข้อความต่อไปนี้



**อินฟลูเอนเซอร์ของแบรนด์ เคลย์ เดอ โป โบเต้....**

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| 1) | ดูมีเสน่ห์ | 5 | 4 | 3 | 2 | 1 | ดูไม่มีเสน่ห์ |
| 2) | ดูมีระดับ | 5 | 4 | 3 | 2 | 1 | ดูไม่มีระดับ |
| 3) | ดูสวย | 5 | 4 | 3 | 2 | 1 | ดูไม่สวย |
| 4) | ดูสง่างาม | 5 | 4 | 3 | 2 | 1 | ดูธรรมดา |
| 5) | ดูน่าหลงไหล | 5 | 4 | 3 | 2 | 1 | ดูไม่น่าหลงไหล |
| 6) | ดูน่าเชื่อถือ | 5 | 4 | 3 | 2 | 1 | ดูไม่น่าเชื่อถือ |
| 7) | ดูพึ่งพาได้ | 5 | 4 | 3 | 2 | 1 | ดูพึ่งพาไม่ได้ |
| 8) | ดูซื่อสัตย์ | 5 | 4 | 3 | 2 | 1 | ดูไม่ซื่อสัตย์ |

| | | | | | | |
|---|---|---|---|---|---|---|
| 9) ดูไว้วางใจได้ | 5 | 4 | 3 | 2 | 1 | ดูไว้วางใจไม่ได้ |
| 10) ดูจริงใจ | 5 | 4 | 3 | 2 | 1 | ดูไม่จริงใจ |
| 11) ดูเป็นผู้เชี่ยวชาญ | 5 | 4 | 3 | 2 | 1 | ดูไม่เป็นผู้เชี่ยวชาญ |
| 12) ดูมีประสบการณ์ | 5 | 4 | 3 | 2 | 1 | ดูไม่มีประสบการณ์ |
| 13) ดูมีความรู้ | 5 | 4 | 3 | 2 | 1 | ดูไม่มีความรู้ |
| 14) ดูมีคุณสมบัติ | 5 | 4 | 3 | 2 | 1 | ดูไม่มีคุณสมบัติ |
| 15) ดูมีทักษะ | 5 | 4 | 3 | 2 | 1 | ดูไม่มีทักษะ |

**ส่วนที่ 3: ทัศนคติต่อแบรนด์ เคลย์ เดอ โป โบเต้**

**คำชี้แจง:** โปรดระบุว่าคุณมีความรู้สึกต่อ แบรนด์ เคลย์ เดอ โป โบเต้ มากน้อยเพียงใดโดยกรุณา

วงกลม ( $O$ ) ในตำแหน่งที่ตรงกับความเห็นของคุณมากที่สุด จากประโยคด้านล่างตาม

ระดับจากเชิงบวก (5) ถึงเชิงลบ (1) ของข้อความต่อไปนี้

| | | | | | | |
|---|---|---|---|---|---|---|
| 1) เป็นที่น่าโปรดปราน | 5 | 4 | 3 | 2 | 1 | ไม่เป็นที่น่าโปรดปราน |
| 2) เป็นสิ่งที่ดี | 5 | 4 | 3 | 2 | 1 | เป็นสิ่งที่แย่ |
| 3) น่าพึงพอใจ | 5 | 4 | 3 | 2 | 1 | ไม่น่าพึงพอใจ |

| | | 5 | 4 | 3 | 2 | 1 | |
|---|---|---|---|---|---|---|---|
| 4) | เป็นที่ชื่นชอบ | 5 | 4 | 3 | 2 | 1 | ไม่เป็นที่ชื่นชอบ |
| 5) | ชื่นชอบ | 5 | 4 | 3 | 2 | 1 | ไม่ชื่นชอบ |

## ส่วนที่ 4: ความตั้งใจในการซื้อสินค้าแบรนด์ เคลย์ เดอ โป โบเต้

**คำชี้แจง:** โปรดระบุความต้องการซื้อสินค้าของแบรนด์เคลย์ เดอ โป โบเต้ ของคุณมากน้อยเพียงใด โดยกรุณาวงกลม ( $O$ ) ในตำแหน่งที่ตรงกับความเห็นของคุณมากที่สุด จากประโยค ด้านล่างตามระดับจากเชิงบวก (5) ถึงเชิงลบ (1) ของข้อความต่อไปนี้

| | | 5 | 4 | 3 | 2 | 1 | |
|---|---|---|---|---|---|---|---|
| 1) | อยากซื้อสินค้า | 5 | 4 | 3 | 2 | 1 | ไม่อยากซื้อสินค้า |
| 2) | ตั้งใจจะซื้ออย่างแน่นอน | 5 | 4 | 3 | 2 | 1 | ไม่ตั้งใจจะซื้ออย่างแน่นอน |
| 3) | สนใจจะซื้อในระดับสูงมาก | 5 | 4 | 3 | 2 | 1 | สนใจจะซื้อในระดับต่ำมาก |
| 4) | ตัดสินใจจะซื้ออย่างแน่นอน | 5 | 4 | 3 | 2 | 1 | ตัดสินใจไม่ซื้ออย่างแน่นอน |

5) อาจจะซื้อสินค้านี้     5     4     3     2     1     อาจจะไม่ซื้อสินค้านี้

**ส่วนที่ 5: ข้อมูลส่วนบุคคล**

คำชี้แจง: กรุณาทำเครื่องหมาย ( ✓ ) ในช่องที่ตรงกับคำตอบของท่าน

1. ระดับการศึกษา

   ☐ ต่ำกว่าระดับปริญญาตรี

   ☐ ระดับปริญญาตรีหรือเทียบเท่า

   ☐ ระดับปริญญาโท

   ☐ ระดับปริญญาเอก

2. รายได้เฉลี่ยต่อเดือน

   ☐ ต่ำกว่าหรือเท่ากับ 40,000 บาท

   ☐ 40,001-60,000 บาท

   ☐ 60,001-80,000 บาท

   ☐ มากกว่า 80,000 บาท

3. เพศ

   ☐ หญิง

   ☐ ชาย

   ☐ อื่นๆ

.....ขอบคุณที่ท่านสละเวลาและให้ความร่วมมือในการตอบแบบสอบถาม.....

# VITA

| | |
|---|---|
| **NAME** | MissJulie Parkinson |
| **DATE OF BIRTH** | 9 July 1998 |
| **PLACE OF BIRTH** | Bangkok, Thailand |
| **INSTITUTIONS ATTENDED** | Thammasat University, Chulalongkorn University |
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