



**MÄLARDALENS HÖGSKOLA
ESKILSTUNA VÄSTERÅS**

The Use of Celebrity Endorsement with the Help of Electronic Communication Channel (Instagram)

Case study of Magnum Ice Cream in Thailand

By

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Abstract

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TITLE	The Use of Celebrity Endorsement with the Help of Electronic Communication Channel (Instagram): Case Study of Magnum Ice Cream Thailand
RESEARCH QUESTION	How does the use of celebrity endorsement with the help of electronic communication channel (Social media: Instagram) affect the buying behavior of generation Y consumers in Thailand?
STRATEGIC QUESTION	How can marketers use this marketing technique in an effective way to increase the number of consumers?
PURPOSE OF THE STUDY	The purpose of this research paper is to describe the buying behavior of generation Y consumers in Thailand with regards to the use of celebrity endorsement through the electronic communication channel (Instagram).
METHODOLOGY	In this research study, both primary data and existing secondary data are used. A questionnaire of 436 target respondents was taken into account to answer the research question.
CONCLUSION	The use of celebrity endorsement through Instagram has a low effect on buying behavior of generation Y in Thailand. However, the result shows that this advertising technique easily reach to consumers and help them to know the product.
KEYWORDS	Generation Y, Celebrity Endorsement, Buying Behavior, Electronic communication channel

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Glossary

The glossary gives an overview of the most frequent used terms, keywords, and concepts throughout this thesis.

Celebrity endorsement | A form of brand or advertising campaign that involves a well-known person using their fame to help promoting a product or service (Business Dictionary).

Communication Channel | A medium through which a message is transmitted to its intended audience such as print media or broadcast (electronic) media (Business Dictionary).

Social Media | Primarily internet or cellular phone based application and tools to share information among people. Social media includes popular networking websites, such as Facebook, Twitter and Instagram (Business Dictionary).

Instagram | An online photo-sharing and social networking service that enable the users to take pictures, apply digital filters, and share their photos on a variety of social networking services, such as Facebook or Twitter (Instagram Website).

Generation Y | Generation Y is a generation of people who born during the 1980s and early 1990s. Children born during this time period have had constant access to technology (computer, cell phones) in their youth. They also called millennials, echo boomers, internet generation, iGen, net generation (Business Dictionary).

CHAPTER 1: INTRODUCTION

In this first chapter, the authors have the intention to provide the readers with an understanding as to why this research study concerns this specific topic. The research starts with the outlining of background and problem under discussion, then followed by the research question, strategic question, purpose as well as the target audience.

1.1 Background

Every company tries to establish the brand by using the a different sign, symbol, and attribute in order to create a differentiation with the others among the competitive market (Armstrong et al., 2009, p.239). Even if the company has quality products or services, it does not mean the company would succeed in this competitive market. One of the most important things is that each company needs to understand their target customers and select the suitable marketing communication tools for the products and services to reach the target customers. To deliver the information to large audiences, the use of advertising has been adopted. However, the advertising has changed over time from classical to modern advertising which various appeals are included such as, emotional, fear, humor, etc. (Belch & Belch, 2001 as cited in Lezarevic, 2012). When using each appeal to deliver the information, both well-known persons and unknown persons are always included.

McCracken (1989) stated that a well-known person tends to have a great effect on the consumer buying behavior. To expose the products to target customers, the use of celebrity endorsement is very popular and widely use in both “Traditional Marketing” and “Digital Marketing”. Traditional marketing consists of television, radio, print, outdoor billboards and digital marketing is online banners, social media and in-store shopper marketing (Munson, eHow.com). In the past decade, the traditional marketing was the most effective tools to use among the marketers. The use of celebrity endorsement is adopted to use pervasively from printed materials to TV commercials (Dimed & Joulyana, 2005). According to the celebrities who are the group of people who enjoy the public recognition and they also have the distinctive characteristics such as, attractiveness and trustworthiness (Silvera & Austad, 2004). Moreover, they also have the ability to transfer their image to a specific product that is being advertised (Wheeler, 2003). The celebrities can provide not only a great value in building strong brand equity, but also improving a brand’s marketing position if the endorsers are used wisely. Till also argued that “this marketing strategy is a swift and valuable way to build up instant brand recognition. It saves marketers a lot of time when trying to attain consumers’ awareness and draw attention to the brand” (Till, 1998).

According to Business Times Press in Malaysia, Hamid (2011) said the sheer size of the generation Y population is 40 percent of the total population in each country. Wolburg & Pokrywczynski (2001) also mentioned that generation Y consumers are becoming a potential segment in today’s market because of their sheer size, their current amount of spending power and their potentially huge amount of future spending power. Therefore, to ignore this potential segment could be too risky for the company because they are the dominant segment of the market (Neuborne & Kerwin, 1999). Moreover, they are also the most updated and informative as well as attention-craving, thus, they are obsessed with social media and the latest gadgets (Hamid, 2011). Generation Y consumers as a target market present a particular challenge as they are resistant to traditional marketing efforts (Wolburg & Pokrywczynski, 2001). Thus, in reaching out to generation Y consumers, the marketers have to know how to connect

with them and understand that the consumers in this generation have different ways of pursuing value and making buying decisions for what they buy and why they buy (Hamid, 2011).

In this era, when the internet plays an important role to the customers' daily routine especially generation Y who prefer to spend their time online via PC, Smartphones or even tablets (Friedman, 2009). There are various kinds of social media which are popular today such as Facebook, YouTube, Instagram, Twitter. According to the consumers, there are more technological tools to access to social media that capacitate them to avoid exposure to television advertisement (Schiffman et al., 2008, p. 12). Thus, the digital marketing is the alternative marketing communication tools to reach their target customers in an effective way (Munson, eHow.com). Then, many companies realized the importance of using the celebrity endorsement and also have taken this opportunity to use this advertising tool to gain a high brand exposure, interest, attention, desire, and action among generation Y consumers (Belch & Belch, 2001 as cited in Lazarevic, 2012).

Moreover, this research paper is mentions about the use of celebrity endorsement with the help of an electronic communication channel (Social media: Instagram) by using the case study of Magnum in Thailand. Magnum is chosen as our case study because Prachachart newspaper (2012) mentioned the increasing of Magnum's sales after applying this advertising technique. They can increase sales up to 10 million units within a month which is greater than the history sales of 5 million units per year. This means that Magnum is the early successful company who gain high customers' attention and also gain a lot of sales in a very short period by using celebrity's Instagram. To promote the ice cream, Magnum re-launched the product with the campaign of "First to try" by offering Magnum ice cream to 5 Magnum's ambassadors and celebrities before the product was available to sell in the market. These celebrities have a strong influence to the customers via social media who are called "Social Magnet". Then, celebrities who got Magnum ice cream had as a mission to take a photo and upload it via their own social media (Instagram) to present how happy they are after trying the Magnum ice cream. This campaign resulted in everyone knowing about the re-launch of Magnum ice cream and eager to buy it when it is available in the market. Therefore, the analysts and the marketers take this advertising technique of Magnum into consideration (Prachachart newspaper, 2012).

1.2 Problem Statement

Wolburg & Pokrywczynski (2001) stated that generation Y is large size and they are well-educated, diverse, and tech-proficient. Moreover, they are more aware of the marketing tactics than the previous generation (Tsui & Hughes, 2001). Furthermore, the celebrities are still influential to generation Y consumers because the consumers see them as likeable, realistic, and attractive (Atkin & Block, 1983). Generation Y consumers also have shown the increasing of obsession with the celebrities and their actions by focusing on what those celebrities wear and which products they use (Saxton, 2007; Noble et al., 2009 as cited in Lazarevic, 2012). This represents that using celebrity endorsement is still effective among generation Y consumers (Braunstein & Zhang, 2005). Nevertheless, there is also some pressure for the marketers to find the way to capture generation Y's attention (Aquino, 2012) because they are most updated and informative as well as attention-craving (Hamid, 2011). As generation Y consumers resist to traditional marketing, the use of celebrity endorsement through traditional marketing is not very effective for this target segment (Lazarevic, 2012). Thus, marketers have to look for new ways to communicate with generation Y. With this, a clever advertisement that combine the celebrity endorsers with smart use of social media has been shown as the electronic communication channel (Aquino, 2012). The research problem aims to investigate the buying behavior of generation Y consumers in

Thailand after seeing the advertisement by using celebrity endorsers through an electronic communication channel (Social media: Instagram). Throughout the research paper, the literature is collaborated by determining the main relevant factors that affect the buying behavior of generation Y consumers in Thailand.

1.3 Research Question

The research questions of this study is formulated by relying on the problem statement and aim to investigate the success by using the celebrity endorsement with the help of electronic communication channel (Social media: Instagram). Thus the research question is as the following:

How does the use of celebrity endorsement with the help of electronic communication channel (Social media: Instagram) affect the buying behavior of generation Y consumers in Thailand?

1.4 Strategic Question

According to the use of celebrity endorsement with the help of electronic communication channel (Social media: Instagram) is frequently used in Thailand, the strategic question is formulated as follows:

How can marketers use this marketing technique in an effective way to increase the number of consumers?

1.5 Purpose

The purpose of this research paper is to describe the buying behavior of generation Y consumers in Thailand with regards to the use of celebrity endorsement through the electronic communication channel (Instagram). The intention behind this study is to answer the research question by providing both relevant academic findings as well as more practical implications for the marketers aiming to effectively adapt this marketing technique to generation Y consumers.

1.6 Target Audience

The purpose of this research paper is to contribute with relevant behavioral knowledge to marketers trying to penetrate the Thai market via the usage of celebrity endorsement through the means of Instagram, in order to create an understanding of the buying behavior of generation Y consumers in Thailand. This research paper is not only provide beneficial awareness to local marketers, but also provides similar benefits to foreign marketers attempting to formulate a marketing plan for establishment. In addition, marketers in other countries may potentially use the findings of this research to gain a deeper understanding of their own customers' purchasing behavior in cases where similarities are unmistakable.

CHAPTER 2: THEORY AND CONCEPTS

This chapter begins by drawing the conceptual framework to clearly explain this research. The theoretical background about generation Y characteristic and their buying behavior are explained for prior understanding. Then, the importance of celebrity endorsement concerning with celebrity endorsement effectiveness and celebrity/product congruence are provided. Also, it describes the use of social media (Instagram) as an electronic communication channel and the consumer's attitude. Lastly, the concept of purchase intention, buying behavior are described.

Conceptual Framework

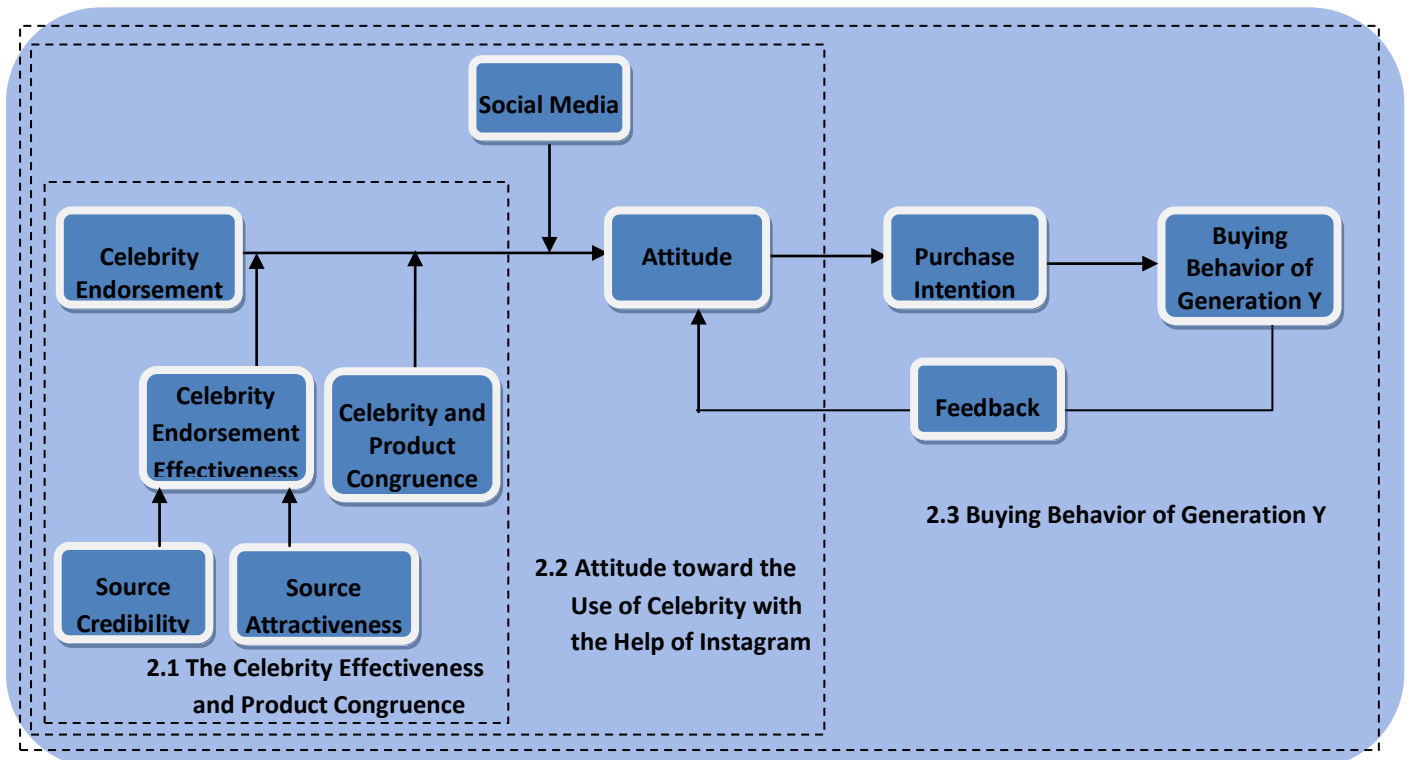


Figure 1: The affect of using celebrity endorsement with the help of social media (Instagram) on buying behavior of generation Y consumers
Source: Authors

There are ten elements in this conceptual model which explain the effect of using celebrity endorsement with the help of social media on buying behavior of generation Y consumers in Thailand. In the beginning, it describes the study of celebrity endorsement which composed of celebrity endorsement effectiveness and celebrity and product congruence. In measuring celebrity endorsement effectiveness, source credibility and source attractiveness is used to explain the effectiveness. Also, congruence between choosing celebrity endorsement and product has been explained as one crucial role of celebrity endorsement. Then, the effect of celebrity endorsement on consumers' attitude by using social media as a communication channel is studied. This crucial step helps to answer purchase intention as Fishbein & Ajzen (1975) stated that intention is viewed as a conative component of attitude which related to the attitude's affective component. Next, this study shows the relationship exists between consumers' attitude toward purchase intention and buying behavior of generation Y consumers. Lastly, the feedback is sent from first buying behavior to attitude which is called repeated

buying behavior. According to Fisher (2010, p.134), the conceptual framework help to explain the patterns, structures and connections of the theories. As a result, it is an important part of our research to define and develop the concept from previous studies.

2.1 The celebrity effectiveness and product congruence

2.1.1 Celebrity Endorsement

Schiffman et al., (p.301) defines celebrities as film stars, television personalities and popular entertainers and sports icons who give a common type of reference group appeal. A reference group is defined as a person or group of people who serves as a reference to an individual in forming values and attitudes, or behavior. Also, reference groups provide individuals with a reference in their purchase or consumption decisions (Schiffman et al., 2012, pp. 295-296). According to Friedman & Friedman (1979) as cited in Phang & Ernest (n.d.), a celebrity refers to an individual who is known to the public. This identification is based on admiration, aspiration, empathy or on recognition. The benefits that celebrity endorsement contributes to marketing are the influence on favorable word-of-mouth, increasing brand loyalty and purchasing certain brands (Schiffman et al., 2012, pp. 301 & 303). Since the celebrity endorsement benefit to the market, two related theories are described which are celebrity endorsement effectiveness under Ohanian (1990) measurement scale and celebrity and product congruence under the meaning transfer process theory of McCracken (1989).

2.1.1.1 Celebrity Endorsement Effectiveness

Celebrities are viewed as more credit, expert and trustworthy than non-celebrities (Ohanian, 1990). Therefore, most companies even large or small use celebrity endorsers to promote their brand and product. The newer or smaller organization gains higher awareness in a short time by using well-known celebrities (Wheeler, 2003). According to Dickenson (1996) as cited in Hunter (2009), celebrities turn an unknown product into a recognized product by persuading positive feelings toward advertising.

Belch & Belch (2003, p.168) stated that the characteristics of the celebrity affect the sales and advertising message of the company. As a result, the company has to select celebrity whose characteristics maximize the sending message to target customers. When a company decides to use celebrity endorsement, they need to carefully selecting with three source factors which are source credibility, source attractiveness, and source power (Ibid).

All three sources theories which are source credibility, source attractiveness, and source power is described. However, this research paper is tested on source credibility and source attractiveness of Ohanian (1990) measurement scale. Roobina Ohanian is associate professor of marketing at Emory Univeristy who developed the scale for measuring celebrity endorsers' credibility and attractiveness. Ohanian (1990) has described the construction and validation of a scale to measure celebrity endorsers' perceived expertise, trustworthiness and attractiveness. This measuring scale was tested a large pool of items so this 15-item semantic differential scale is the reliability and validity of using in this research paper. Also, Ohanian (1990) used two exploratory and two confirmatory samples to develop the semantic differential scale in the study.

- Source credibility

According to Ohanian (1990), source credibility is used to indicate a communicator's positive characteristics that affect the recipient's acceptance of a message. There are two factors of credibility which are expertise and trustworthiness. These factors lead to the perceived credibility of the communicator and important for celebrity to have to be a successful endorser (Ibid).

Similarly to Ohanian (1990), Belch & Belch (2003, pp.168-169) stated that credibility is the extent to which the receiver views the source as having relevant knowledge, skill, experience and trust. This credibility is separated into two significant categories which are expertise and trustworthiness. The expertise is known as the knowledgeable communicators and the trustworthy is honest, ethical, and believable. Moreover, the expert and trustworthy sources are more persuasive and more influence beliefs, opinions, attitudes, and behavior through an internalization process. This internalization process occurs when the consumers adopt the opinion of the credible (expert and trustworthy) celebrity. Then, the internalization of opinion becomes integrated into the consumer belief system and maintained forever (Belch & Belch, 2003, p.169).

As there are two factors of credibility which are expertise and trustworthiness, these two factors are described based on Belch & Belch (2003) and Ohanian (1990) into detail as follows.

1. Expertise - As the importance of source expertise, the company often chooses the celebrities because of their knowledge, experience and expertise (Belch & Belch, 2003, p.169). However, Ohanian (1990) describes more about source expertise since she uses five adjectives developed in her exploratory phase research to explain expertise dimension. These five adjectives are expert, experienced, knowledgeable, qualified, and skilled. Consequently, these five adjectives are used to measure the celebrity's expertise
2. Trustworthiness - Belch & Belch (2003 p. 169) explains that the target customers often find the source believable. Ohanian (1990) specifies more about source trustworthiness by using five adjectives to test confirmatory phase of celebrities. The useful adjectives are dependable, honest, reliable, sincere and trustworthy. This confirmatory scale is used to test the celebrity's trustworthiness.

- Source attractiveness

The source attractiveness is the combination of similarity, familiarity, and likability. Similarity is the sameness between the source and the receiver of the message. The consumer is influenced by someone's message whom they feel a sense of similar needs, goals, interests, and lifestyles. Familiarity refers to the level of knowledge of source through exposure (Belch & Belch, 2003, p.172). The company chooses a celebrity who utilizes his or her knowledge in the exposure phase (Dimed & Joulyana, 2005). Likability is a favor for the source by reason of physical appearance, behavior, and other traits. The company spends time selecting a popular celebrity who has stopping power to favorably influence consumers' feeling, attitudes, and purchase behavior. Source attractiveness uses an identification process which motivate the receiver to identify and adopt themselves with like or similar celebrity (Belch & Belch, 2003, pp.172-173).

Ohanian (1990) describes physical attractiveness as a crucial cue in an individual's initial judgment of another person (celebrity). The physical attractiveness of celebrity impacts on opinion change and

product evaluation of consumers. Therefore, attractiveness of the celebrity has a positive effect on the presented product. Ohanian (1990) specifies that this dimension consists of five scale's reliability and validity which are attractive, classy, beautiful, elegant, and sexy. Therefore, this reliable and valid scale of Ohanian (1990) is used to measure the attractiveness of celebrity endorsement.

- Source power

The power has been able to induce a consumer to respond to the product by using rewards. The source power occurs through compliance process which receives admits the persuasive influence of the source of his or her situation in hopes of fulfilling a favorable reaction (Belch & Belch, 2003, pp.177-179). This source is exposed to illustrate all aspects of source effectiveness. However, this research paper does not test on this source because the measurement from Ohanian (1990) is used.

2.1.1.2 Celebrity and product congruence

Celebrity and product congruence is described in the second stage of meaning transfer process. In order to understand the celebrity and product congruence, three stages of meaning transfer process is explained under the theory of McCracken (1989). McCracken (1989) stated the meaning transfer process suggests how celebrity plays a crucial role to the consumer. The meaning transfer process consists of three stages which celebrity endorsement contributes to each of these three stages (As be seen in Figure2). Each of the three stages of this process concern with how meaning moves into the celebrity, how it then moves from the celebrity to the product, and how it moves from the product to the consumer (Ibid).

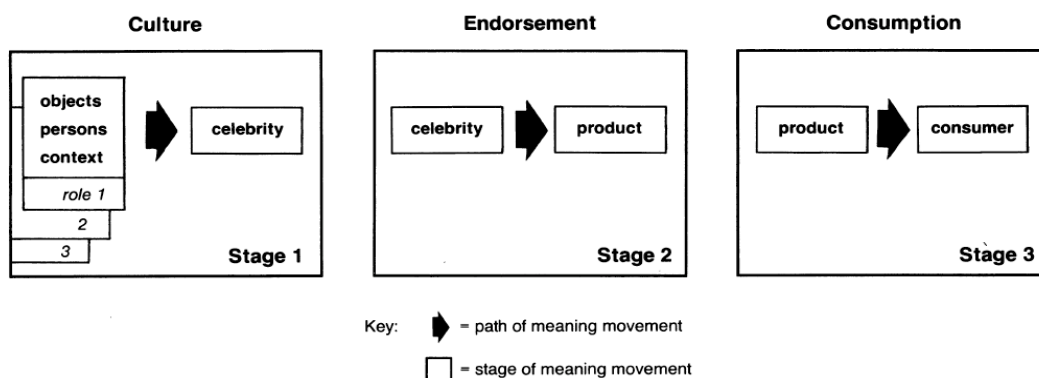


Figure 2: Meaning movement and the endorsement process

Source: McCracken, 1989

Stage 1: Due to Endorsement, the advertisement has access to a special person from the culturally constituted world. Celebrities delivery meanings of extra subtlety, depth, and power of the product by acting out through advertisement. Celebrities use their roles in their television, movie, military, athletic, and others to describe the powerful meanings. Also, celebrities have formed their own meanings on the public stage by repeated their performance. Each new role in a television or movie takes the celebrity into a new object, persons and contexts. These dramatic roles are residing in the celebrities themselves (McCracken, 1989).

Stage 2: In this stage the marketing firm chooses the celebrity who perfectly represents the appropriate symbolic properties of the product. Once the marketing firm finds a perfection-matched celebrity, an

advertising campaign must then identify and deliver these meanings to the product. Moreover, it must capture only the meanings it wishes to obtain from the celebrity and keep unwanted meanings out of the evoked set. Lastly, the advertisement must have a similar symbolic between the celebrity and the product so that this product forwards to the consumer at the last stage in meaning transfer process (McCracken, 1989).

Stage 3: The meaning moves from the product to the consumer as celebrities play an important role by creating the self in the final stage of meaning transfer process. Celebrities build selves which are always attractive and accomplished. Therefore, their constructed self make the celebrity a kind of inspirational person to the consumer (McCracken, 1989).

According to this research paper, the second stage of meaning transfer process is focused as celebrity and product congruence. This concerns with the role of congruence between the personality of celebrity and product. As the company chooses the better suited, more relevant, or congruence between the celebrity and brand, the consumer has a positive response to the advertisement in terms of attitude or purchase intention (Batra & Homer, 2004; Erdogan & Baker, 2000; Kahle & Homer, 1985; Kamins, 1989, 1990; Lynch & Schuler, 1994; Misra & Beatty, 1990; Till & Busler, 2000 as cited in Fleck, Korchia & Le Roy, 2012). Also, McCracken (1989) stated that before the company selects celebrity to present their brand, it needs to choose the right person to convey the right meaning.

2.2 Attitude toward the Use of Celebrity with the Help of Instagram

2.2.1 The communication channel

According to Schiffman et al. (2012, pp. 265-266), in the communication model, the communication channel is one important process which helps marketers to persuade consumers to act in a desired way. The communication channel or the medium is divided into two categories which are impersonal and interpersonal. This research paper focuses on the impersonal type (mass media) because it is classified as print (newspapers, magazines), broadcast (radio, television), or electronic (internet, social media). The media strategy is an important component of the communication plan. Therefore, the marketers have to choose the suitable media to enhance the message they want to convey to their target group (Schiffman et al., 2012, p. 278).

This topic is focused into an electronic communication channel which is social media (Instagram). As social media becomes an important component of the internet users' everyday lives around the world, the variety of using social media is starting to be understood by the marketers (Akar & Topçu, 2011). Social media is defined by Kaplan & Haenlein (2010) as "a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of user-generated content".

Social media comes in many forms focusing on the eight most popular which are blogs, microblogs (Twitter), social network (Facebook, LinkedIn), media-sharing sites (YouTube, Flickr), social bookmarking and voting sites (Digg, Reddit), review sites (Yelp), forums, and virtual worlds (Second Life) (Zarrella, 2011, p. 3). In the era explosion of internet based messages, social media becomes a dominant factor that influences the different aspects of consumer behavior including perception of information, awareness, opinions, attitude, evaluation, purchase behavior, and post-purchase communication (Mangold & Faulds, 2009).

As social media becomes a strong influence to customer behavior, the use of social media is today's top of the agenda for many executives who are looking for the different ways to make profits by using these various forms of applications (Taylor, Lewin & Strutton, 2011). The use of social media has significantly impacted the company's marketing strategy. Then, the marketers replace the old marketing method by using the different social media to promote their products or services which increase an organization's visibility on the internet (Akar & Topçu, 2011).

2.2.2 Electronic-Word-of-Mouth (eWOM)

According to Arndt (1967), word-of-mouth is defined as oral, person-to-person communication between the communicators and the receivers which the receivers perceive as non-commercial regarding to a brand, product, or service. Word-of-mouth has the strongest influence on the consumer's evaluation for high risk perceived products and word-of-mouth also has high ability to shape consumer's opinions (Ibid).

Electronic-word-of-mouth has usually referred to the same concept as viral marketing (Hennig-Thurau & Walsh, 2004). The internet plays an important component of viral marketing through the use of electronic media (Goyette et al., 2010). Also, it has increased the possibility of the consumers to attain unbiased opinions on some products (Hennig-Thurau & Walsh, 2004) as well as enhanced the opportunity to spread the opinions to a large number of the other consumers (Dellarocas, 2003).

As Hennig-Thurau et al. (2004) stated, that the marketers should pay attention to online opinion because it is widely spread from one person to the others in the unlimited period of time. Moreover, the marketers could be able to reach a wider consumer at a lower cost (Dellarocas, 2003). If electronic-word-of-mouth is managed so that well, there is an opportunity to transcend a product from a small market for a larger one (Park & Kim, 2007).

2.2.3 Definitions and the components of attitude

Rosenberg & Hovland (1960) stated that "Attitudes are predispositions to respond to some class of stimuli with certain classes of responses and designate the three major types of response as cognitive, affective, and behavioral". Attitude does not a feeling, a cognition or a form of behavior but it is the combination of all three components in an integrated affect-cognition-behavior system (Forsyth, 1995, p.53). Thus, attitude is made from all of three components which influence each other. If one component is changed, it also influences the entire attitude structure. According to all of the three components of attitude, Rosenberg & Hovland (1960) already explained more details with the development of the Multicomponent Model of Attitude as follows.

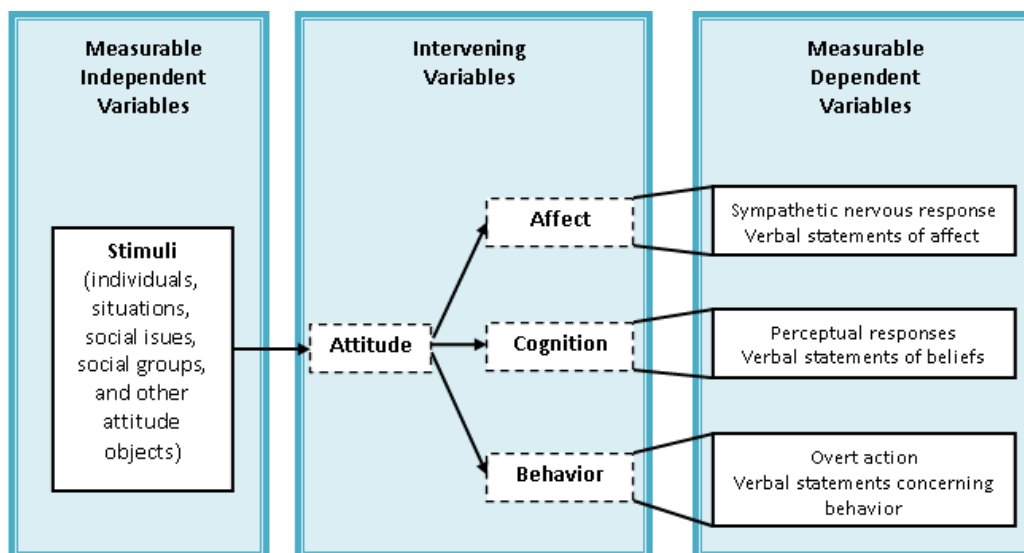


Figure 3: Multicomponent model of attitude
Source: Rosenberg & Hovland, 1960

The attitude was viewed as complex systems including the person's belief about the object (Krech et al., 1962). The responses produce three interrelations of feeling (affective), belief (cognitive), and intention (behavioral).

- Stimuli

According to Barker et al. (n.d.) as cited in Ketrattanakul & Pongpatranon (2009), "stimuli are events in the environment that influence behavior". Moreover, stimuli have various functions, such as eliciting stimulus, emotional stimulus, and reinforcing stimulus (Ibid). These functions of the stimuli are referred to the various kinds of objects including individuals, situations, social issues, social groups and other attitude objects.

- Attitudes

As referred to the Multicomponent Model of Attitude, three categories of responses are classified as affect, cognition and behavior. For more details of each category is mentioned as the following:

1. Affect: The affective mainly consists of "feelings, which represent sensations, emotions, and impressions" (Hayes, 1999). In addition, there are several researchers who believed that the evaluation of affective component has been central to the understanding of attitude (Coady, 2001). In psychology, the affective is an emotion or subjectively experienced feeling which are divided into three main types. These are positive, neutral, and negative (Nathanson, 1992, p.59).

This table describes the three affect types which are positive affects, neutral affects, and Negative affects. These affects have nine categories which are listed in the table below:

Affect type	Category
Positive affects	Enjoyment/joy: smiling, lips wide and out
	Interesting/excitement: eyebrows down, eyes tracking, eyes looking, closer listening
Neutral affects	Surprise/startle: eyebrows up, eyes blinking
Negative affects	Anger/rage: frowning, a clenched jaw, a red face
	Disgust: the lower lip raised and protruded, head forward and down
	Dissmell (reaction to bad smell): upper lip raised, head pulled back
	Distress/anguish: crying, rhythmic sobbing, arched eyebrows, mouth lowered
	Fear/terror: a frozen stare, a pale face, coldness, sweat, erect hair
	Shame/humiliation: eyes lowered, the head down and averted, blushing

Table 1: Affect types categories
Source: Nathanson, 1992, p,59

2. Cognition: The cognition mainly consists of "learning, thinking, remembering and the like" (Hayes, 1999). Moreover, the cognitive outcomes include the memory-related factors, for example brand recognition and brand recall (Balasubramanian et al., 2006). Brand recognition refers to the ability of the consumers in order to confirm that they have been previously exposed to the brand while brand recall refers to the ability of the consumers to name the brand when giving the product category or some similar cues about the product (Dolak, 2003). In addition, cognition also involves to perceptual responses and verbal statements of beliefs.

3. Behavior: The term of behavioral and conative are used interchangeably. As Hayes (1999) mentioned that the conative domain consists of “planning, willpower, and intentionality”; whereas, the behavioral domain concerns with actions, activities, and habits (Ibid).

2.3 Buying Behavior of Generation Y

2.3.1 Purchase Intention

Intention is viewed as the conative component of attitude which related to the affective component of attitude (Fishbein & Ajzen, 1975, p. 289). Also, conative component of attitude (Tricomponent attitude model) is treated as an expression of the consumer's intention to buy and is used to assess the likelihood of the consumer purchasing a product (Schiffman et al., 2012, p.236). Purchase intention refers to the behavior of a consumer to a future purchase decision for a particular good or service (Espejel et al., 2008 as cited in Hodza, Papadopoulou, & Pavlidou, 2012). Purchase intention is seen as an important marketing concept that is used in all industries (Morrison, 1979). The marketers must have an understandably strong interest in order to forecast the purchase behavior of customers. As a result, these predictions contribute to market forecasts for both existing and new products (Tirtiroglu & Elbeck, 2008). The predicting purchases are “intention to purchase”(Howard & Sheth, 1967 as cited in Tirtiroglu & Elbeck, 2008). Moreover, Fishbein & Ajzen (1975, p. 369) stated that "if one wants to know whether or not an individual will perform a given behavior, the simplest and probably most efficient thing is to ask the individual whether he intends to perform that behavior".

However, the information available on the survey is more limited than the information available at a later time so purchase intention and behavior may not correspond (Manski, 1990 as cited in Bemmaor, 1995). Fishbein & Ajzen (1975, p. 369) mentioned that there are three important determinants used to influence the relationship between intention and behavior. These three determinants are the similarity between intention and behavior, the stability of intention, and the intention under the person's volitional control (Ibid).

2.3.2 Buying Behavior

In making the purchase cycles, consumer simplifies his or her task by storing information and establishing a routine decision making process (Howard & Shelth, 1969, p.467). As a result, this paper identifies the elements of the decision making process. Teo & Yeong (2003) stated that there are many models explaining consumer decision making which are Nicosia model, Howard-sheth model and EBM model. Therefore, EMB (Engel, Blackwell & Miniard) model is used to describe the process of consumer decision making because the benefit of EMB model is the generality and applicability to a wide range of situation (Teo & Yeong, 2003). Sahney (2012) explained that this model displays the varieties of consumer decision making and interaction among them. This research paper is focused only related stage of this research paper which is a decision process stage. This stage consists of five basic decision process stages which are problem recognition, information search, alternative evaluation, purchase and after purchase evaluation . The consumers begin with problem recognition (need) where they search for the information which may be based on memory or environmental influences such as family, friend, and celebrity. Then, the consumer evaluates the alternatives which turn to affects the purchase intention. The next step is making the choice of purchasing the product. Lastly, the outcome of satisfaction and dissatisfaction becomes a feedback and affects the cycle again (Sahney, 2012).

Buying behavior is different from the attitude and intention because it is actual behavior. Therefore, buying behavior is useful to observe the complete movement of the buyer and purchase action in the store. Also, buying behavior is more or less repetitive over time so it is useful to study the buyer's repetitive buying situation (Howard & Shelth, 1969, p. 480).

2.3.3 Generation Y

Generation Y is a group of people born between 1980-1994 (Chaung et al., 2009 as cited in Lazarevic, 2011). According to Business Times Press in Malaysia, Hamid (2011) stated that generation Y population consists of approximately at 2 billion people. In Asia, there are about 600 million people within this generation Y, also known as the millennial generation. This generation is seen as independent, confident, ambitious and achievement-oriented. Also, these people are more mobile, move easily from one place to another if they are unhappy with something because of work experience and better education (Hamid, 2011). According to Morton (2002) as cited in Zakaria et al. (2011), Generation Y is an individualistic people who value the personal identity and customization of the product's identity.

Generation Y has different shopping attitude, value and behavior from other generations because of the changes in economic, socio-cultural, and technological conditions (Bakewell & Mitchell, 2003). As the introduction of new technology, Generation Y people also tend to apply technology and engage in many social media activities. They are characterized as media and internet users, trending in fashion and being acceptable to new product (Yingjiao Xu, 2007 as cited in Zakaria et al., 2011). Therefore, the advertising and marketing information increasingly use electronic sources such as mobile phone, digital TV, e-commerce and social media to attract this group of customers.

The relationship between generation Y consumers and the brand or product is built by using celebrity endorsement that represents similarities between themselves and the consumer (Braunstein & Zhang, 2005 as cited in Lazarevic, 2011). Generation Y consumers has increasingly obsess from celebrity action as they focus on which products celebrities use (Noble et al., 2009 as cited in Lazarevic, 2011). As a result, many marketers use this marketing technique to reach this generation and influence their buying behavior.

The buying behavior of generation Y tends to buy the quality of product with cheap price and requires faster service (Fields, 2008 as cited in Gupta et al., 2010). Also, they use the brand and product that show their individual personal image which express who they are (Nobles, Haytko & Phillips, 2009 as cited in Gupta et al., 2010). They also spend their cash as quickly as they acquire it and they use most of their money on consumer goods and personal services (Der Hovanesian, 1999 & Yiangjiao Xu, 2007 as cited in Zakaria et al., 2011).

In conclusion, generation Y is the target respondent of this research because they are media users and fashionable people. They are also a group of people who are influenced by celebrity. Lastly, the Magnum case study is used to see the buying behavior of generation Y because it is a consumer goods with good quality of chocolate and ice cream.

CHAPTER 3: Methodology

This chapter presents the research design of the study related to the use of celebrity endorsement with the help of electronic communication channel (Social media: Instagram). Furthermore, it explains the research process and identifies the chosen research method. Appropriate information is given so the reader can understand the process of primary and secondary data collection of this paper research. Lastly, this chapter defines the effective method used for data analysis and the scope of the study and delimitation.

3.1 Choice of Topic

The consideration for the chosen topic was based on our interest and attention to the use of celebrity endorsement with help from electronic communication channel (e.g. Social media: Instagram). The authors, as consumers, also followed the celebrity's social media channel in order to receive updates on various trends and fashions. Moreover, this marketing scheme is very popular in Thai society. It is first used by Unilever Company, with their ice cream product, Magnum. Because of its past success, the Magnum case study was used to further study this field. Furthermore, as this topic became very popular in Thailand especially in Bangkok, the city is selected as the main focus in this study.

Bangkok is the capital city of Thailand; a populous city with population of over 6,300,000 people in year 2010 (National Statistic Organization, 2010). Statistics show that high percentages of the people living in Bangkok have access to the use of computers, smart phones, and internet in comparison to other regions in Thailand (Ibid). In addition, the statistic shows that people in Bangkok spend an average of 2.4 hours per day on the internet in the year 2012, which is more than other cities (National Statistic Organization, 2012). Therefore, Bangkok is chosen as the main focus of this paper because the city provides opportunities for this kind of marketing.

3.2 The Research Process

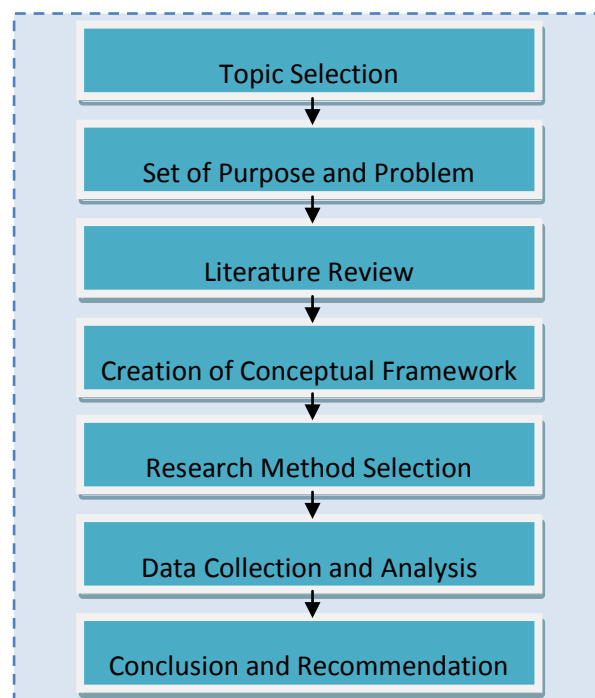


Figure 4: The Research Process
Source: Authors

The first process started with the topic selection that the authors interest. The topic was in Thai fashion. After selecting the topic, the purpose and problem statement had been set to relate the chosen topic. Then, Literatures and theories were explored to support this research. The literatures and theories focused on celebrity endorsement, including how social media, as an electronic communication channel, could affect consumers' attitude and their intention to purchase the products. The research focused on the behavior of generation Y consumers as they are people who uses electronic communication channel the most. A conceptual framework was created to connect each concept, thus serving as a guideline for this research. Next, an appropriate research method was selected. Secondary and primary data were collected, and analyzed according to the selected theories. Lastly, the conclusion and recommendation were given.

3.3 Research Method

As the aim of this research was to seek the effect of using celebrity endorsement with the help of Instagram on generation Y consumers' buying behavior, quantitative method was chosen as the research method. According to Borrego, Douglas & Amelink (2009), the purpose of quantitative method is to project the finding into the larger population through a survey sample or subset of the entire population. Therefore, this research method was suitable for the purpose of this study because it provides the researchers with the understanding of the larger population's behavior.

As Fisher (2007, p. 62) stated, the quantitative method applies to validate a theory by conducting and analyzing the result numerically by using statistical tools. This method used fixed-choice questions to conduct and explain the associated behavior observed. Therefore, a questionnaire with the fixed-choice questions had been used as a main tool for collecting required data for this research.

3.4 Data Collection

According to the problem statement, the use of celebrity endorsement with the help of Instagram is very popular in Thailand. The research was conducted on the effect of using this kind of marketing on buying behavior of generation Y consumers in Thailand. To conduct the research study, the data was used to retrieve more information about this chosen topic. This data was used to analyze and interpret the result for answering research question. This chapter explained the process of data gathering used during this study which include both primary and secondary data as the following.

3.4.1 Primary Data

This research paper had the intention to study the buying behavior of generation Y consumers in Thailand. In order to collect the data, primary data were gathered through the survey method by using a questionnaire. Bryman& Bell (2007, pp.240-242) stated that the questionnaire is used to gather the information in a cheaper and quicker way for researchers. Also, questionnaire is one convenient method for the respondents to answer the questions(Ibid).

Survey method helps the researcher to collect the information of consumer buying behavior by letting the target group answer questions associated with the research. According to Ackroyd & Hughes (1981, p. 67), using the questionnaire survey is beneficial to the researchers because large amount of information could be collected from large number of respondents in a short period of time and in a relatively cost effective way. Also, the most appropriate way for this research paper is to use the pre-coded questionnaire which contain lots of tick boxes for the respondents to fill in (Fisher, 2007, p. 177).

Therefore, this method makes it more convenient to gather the information regarding buying behavior of generation Y in Thailand.

3.4.1.1 Choice of Respondents

This research paper decided to conduct the research with generation Y consumers who live in Bangkok Thailand; both male and female with the age range between 19 to 33 years olds.

The reason for choosing generation Y with the age range of 19-33 years old are the fact that they contribute greatly to the number of population in the country. Moreover, This group of people have a high current amount of spending power and huge amount of future spending power (Wolburg & Pokrywczynski, 2001). According to the Internet World Stats (2012), out of 20 million internet users in Thailand, people with age ranging between 15-24 and 25-34 years old are the first and the second largest group of internet users which contributes to 45.2 percent and 29.5 percent respectively.

Bangkok, capital city of Thailand, is the commercial center with strong constitution of economic and cultural trends which greatly affect other regions in the country. Therefore, this location was the best concerning area to conduct the research paper toward buying behavior of generation Y consumers in the topic of celebrity endorsement with the help of Instagram.

3.4.1.2 Sample size

This research was confined by time, money and workforce, thus it is impossible to randomly sample the entire population. A non-probability technique was chosen in this research paper. This means that random selection was not used, so some of the population may have a chance of being selected (Greener, 2008, p. 48). Focusing in details, the convenience sampling which is one of the types of the non-probability sampling technique was used in this study. Bryman & Bell (2007, pp.197-198) stated that convenience sampling is simply available for researchers to access the information. The benefit of this convenience sampling is that the researcher has a chance to receive almost all of the questionnaires back. This means that it has a high response rate (Bryman & Bell, 2007, pp. 197-198). As this research paper applied the convenience sampling technique, the respondents were selected because of their convenient accessibility and proximity (Ibid).

According to the December 2012 report by the Bureau of Registration Administration of Thailand, Bangkok has a total officially registered population approximately 5.7 million. This number could be separated as 2.7 million for males and 3 million for females (DOPA, 2012). However, the exact number of the target respondents who live in Bangkok at the age range of 19-33 years old is not found because there are people living in Bangkok that are not registered officially (Ibid). Because of the limitation of time mentioned and the large populations in Thailand, it was impossible to include every individuals to the sampling. This was the reason why this research relied on the convenience sampling technique which could be fast, inexpensive, easy and the respondents would be readily available.

This research decided to set the sample size of 400 target respondents who are in the age range of 19-33 years old and also lived in Bangkok because the data collection managed and collected within the time constraint. To ensure that all 400 questionnaires would be completed, the online questionnaires were distributed approximately 500 target respondents. Finally, a total of 458 completed questionnaires was submitted, of which 22 unqualified data were deducted. Then, a total of 436 completed questionnaires was taken into account.

3.4.1.3 Method of spreading the questionnaires

Since the authors were working on this research in Sweden, it would be difficult to collect data from the target respondents in Thailand, due to the limitation of time and distance. The collection of primary data was done online through the use of Google Spreadsheet for online questionnaire. After the online questionnaire was created, the link of the online questionnaire was sent via the email and other social network means to the target respondents who are the current students and alumni of Assumption University of Thailand where located in Bangkok during the period of April 20, 2013 – April 27, 2013.

With the provided link to the online questionnaire, the respondents could easily click on the link to start answering the questionnaire. After the respondents had filled in their thoughts, the result were collected in the form of spreadsheet which summarizes the finding. Therefore, the online questionnaire is one of the best ways to help the authors to achieve the cheap and fast way of data collection despite being limited by the large distance between surveyors and respondents. Armstrong & Kotler (2010, p. 135) mentioned that “the respondent may give more honest answers to more personal questions on a mail questionnaire than to an unknown interviewer in person or over the phone as well as no interviewer is involved to the bias the respondent’s answer”.

3.4.1.4 Questionnaire Structure and Design

The purpose of this research was to study the buying behavior of generation Y consumer in Thailand toward the use of celebrity endorsement with the help of Instagram. This part presented the questionnaire which would be distributed to the respondents. The questionnaire was created by following conceptual framework and relating to the theory.

The questionnaire design for studying the effect of celebrity endorsement with the help of Instagram on buying behavior of generation Y consumers was shown in the table below:

Aim of Questionnaire	Questionnaire Number	Theory	Reference	Type of Questionnaire
Asking respondent's demographic	No. 1-4	General Information (gender, age, education, and income) is used to describe the target respondents.	Impact of Celebrity Advertisement on Customers’ Brand Perception and Purchase Intention (Zafar, & Rafique, 2012)	Dichotomous question and multiple choice question

Table 2: Questionnaire design (1/3)
Source: Authors

Aim of Questionnaire	Questionnaire Number	Theory	Reference	Type of Questionnaire
Asking respondent's past buying behavior on Magnum	No. 5	The authors want to know their past behavior on Magnum. If he or she used to buy it, that person is our target respondents.	An Exploratory Study on Young Thai Woman Consumer Behavior toward Purchasing Luxury Fashion Brands (Jirawattananukool & Tovikkai, 2010)	Dichotomous question
Study respondent's the usage of social network	No. 6-8	The usage of Instagram is used to analyze the popularity and suitability using social media as an electronic communication channel for getting generation Y's attention.	Electronic Word-of-Mouth through Social Networking Sites (Hodza, Papadopoupou & Pavlidou, 2012)	Dichotomous question and multiple choice question
Study attitude toward celebrity effectiveness (under trustworthiness)	No. 9-13	The effectiveness of celebrity endorsement is asked by using 5 related adjectives (Ohanian, 1990).	Impact of Celebrity Advertisement on Customers' Brand Perception and Purchase Intention (Zafar & Rafique, 2012)	Semantic differential question
Study attitude toward celebrity effectiveness (under expertise)	No. 14-18	The effectiveness of celebrity endorsement is asked by using 5 related adjectives (Ohanian, 1990).	Impact of Celebrity Advertisement on Customers' Brand Perception and Purchase Intention (Zafar & Rafique, 2012)	Semantic differential question
Study attitude toward celebrity effectiveness (under attractiveness)	No. 19-23	The effectiveness of celebrity endorsement is asked by using 5 related adjectives (Ohanian, 1990).	Impact of Celebrity Advertisement on Customers' Brand Perception and Purchase Intention (Zafar & Rafique, 2012)	Semantic differential question

Table 3: Questionnaire design (2/3)
Source: Authors

Aim of Questionnaire	Questionnaire Number	Theory	Reference	Type of Questionnaire
Study attitude toward celebrity and product congruence	No. 24-27	The authors want to know the best fit between celebrity endorsement and product. These questions are one stage under the theory of meaning transfer process (McCracken, 1989).	Brand Loyalty: A Prevalent Usage of Celebrity Endorsement in Cosmetic Advertising (Löfgren & Li, 2010)	Likert Scale
Study affective attitude toward the use of celebrity endorsement with the help of Instagram	No. 28-32	The authors set 5 appropriate adjectives for respondents to describe their feeling toward the use of celebrity through Instagram	Impact of Celebrity Advertisement on Customers' Brand Perception and Purchase Intention (Zafar & Rafique, 2012)	Semantic differential question
Study cognitive attitude toward the use of celebrity endorsement with the help of Instagram	No. 33-35	The authors ask the respondents to answer their opinion toward the use of celebrity through Instagram	Brand Loyalty: A Prevalent Usage of Celebrity Endorsement in Cosmetic Advertising (Löfgren & Li, 2010)	Likert Scale
Study respondent's intention to buy and buying behavior of Magnum	No. 36-37	The authors ask respondents about their intention to buy and their real buying behavior on Magnum after seeing celebrity endorse the product through Instagram	Purchase Intentions of Young Thai Male toward Men's Skincare Products (Bumrungrkitjareon & Tanasansopin, 2011)	Likert Scale
Study respondent's repurchasing behavior on Magnum	No. 38	The authors know respondents' repeat purchasing behavior on the product after they have some experience	An Exploratory Study on Young Thai Woman Consumer Behavior toward Purchasing Luxury Fashion Brands (Jirawattananukool & Tovikkai, 2010)	Likert Scale

Table 4: Questionnaire design (3/3)
Source: Authors

The general information was designed for the respondents to assure that all respondents are the targeted respondents. The dichotomous question was used by providing the respondent with two alternatives (Fisher, 2007, p. 211). The respondents were provided with multiple choices format, typically providing the respondents with choices of three to five answers which ask them to choose one (ibid). Next, The respondents were asked about their usage of Instagram (social media). This measured the frequency at which Instagram has been used by the generation Y consumers in Thailand which helped us to realize the popularity and suitability for using Instagram as a communication channel. The dichotomous questions and multiple choice questions had been used to ask the respondents in order to realize the generation Y consumers' attitude toward choosing celebrity endorsement. The consumers' attitude which included celebrity's trustworthiness, celebrity's expertise, and celebrity's attractiveness. This effectiveness was measured by using Ohanian (1990) paper which explain about "the construction and validation of a scale to measure celebrity endorsers' perceived expertise, trustworthiness, and attractiveness". Therefore, celebrity's trustworthiness, celebrity's expertise, and celebrity attractiveness were covered by forming adjective scale in a semantic differential question. The adjective scale was selected from Ohanian (1990) so that this research was reliable in answering the research problem. Also, the semantic differential questions asked the respondents to rate a single idea according to their feeling and judged their opinions toward the scale of 1 to 5 (Fisher, 2007, p.197). The scale of 1 represents undependable, dishonest, unreliable, insincere, untrustworthy, not an expert, inexperience, unknowledgeable, unqualified, unskilled, unattractive, not classy, ugly, plain, and not sexy, while the scale of 5 represents dependable, honest, reliable, sincere, trustworthy, expert, experience, knowledgeable, qualified, skilled, attractive, classy, beautiful, elegant, and sexy. The celebrity and product congruence were measured by using the second stage of meaning transfer process under the theory of McCracken (1989) to describe the best fit between the celebrity and product. The Likert scale was used to rate a single idea according to respondents' attitude toward the scale of 1 to 5 (Fisher, 2007, p. 197). According to the scale of 1 to 5; the scale of 1 represents bad, uninteresting, dislike, uncreative, and uninformative while the scale of 5 represents good, interesting, like, creative, and informative. After that the consumers' affective and cognitive attitude toward the use of celebrity endorsement with the help of Instagram were measured, the respondents' intention of purchasing could be realized which include their buying behaviors and repurchase behavior of the product after seeing celebrity endorsement consume the ice cream on Instagram (social media). The questionnaire was translated into both English and Thai versions to ensure the understanding of the respondents.

3.4.1.5 Reliability

The primary data of this research paper was based on the online questionnaires which were distributed to the target respondents both male and female in Bangkok with the age range of 19-33 years old. By choosing the right target group, the authors were confident that the sample size in this research could illustrate the buying behavior of generation Y consumers in Thailand toward the use of celebrity endorsement with the help of Instagram. Bryman & Bell (2007, p. 163) stated that "reliability refers to the consistency of a measure of a concept". According to the important of primary data's reliability, the high level of its reliability was maintained in this research paper. When the desired number of questionnaires was completed by the respondents, all data were transferred into an excel file. The targeted responses were sorted and stored, while the irrelevant data would be removed. For example, this research aimed to study the buying behavior at the age range of 19-33 years old, the respondents

who were not in this target were deducted. Moreover, the secondary data used is based on the studies in the relevant field from academic books, journal, newspaper as well as the data from the university database which were written by the researchers and also proved by peers to enhance the reliability of this research. To minimize the bias, all of our findings were clearly linked between our primary and literature sources. This research aimed to meet the entire aforementioned criterion for reliability throughout this study.

3.4.1.6 Validity

The validity of this research paper was decided to assure by extracting the questionnaire from other scholars which studied in the relevant field of this research paper. Those scholars also had convincing conclusion and corroborated by the experts. Bryman & Bell (2007, p. 165) stated that “validity refers to the issue of whether or not an indicator that is devised to gauge a concept really measures that concept”.

In this research, the external validity was used because the selected respondents who participated in this study became crucial (Bryman & Bell, 2007, p. 42). In order to achieve this validity, the research’s representative of generation Y consumers who are in the age range of 19-33 years old in Bangkok, Thailand were involved. Therefore, these respondents could correctly represent the behavior of generation Y. Moreover, the pre-testing was conducted by selecting 10 respondents to answer the questionnaire. The pre-tester were asked whether or not they understood the questionnaire and were then asked them to report if there were any ambiguity in the questionnaire. The pre-testing helped to avoid confounding variables, as the potential misunderstandings could be identified before the survey was conducted.

3.4.2 Secondary data and empirical secondary data

Besides the primary data collection, the secondary data and empirical secondary data were necessary in order to find the relevant secondary sources, and thus received the variety of the information. The various materials help to generate the ideas, materials and theories to conduct the research paper (Fisher, 2007). The secondary data and empirical secondary data mainly used in this research paper includes journals, books, previous dissertations, online newspaper and internet web sites. The journal is the most likely to be used as the main secondary data in this research paper because they contain the articles which already have been peer-reviewed and up to date (Ibid). Most of the reliable secondary data was found in the reliable search engines such as DiVA, Emerald, and ABI/Inform from the database of Mälardalen University along with google scholar.

Moreover, the information in academic book were used to give the basic information and support the results. According to (Fisher, 2007, p. 95), the academic books could also be used as the references.

In addition, online newspapers, online marketing magazines and internet web sites were used because they provide useful sources of materials. By using those kind of online database, the authors ensure that all data have high reliable quality. Thailand online database, such as the Positioning magazines and Prachachart newspapers, were used as the supporting sources. These sources were reliable because it is one of the most popular magazine and newspaper in Thailand. Also, this research paper used business time’s web site under the New Straits Times Press in Malaysia for explaining about generation Y in Asia.

3.5 Data analysis

After the data gathered were processed, the primary data were analyzed and interpreted. The central tendency was measured by using mode and mean which see the center of the value and center answer of the respondents. This method was used to find the dimension adjective of celebrity endorsement effectiveness, attitude of consumers, buying behavior of generation Y consumers. According to Fisher (2007, p. 211), the central tendency is appropriate to use in summarizing quantitative data. Also, the percentage calculation was used to analyze the demographic information and the usage of social media. This helps comparing the results of respondents. The cross-compare results had been used to analyze the primary data by sorting the positive and negative attitudes.

After getting the information on primary data, the questionnaire results were reported in the form of cross-tabulation and graphs. These illustrations were useful for the reader to easily understand the result of this research paper.

3.6 Scope of study and delimitation

This research focused on generation Y consumers in Thailand with an age range of 19-33 years old and studied their attitude and buying behavior toward the use of celebrity endorsement with the help of Instagram. The first limitation was that there are many different theories regarding the age range of generation Y. The theories are the age between 19-33 years old and 18-34 years old. Therefore, this research paper decided to choose that age range between 19-33 years old.

As the authors lived in Västerås, Sweden during the period of researching, we used an electronic survey by distributing the questionnaire through e-mails. This provided the quickest way to gather the responses. Another limitation was the time limitation of doing this research paper, therefore the convenience sampling technique was used in order to access the respondents. Although the sample size of convenience sampling technique does not entirely represent the whole population's behavior toward this marketing technique; this method helped saving the cost and gathering the information in a short period of time.

CHAPTER 4: Findings

This chapter provides an overview over the empirical data collected through the questionnaire which conducted during week 17 (2013). The results are presented as charts both in pie-chart and bar-chart.

4.1 Demographic

In this part, the general information about the target respondents were mentioned. The target respondents were asked about their age, gender, education, income level as well as their past experience to buy Magnum. A total of 458 completed questionnaires were submitted, of which 22 unqualified data were deducted as the respondents age did not match with the target segment (generation Y consumers with the age of 19-33 years old). Then, the total number of 436 respondents was taken into consideration in this research.

4.1.1 Target respondents' general information

This table shows cross tabulation result of age and gender of respondents

Percentage total	Gender		
Age	Female	Male	Grand Total
19 - 23 years	25%	16%	40%
24 - 28 years	29%	11%	40%
29 - 33 years	11%	8%	19%
Grand Total	66%	34%	100%

Table 5: Age and gender

Source: Authors

This table shows cross tabulation result of education and income level of respondents

Percentage total	Income Level (approximately)					Grand Total
Education	lower than 10,000 Baht	10,000-20,000 Baht	20,001-30,000 Baht	30,001-40,000 Baht	More than 40,000 Baht	Grand Total
High school	1%	0%	0%	0%	0%	1%
Bachelor's degree	27%	30%	16%	3%	1%	76%
Master's degree	2%	5%	7%	4%	3%	21%
Doctoral's degree	0%	0%	0%	1%	0%	1%
Grand Total	29%	35%	23%	8%	5%	100%

Table 6: Education and income level

Source: Authors

As the female population in Bangkok is more than male, all of qualified respondents are 66% of female and 34% of male. For the age, all of 436 target respondents are the generation Y consumers in the age range of 19-33 years old which 41% and 40% of respondents were between 19-23 and 24-28 years old

respectively, and the remaining 19% of respondents belong to the age between 29-33 years old (As be seen in Table 5).

Regarding to the education and income level (As be seen in Table 6), a large portion of 76% was in the bachelor's degree and the remaining 21%, 2%, 1% were in the master's degree, high school, and doctoral's degree respectively. For the target respondents who are bachelor's degree, most of them have the income level at 10,000-20,000 Baht. Also, overall respondents have the income level at 10,000-20,000 Baht.

4.1.2 Past experience to buy Magnum

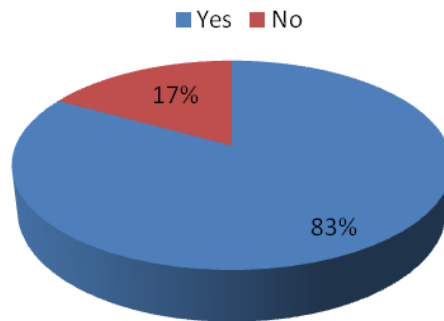


Figure 5: Past experience to buy Magnum

In question number 5, which asked the respondents about their past experiences to buy Magnum. There are 83% had bought Magnum and the remaining 17% did not.

4.2 Social media - Instagram

In this part, the target respondents were asked about the usage of social media (Instagram) including a total of 3 questions.

4.2.1 Instagram users

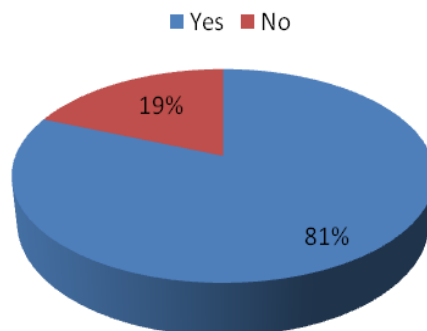


Figure 6: Instagram users

4.2.2 Frequently to spend time on Instagram

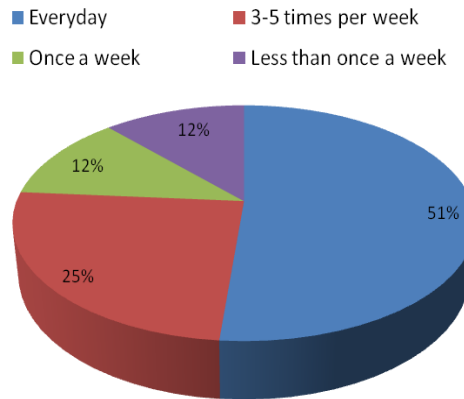


Figure 7: Frequently to spend time on Instagram

4.2.3 The Instagram users who followed the celebrities' Instagram

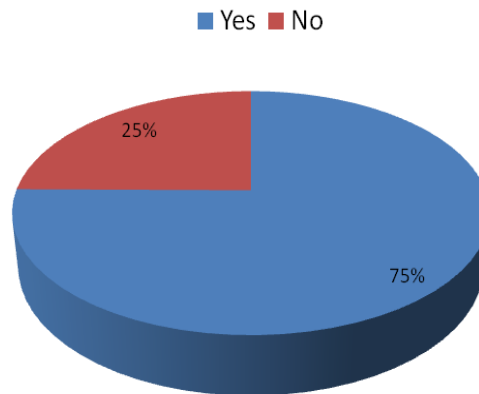


Figure 8: The Instagram users who followed the celebrities' Instagram

After the respondents were asked about the usage of social media, 81% of all target respondents have the account on Instagram and 51% of the respondents who have the accounts spent their time on Instagram every day. In contrast, there were some Instagram users who rarely or seldom spent their time on Instagram which was less than once a week up to 12%. In addition, among the respondents who have the account on Instagram, 75% of them also followed the Instagram of their favorite celebrities.

4.3 Celebrity endorsement- Case study of Magnum in Thailand

In this part, the respondents were asked about their attitude toward the celebrities who were chosen by Magnum to be the endorsers. To estimate the celebrity effectiveness, the respondents were asked the questions under trustworthiness, expertise, and attractiveness by using 5 related adjectives in each measurement. Moreover, the congruence between the product and the endorsers were asked in this part as well.

4.3.1 The celebrity's credibility (Trustworthiness)

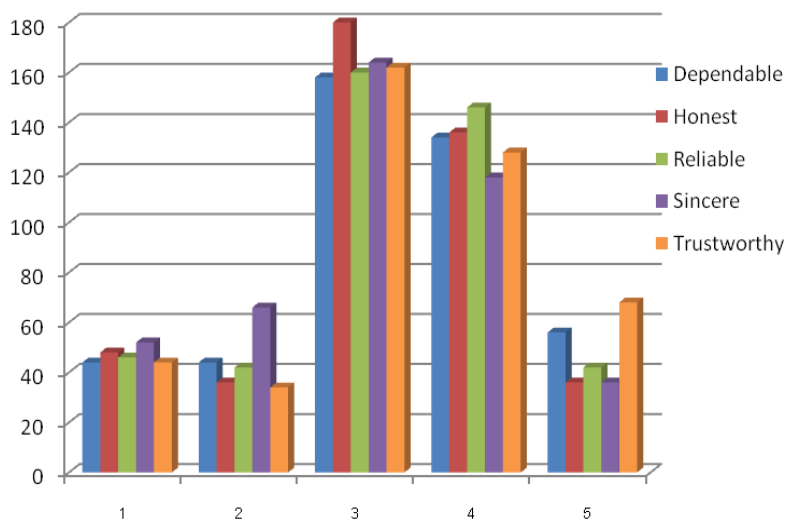


Figure 9: The celebrity's credibility (Trustworthiness)

Regarding the celebrity's trustworthiness, 5 related adjectives were used including dependable, honest, reliable, sincere and trustworthy which 5 points-scale was used to measure. The semantic differential question was used in those adjectives. Therefore, 1 was equal to undependable, dishonest, unreliable, insincere, and untrustworthy and 5 was equal to dependable, honest, reliable, sincere, and trustworthy. As seen from the bar-chart above, most respondents had positive aspect (3-5) in all 5 variables under the celebrity trustworthiness toward those 5 celebrity endorsers of Magnum. Therefore, those celebrity endorsers were dependable, honest, reliable, sincere and trustworthy.

4.3.2 The celebrity's credibility (Expertise)

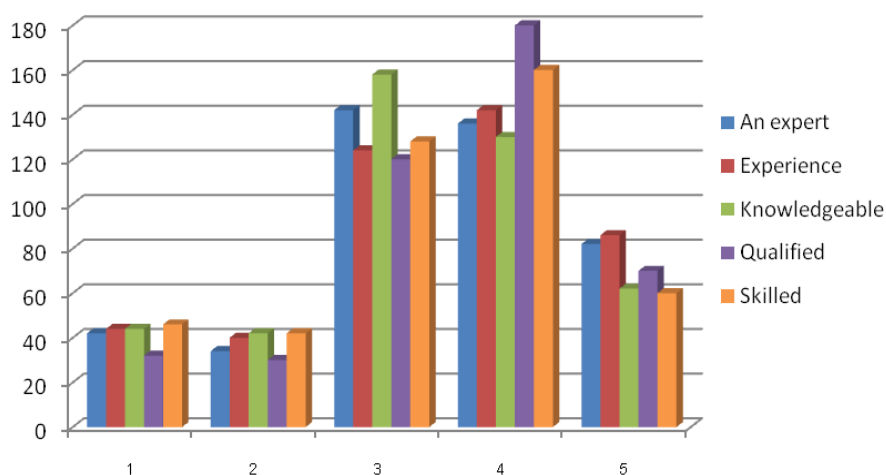


Figure 10: The celebrity's credibility (Expertise)

To measure the expertise of the celebrity endorser, there are 5 related adjectives to use including expert, experience, knowledgeable, qualified, and skilled. The semantic differential question was used in those adjectives. Therefore, 1 was equal to not an expert, inexperience, unknowledgeable, unqualified, and unskilled and 5 was equal to expert, experience, knowledgeable, qualified, and skilled.

Most of the target respondents in Thailand agreed that those selected celebrities who endorsed the Magnum is an expert and have enough experience, knowledge, qualification, and skills.

4.3.3 The celebrity's attractiveness

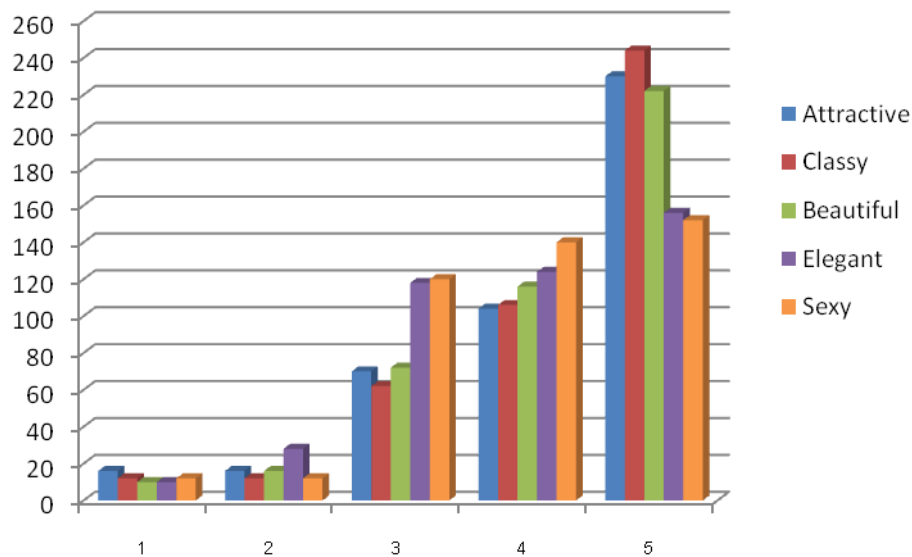


Figure 11: The celebrity's credibility's attractiveness

To measure the celebrity's attractiveness, 5 related adjectives were used to measure including attractive, classy, beautiful, elegant, and sexy. The semantic differential question was used in those adjectives. Therefore, 1 was equal to unattractive, not classy, ugly, plain, and not sexy and 5 was equal to attractive, classy, beautiful, elegant, and sexy. Among 5 related adjectives, most of target respondents strongly agreed that those 5 Magnum endorsers which are Chompoo Araya, Ananda Averingham, Ter Chantwist, Opal Panisra, and Ploy Chawaporn are attractive, classy, beautiful, elegant, and sexy to endorse Magnum product.

4.3.4 The belief of respondents that those celebrities consume Magnum

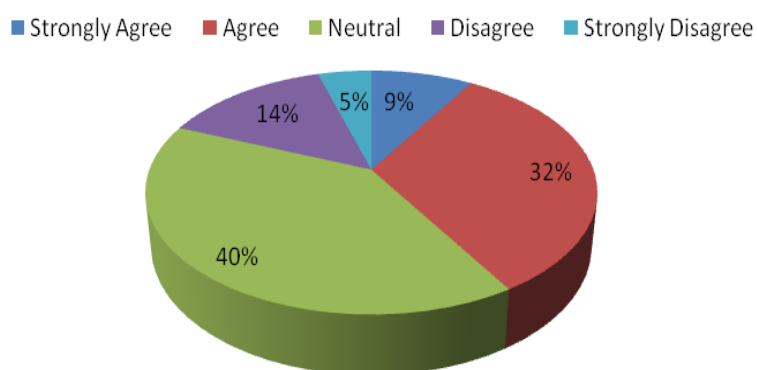


Figure 12: The belief of respondents that those celebrities consume Magnum

In addition, the target respondents were asked to answer about the congruence between the selected endorsers (Celebrities) and the product (Magnum). In this measurement, 4 questions were used (Question number 24-27).

The majority of the target respondents were neutral about their belief towards the celebrities' actual consumption of the product they endorsed. Whereas 32% of all respondents believed that those celebrities consume Magnum.

4.3.5 The belief of respondents that the use of celebrities is a guarantee for the quality of this product

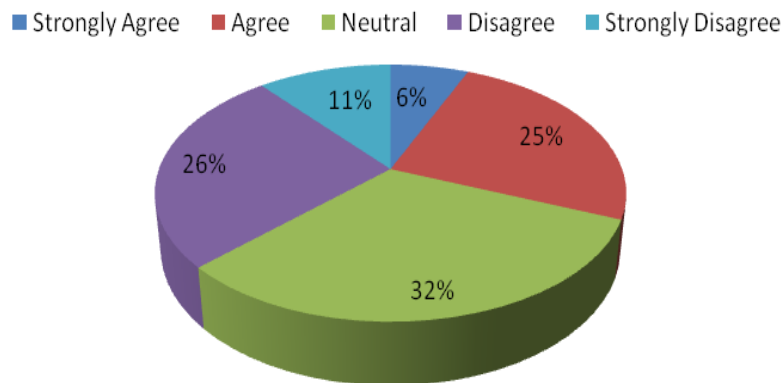


Figure 13: The belief of respondents that the use of celebrities is a guarantee for the quality of this product

After the respondents were asked about the use of celebrity is a guarantee for the quality of the product. 32% of target respondents were neutral and 26% among them disagreed that the celebrities are the guarantee of the product quality. In contrast, there were 25% of target respondents who agreed about using the celebrity to guarantee the product quality.

4.3.6 The belief of respondents that the characteristic of celebrities who represent Magnum directly related to the product image

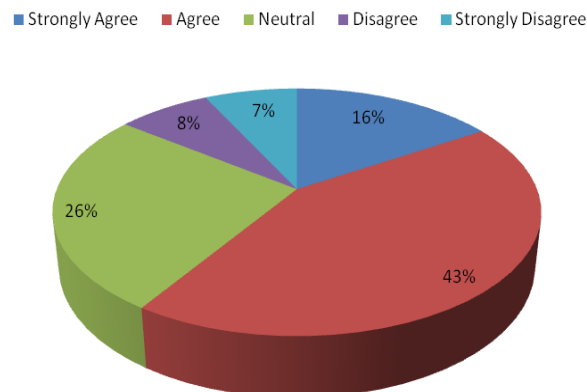


Figure 14: The belief of respondents that the characteristic of celebrities who represent Magnum directly related to the product image

4.3.7 The belief of respondents that those celebrities are best fit to represent Magnum

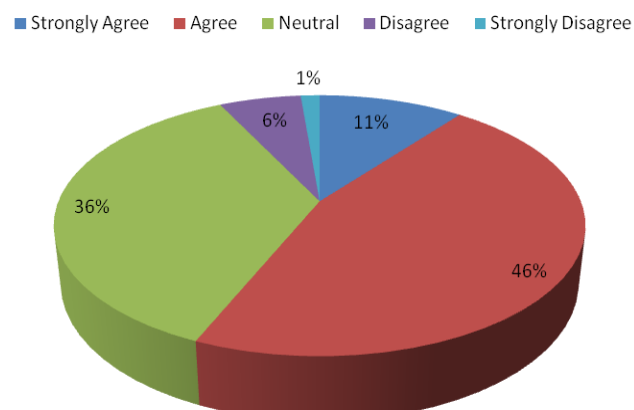


Figure 15: The belief of respondents that those celebrities are best fit to represent Magnum

According to question number 26-27, the respondents were asked about the characteristic of the celebrity and their best fit for the product. 43% of all target respondents agreed that the characteristic of 5 celebrities who represent Magnum are directly related to the product image. At the same time, 46% of the respondents also agreed that those 5 celebrities are best fit for the product they endorsed.

4.4 The consumers' attitude toward the celebrity endorsement with the help of social media (Instagram) - Case study of Magnum in Thailand

In this part, the respondents were asked to answer their attitude toward Magnum's advertising technique which use the celebrities represented the product through social media (Instagram).

4.4.1 The respondents' attitude toward the advertising technique

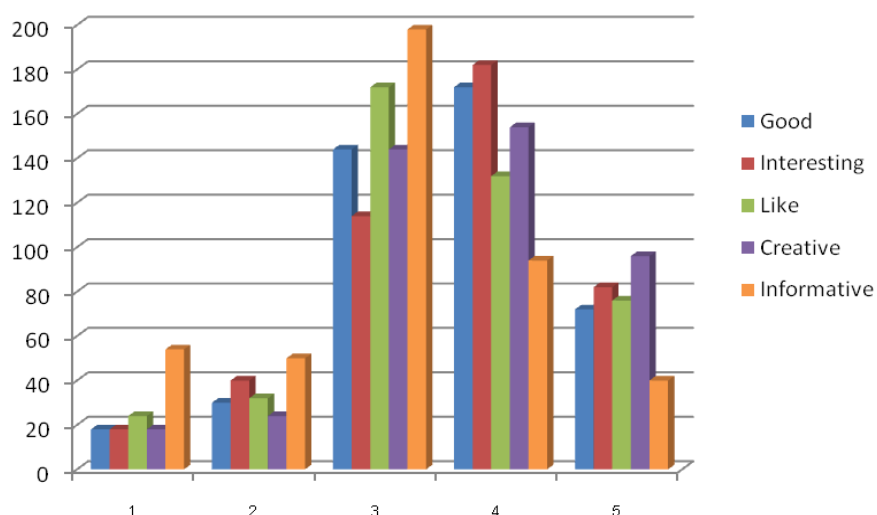


Figure 16: The respondents' attitude toward the advertising technique

To measure the respondent's affective attitude, 5 related adjectives were used including good, interesting, like, creative, and informative. The semantic differential question was used in those adjectives. Therefore, 1 was equal to bad, uninteresting, dislike, uncreative, and uninformative and 5 was equal to good, interesting, like, creative, and informative. Most of target respondents agreed that using the celebrities to represent the product through Instagram are good, interesting, creative, and informative. Also, the respondents like this advertising technique.

From question 33-35, the target respondents were asked to answer about the attitude of consumer's thought toward the use of celebrities through Instagram.

4.4.2 The believe of respondents that using the celebrities to present Magnum in their own Instagram is reaching consumers

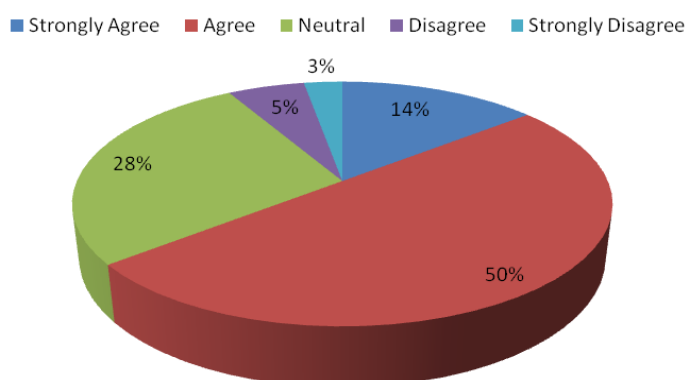


Figure 17: The believe of respondents that using the celebrities to present Magnum in their own Instagram is reaching consumers

Half of all respondents which were 50% agreed that using this advertising technique made Magnum reached generation Y consumers in Thailand. While 28% of target respondents were neutral to reach the audiences by using this technique and 14%, 5%, 3% were strongly agree, disagree, and strongly disagree respectively.

4.4.3 The respondents' thought about using celebrities' Instagram help them to know the product

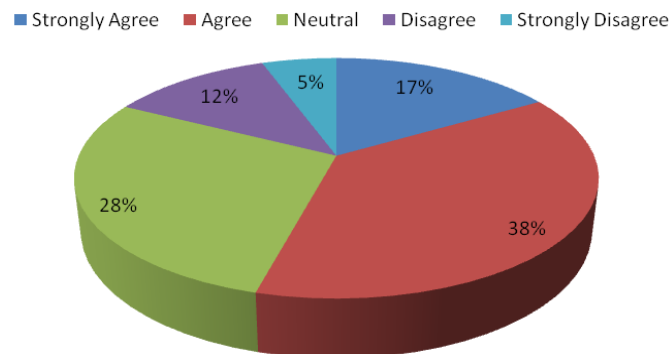


Figure 18: The respondents' thought about using celebrities' Instagram helped them to know the product

The majority which was 38% of all target respondents agreed that using the celebrities' Instagram helped them to know the products while 28% were neutral with the use of this advertising technique. In addition, there were 17% of the target respondents who strongly agreed that the use of celebrities' Instagram helped them to know the product whereas there were some of all respondents who disagreed and strongly disagreed which were 12% and 5% respectively.

4.4.4 The belief of respondents that presented Magnum by using celebrities' Instagram persuade them to try the product

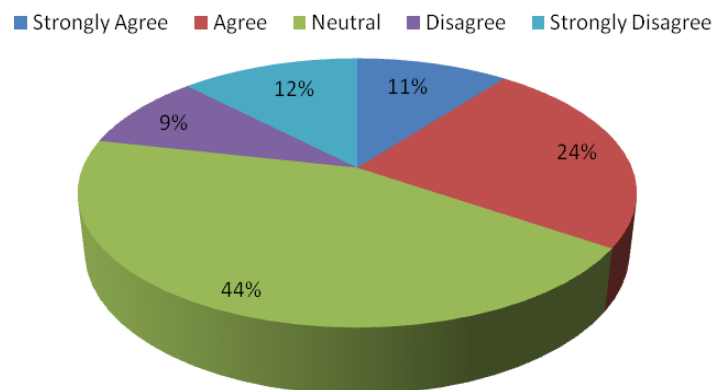


Figure 19: The belief of respondents that presented Magnum by using celebrities' Instagram persuade them to try the product

As can be seen from the figure above, 44% of all target respondents were neutral towards the use of celebrity endorsement with the help of Instagram to persuade them to try the product. At the same time, there were some of all respondents who agreed and strongly agreed that this advertising technique persuaded them to try the products which were 24% and 12% respectively. However, 12% and 9% of the respondents disagreed and strongly disagreed with using this technique to persuade them to try the product.

4.5 Consumer buying behavior- Case study of Magnum in Thailand

In this part, the respondents were asked to answer about their intention to buy and their real buying behavior on Magnum after seeing celebrity endorse the product through Instagram (Question number 36-37). At the same time, the target respondents were asked about their repurchasing behavior on Magnum.

4.5.1 The respondents' intention after seeing Magnum through celebrities' Instagram

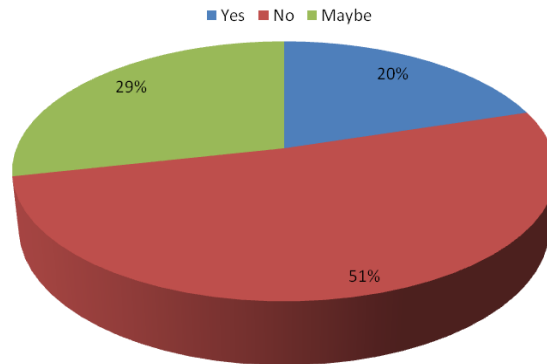


Figure 20: The respondents' intention after seeing Magnum through celebrities' Instagram

After seeing Magnum from the celebrities' Instagram, 51% of target respondents had no intention to buy the product. Whereas only 20% among them had the intention to buy and 29% answered "maybe".

4.5.2 The respondents' buying behavior after seeing Magnum through celebrities' Instagram

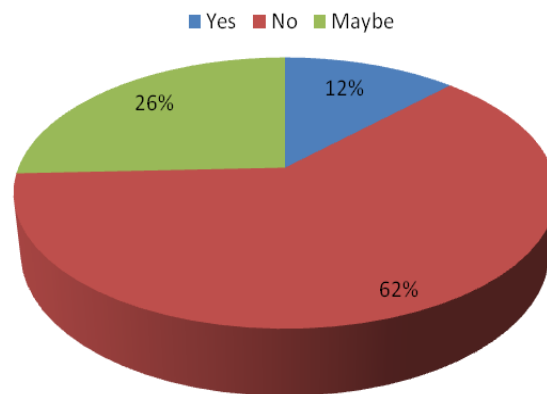


Figure 21: The respondents' buying behavior after seeing Magnum through celebrities' Instagram

If seeing from the graph above, more than a half of all target respondents (62%) answered they did not buy Magnum after seeing Magnum on celebrities' Instagram. 26% of them answered they maybe buy the product and only 12% of all target respondents bought the product.

4.5.3 The respondents' continue buying behavior after first trying

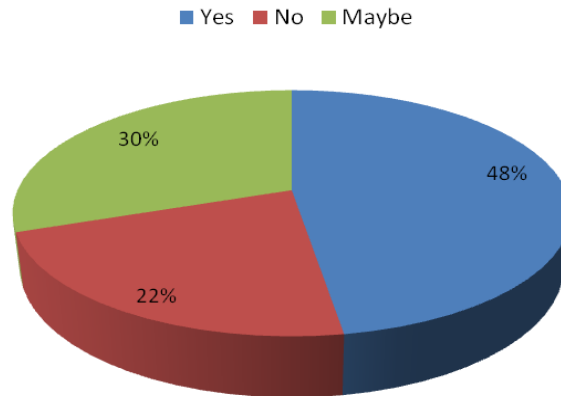


Figure 22: The respondents' continue buying behavior after first trying

Among those target respondents who had ever bought Magnum before, 48% of them were continuing to buy Magnum again after their first try. Whereas 30% would maybe continue buying and the remaining of 22% were not buy Magnum again after their first try.

CHAPTER 5: Analysis

This chapter provides the analysis between the gathering of empirical findings in the previous chapter and regarding to the theoretical framework in chapter 2.

The conceptual framework in chapter 2 is divided into 3 stages. Each stage is analyzed by covering both the empirical findings and the theoretical findings throughout the following sections. To do the analysis, only the respondents who had past experience to buy Magnum are taken into account. Thus, 362 respondents are remaining to do the analysis.

5.1 The Celebrity Effectiveness and Product Congruence

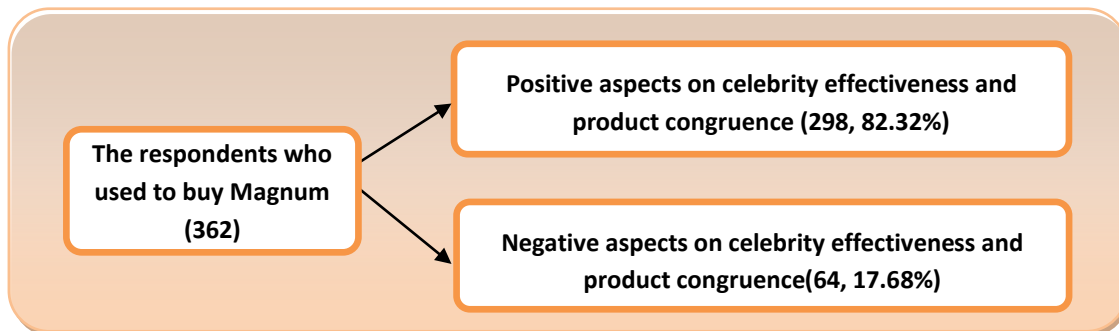


Figure 23: Number and Percentage of respondents who used to buy Magnum and their aspects on celebrity
Source: Authors

When analyzing the celebrity effectiveness and product congruence among generation Y consumers in Thailand toward 5 selected celebrities of Magnum. The celebrity effectiveness is used to measure by using 5 appropriate adjectives in each aspect including source credibility and source attractiveness. At the same time, the congruence between selected celebrities and the product are also mentioned. To do the analysis in this part, only the target respondents who had past experience to buy Magnum are taken into consideration.

As aforementioned in chapter 2, Friedman & Friedman (1979) as cited in Phang & Ernest (n.d.) and Schiffman et al. (2012) mentioned that the celebrity is a person who is known in public and also serves as the reference to an individual. At the same time, Braunstein & Zhang (2005) as cited in Lazarevic (2011) also mentioned that the celebrity endorsement who represents similarities between themselves and the consumers build up the relationship between generation Y consumers and the brand or product. Thus, the result shows that 82.32% among the target respondents who had past experience to buy Magnum have positive aspect and 17.68% of the target respondents have the negative aspect toward the celebrity endorsers. Therefore, most target respondents in Thailand have the positive aspect on celebrity endorser and the result adds more weight to McCracken (1989) that to expose the products to target customers, the use of celebrity endorsement is very popular and widely use in both “Traditional Marketing” and “Digital Marketing”. To understand in deep detail, each measurement of the celebrity endorsers is mentioned including both celebrity effectiveness and product congruence.

As Belch & Belch (2003) and Silvera & Austad (2004) mentioned that the celebrities are the group of people who enjoy public recognition with their attractiveness and trustworthiness. Then, their distinctive characteristics are used to motivate the receivers to identify and adopt themselves with like or similar celebrity. The result from the primary data shows that 84.53% of the target respondents have

the positive aspect toward the celebrities (As be seen in appendix 3). Among all aspects to measure the celebrity effectiveness, the respondents also answered that the celebrity attractiveness is the dominant factor among the other aspects to represent the characteristic of celebrities who endorse the product (As be seen in appendix 5). This means that the Magnum in Thailand chooses the celebrities who have distinctive characteristics. It adds more weight to Ohanion (1990) that when a company decides to use celebrity endorsement, they need to carefully select based on the credibility and the attractiveness.

In the case of the celebrities and product congruence, McCracken (1989) mentioned about the perfection-matched celebrity which help to create the positive response among the consumers. At the same time, Wheeler (2003) and Dickenson (1996) as cited in Hunter (2009) also stated that the celebrities have the ability to transfer their image to a specific product and be able to turn an unknown product into a recognized product by persuading positive feelings toward advertising. The result shows that 79.01% of the target respondents also answered that they have the positive aspect toward the celebrity and product congruence which those 5 celebrities are best fit to be the endorsers for Magnum as well as their characteristics directly relate to the product image (As be seen in appendix 4).

5.2 Attitude toward the Use of Celebrity with the Help of Instagram

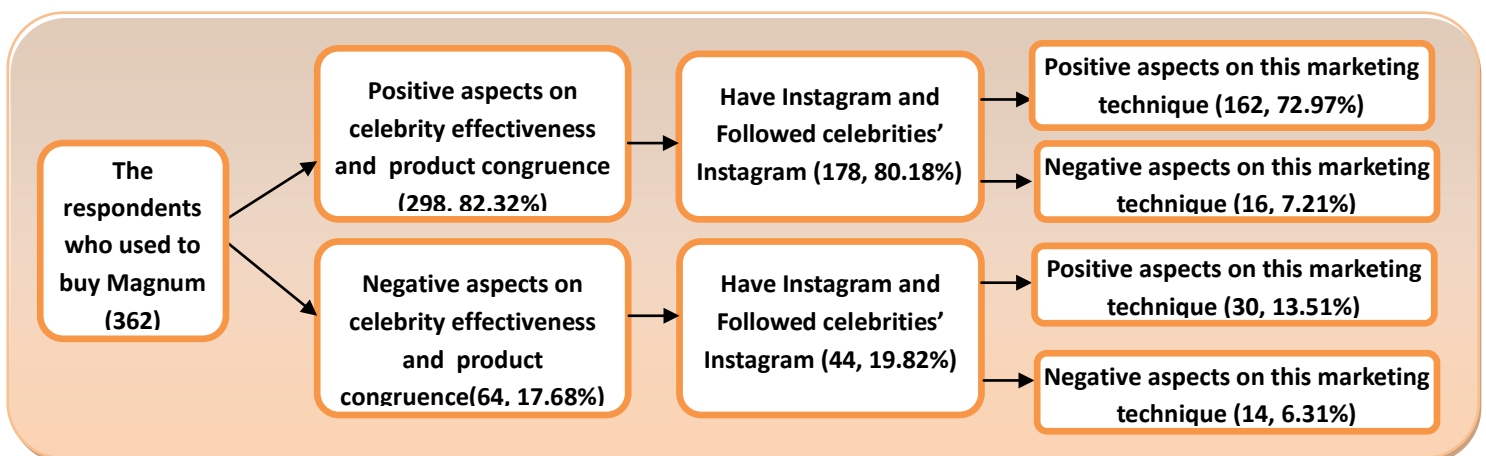


Figure 24: Number and Percentage of respondents who used to buy Magnum, their aspects on celebrity, and their aspects on the marketing through celebrities' Instagram
Source: Authors

According to Business Times Press in Malaysia, Hamid (2011) mentioned that generation Y consumers are the most updated and informative as well as attention-craving, and they are obsessed with social media and the latest gadgets. Moreover, they also present a particular challenge as they resist to traditional marketing efforts (Wolburg & Pokrywczynski, 2001). Then, many companies realized the importance of the combination to use celebrity endorses the product through social media to reach large target audiences especially generation Y consumers (Belch & Belch, 2001 as cited in Lazarevic, 2012).

To conduct an analysis at this stage, only the target respondents from the previous stage who have Instagram accounts and also followed their favorite celebrities' Instagram are taken into account. In this stage, the analysis about the attitude of target respondents toward Magnum marketing technique is described both in the aspect of affect and cognition attitude.

5.2.1 Generation Y consumers and social media

As Yingjiao Xu (2007) as cited in Zakaria et al. (2011) mentioned that generation Y people tend to utilize technology and engage in many social media activities as well as characterized as media and internet users. The result is used to add more weight to the statement which is 81.77% of the target respondents have accounts on Instagram. Moreover, Saxton (2007) and Noble et al. (2009) as cited in Lazarevic (2012) also stated that generation Y consumers are increasing the obsession with the celebrities and their action by focusing on what those celebrities wear and which products they use which is 75% of the target respondents who have accounts on Instagram followed their favorite celebrities' Instagram.

To understand in more detail, the percentage of the target respondents who followed celebrities' Instagram is described separately according to their positive and negative aspect toward the celebrities from the previous stage. First, 80.18% of the target respondents who have accounts on Instagram and also followed their favorite celebrities' Instagram are the group of people who have the positive aspect toward the celebrity endorsers. The remaining which is only 19.82% of them have the negative aspect toward the celebrity endorsers. The result adds more confirm to Saxton (2007); Noble et al. (2009) as cited in Lazarevic (2012), Schiffman et al. (2012), and Yingjiao Xu (2007) as cited in Zakaria et al. (2011) who mentioned that generation Y consumers are obsessed by the celebrities' action and they see the celebrities as their reference group as well as they are a group of people who tend to engage with many social media activities. That is the reason why the people who have the positive toward the celebrities also followed their favorite celebrities' Instagram.

5.2.2 Consumer's attitude toward the use of celebrities through Instagram

According to Wolburg & Pokrywczynski (2001) and Hamid (2011) mentioned that the company tries to reduce the risk by capturing generation Y which is a large segment of consumers as well as having a substantial current amount of spending power and their potentially huge amount of future spending power. Therefore, Aquino (2012) stated that the new marketing technique is adopted to capture the generation Y's attention which is the combining between the celebrity endorsers with smart use of social media. Then, the consumers' attitude toward this advertising technique is taken into consideration.

To see the effectiveness of using the celebrity endorsement through Instagram, only the target respondents who have the positive aspect toward the celebrities and followed celebrities' Instagram as well as having the positive attitude toward this advertising technique are taken into account. For the target respondents who do not match to the conditions are counted as the negative group. Among the target respondents who matched with the condition and are taken into consideration, 72.97% of them have a positive attitude toward this advertising technique. As well as 27.03% is represented to the target respondents who do not match to the conditions, such as the target respondents who have the negative aspect toward the celebrities, or people who are negative towards the use of celebrity endorsement through Instagram belong to the negative group as well. As seen from the result, the greater percentage of the target respondents who have the positive attitude toward this advertising technique adds more weight to Lazarevic (2012) and Hamid (2011) mentioned that generation Y consumers resist to the traditional marketing as well as the respondents in this generation are the most updated and also obsessed with social media. In addition, the respondents also answered that the marketers reached the target audiences and let them know the product (As be seen in appendix 6). The result is also used to support Belch & Belch (2001) as cited in Lazarevic (2012) and Friedman (2009)

which mentioned that using the technological advantage and also best fit with the lifestyle of generation Y consumers in this era in which the internet plays an important role in their daily routine are the effective ways to capture their attention.

5.3 Buying Behavior of Generation Y

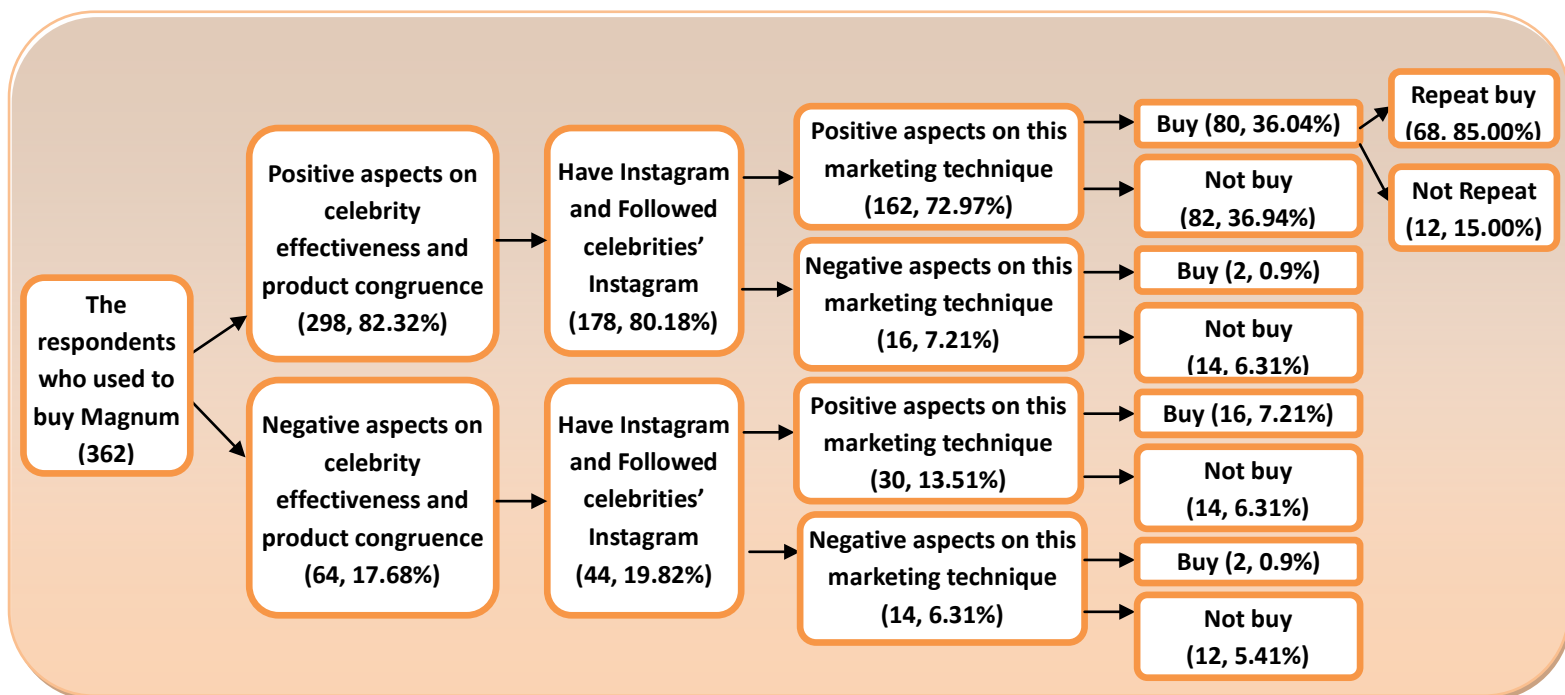


Figure 25: Number and Percentage of respondents who used to buy Magnum, their aspects on celebrity, their aspects on the marketing through celebrities' Instagram, their buying behavior, and their repeat behavior
Source: Authors

In this stage, the respondents were asked to answer about their buying behavior after seeing the product through the celebrities' Instagram and their feedback after their first try. Only the respondents who have the positive attitude toward the use of celebrity endorsement through Instagram and have buying behavior to buy Magnum after seeing the product through the celebrities' Instagram are counted as the positive side. The remaining who do not match to the conditions belongs to the negative side.

According to McCracken (1989) stated that a well-known person tends to have a greater effect on the consumer buying behavior. Mangold & Faulds (2009) also mentioned that social media becomes a dominant factor to influence in the different aspects of consumer behavior including perception of information, awareness, opinions, attitude, evaluation, purchase behavior, and post-purchase communication. Although celebrity and social media influence consumer buying behavior, the combination between celebrity with the help of social media has low impact on buying behavior. The result which collected from generation Y consumers in Thailand shows that only 36.04% of the target respondents who belongs to the positive side conditions have buying behavior Magnum after seeing the product through celebrities' Instagram.

After their first try the product, Sahney (2012) also mentioned that their outcome of satisfaction and dissatisfaction become a feedback and persuade them to repeat buying the product. The result adds more weight to confirm the statement which is 85% among the target respondents who bought Magnum after seeing the product through celebrities' Instagram answered that they are willing to continue buying Magnum after their first try.

CHAPTER 6: Conclusion

This chapter draws the conclusion from primary data and secondary data previously collected in this thesis. The aim of this research paper is to answer the research question “How does the use of celebrity endorsement with the help of electronic communication channel (Social media: Instagram) affect the buying behavior of generation Y consumers in Thailand?”.

This research paper was conducted on generation Y consumers, targeting especially the consumers who live in Bangkok, Thailand. The result from gathered and analyzed data in chapter 5, showed that the use of celebrity endorsement through Instagram has low effect on purchasing behavior of generation Y in Thailand. However, the uses of celebrities’ Instagram could easily reach to consumers and therefore help them to recognize the product.

The result shows that celebrity effectiveness is an important factor for the companies to realize before choosing their celebrity endorsers. According to the celebrity effectiveness, the majority of the targeted respondents, who had past experience purchasing Magnum, feel positive toward the endorsed celebrities. This supports the theory of Ohanian (1990) and Belch & Belch (2003). Among the two dimensions of celebrity effectiveness which are the source credibility and source attractiveness, Magnum’s chosen celebrities have a high degree in attractiveness dimension. Therefore, it could be noticed that generation Y consumers in Thailand perceive celebrity endorsers’ attractiveness as their dominant factor.

Magnum chose five celebrities whom the company think are perfectly matched with the premium ice cream since they are directly representing the product’s image. The analysis as described in chapter 5, verifies the framework of McCracken (1989). As a result, Magnum uses the congruence between celebrities and the product to convey the right message to the right target consumers.

Generation Y consumers in Thailand, who have the positive aspect toward the celebrity endorsement, typically follow their favorite celebrities on Instagram (social media). The study confirms that generation Y in Thailand has engaged in many social media activities. For some people in the target group, they enjoy focusing on their favorite celebrities’ daily life through social media and feel influenced by the celebrities’ actions. At the same time, these people have a positive attitude toward the uses of celebrities’ Instagram as a mean to endorse the product in both affective and cognitive attitudes. The results also show that this marketing technique is worth-applying, because the consumers think it is good, interesting and creative. Furthermore, the use of celebrities’ Instagram as endorsement is an effective way to reach consumers and let them know the product.

However, there is a low effect of the uses of celebrity endorsement with the help of Instagram on purchasing behavior of generation Y consumer in Thailand. The result shows that less than half of the respondents, who are used to buy Magnum, feel compel to purchase the product after seeing the endorsement. Therefore, the celebrities’ Instagrams don’t affect much on the purchasing behavior. As this research paper focus on using celebrity endorsement with the help of Instagram, the result conflicts with the previous researches regarding celebrities and social media influence on consumers’ buying behavior.

Lastly, most of generation Y consumers in Thailand who have their buying behavior agree to repeat their buying behavior after their first try on Magnum. Although the first time buying Magnum could be

persuaded by celebrities' Instagram, their repeated purchasing behavior is an outcome of the satisfaction feedback toward the products.

CHAPTER 7: Recommendations

This chapter describes the suggestions based on data findings and analysis which provide the implications for marketing practitioners and researchers. This also answers the strategic question "How can marketers use this marketing technique in an effective way to increase consumers?".

7.1 Recommendations for Marketing Practitioners

This research paper gives the marketing practitioners the information about the use of celebrity endorsement with the help of Instagram. Even though the use of celebrities' Instagram has a low effect on generation Y's buying behavior, it can help the company to reach to the targeted consumers and make them know the products. Therefore, this advertising technique is beneficial for introducing the newly start-up products in order to get the consumers' attention. The effective way to use this technique is to use them as the first initiative to grasp the attention of the celebrities' followers. This initiative scheme will be the best opening statement of the products' images because they use the celebrities' experiences to persuade consumers to buy the product for the first time. This method can be called electronic word-of-mouth or viral marketing. Therefore, using the celebrity endorsement with the help of Instagram has a low effect on the direct buying behavior of generation Y consumers but it can be used as indirect effect on starting the buying behavior. Once the consumers get to know the products, their buying behaviors would depend greatly on the products themselves. Therefore, this marketing technique is not effective in a long-term perspective as the products would then be well-known to the consumers.

The most important thing for the marketers to understand is the behavior of their targeted consumers before using this technique. This means that they should consider the suitable celebrities with large fan-based social media followers, in order to reach as many consumers as possible. To choose the celebrity endorser, the marketers should match the celebrity effectiveness with the product. For example, celebrity's attractiveness is used to promote the low involvement product. As low involvement product requires less decision making process, people tend to perceive the product from their favorite celebrity endorsers. In contrast, a high involvement product should be endorsed by the celebrities who have high trustworthiness and expertise among the consumers' attitude. Because the high involvement products are usually valuable and costly, the consumers tend to carefully consider various factors before making a decision.

7.2 Recommendations for Future Research

This research paper focused only on the effect of using celebrity endorsement with the help of Instagram on the buying behavior of generation Y consumers in Thailand.

According to the results, the use of celebrities to endorse a product through the electronic communication channel (social media) have low effects on the buying behavior of generation Y consumers in Thailand. Therefore further research on other factors should be considered. There may have hidden factors that affect to the buying behavior on generation Y consumers in Thailand such as the product itself, other reference groups, etc. Thus, it could provide both the marketing practitioners and the academics to get a very useful insight of the generation Y consumers in Thailand and their buying behavior. Then, the marketing practitioners could increase the target consumers in a proper way

as well as being able to influence generation Y consumers' intention and their buying behavior toward the products.

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Appendix 1: Questionnaire (in English)

This questionnaire is used for measuring the effect of using the celebrity endorsement with the help of electronic communication channel (social media: Instagram) on buying behavior of generation Y in Thailand. This questionnaire is part of a master thesis for the International Marketing Student at Mälardalen University, Västerås, Sweden. To ask consumers' attitude toward this advertising technique, the authors use the relaunch of Magnum in Thailand as our case study. The target group of this questionnaire is generation Y consumers in Thailand with the age between 19-33 years old.

All of the information collected with high confidentiality and used for the academic research only. Please complete all questions by mark in the space given below in the following question.

Part I: Demographic

Please choose one answer from the following questions

1. Gender
 Male Female

2. Age
 < 19 years old 19-23 years old
 24-28 years old 29-33 years old
 > 33 years old

3. Graduation level
 High School
 Bachelor's degree
 Master's degree
 Doctoral's degree

4. Income Level (Include allowance from parents: per month)
 < 10,000 Baht/month
 10,000 – 20,000 Baht/month
 20,001 – 30,000 Baht/month
 30,001 – 40,000 Baht/month
 > 40,000 Baht/ month

5. Do you ever buy Magnum ice cream?
 Yes No

Part II: Social Media - Instagram

Please choose one answer from the following questions

6. Do you have an account on Instagram?
 Yes No

7. How frequently do you spend your time on Instagram (approximately)?
 Every day 3 to 5 times per week
 Once a week Less than once a week

8. Do you follow the Instagram of your favorite celebrities?

Yes

No

Part III: Celebrity Endorsement - Case study of Magnum in Thailand.

Please choose one answer from the following questions

Celebrity's Creditability (Trustworthiness and Expertise)

In the case study of Magnum, the five celebrities who present the product are "Chompoo Araya", "Ananda", "Ter Chantwist", "Opal Panisra", and "Ploy Chawaporn". Please circle the number of the scale 1 to 5 that best reflects your feeling when seeing those celebrities who are the Magnum's presenters.

9. Undependable	1	2	3	4	5	Dependable
10. Dishonest	1	2	3	4	5	Honest
11. Unreliable	1	2	3	4	5	Reliable
12. Insincere	1	2	3	4	5	Sincere
13. Untrustworthy	1	2	3	4	5	Trustworthy
14. Not an Expert	1	2	3	4	5	An Expert
15. Inexperienced	1	2	3	4	5	Experienced
16. Unknowledgeable	1	2	3	4	5	Knowledgeable
17. Unqualified	1	2	3	4	5	Qualified
18. Unskilled	1	2	3	4	5	Skilled

Celebrity's Attractiveness

In the case study of Magnum, please scale 1 to 5 on the number that best reflects your feeling toward the physical appearance of "Chompoo Araya", "Ananda", "Ter Chantwist", "Opal Panisra", and "Ploy Chawaporn" who are presenters of Magnum.

19. Unattractive	1	2	3	4	5	Attractive
20. Not Classy	1	2	3	4	5	Classy
21. Ugly	1	2	3	4	5	Beautiful
22. Plain	1	2	3	4	5	Elegant
23. Not Sexy	1	2	3	4	5	Sexy

Celebrity and Product Congruency

On a scale of 1 to 5, with 1 being "Strongly disagree" and 5 being "Strongly agree", please circle the number that best reflects your feeling toward the following questions. These questions describe the perfectly represented between Magnum’s celebrities (“Chompoo Araya”, “Ananda”, “Ter Chantwist”, “Opal Panisra”, and “Ploy Chawaporn”) and Magnum product.

	Strongly disagree ←————→ Strongly agree
24. I believe that those celebrities consume Magnum.	1 2 3 4 5
25. I believe the use of celebrities is a guarantee for the quality of this product.	1 2 3 4 5
26. I think the characteristic of celebrities who represent Magnum directly related to the product image.	1 2 3 4 5
27. I think those celebrities are best fit to represent Magnum. (Whenever I see those celebrities, I think of Magnum)	1 2 3 4 5

Part IV: The consumers’ attitude toward the celebrity endorsement with the help of social media (Instagram) - Case study of Magnum in Thailand.

Please choose one answer from the following questions

Attitude of consumer’s feeling toward the use of celebrities through Instagram

On a scale of 1 to 5, please circle the number that best reflects your attitude when Magnum promoted the product in Thailand by using Instagram of famous celebrities. For example, Instagram of “Chompoo Araya”, “Ananda”, “Ter Chantwist”, “Opal Panisra”, and “Ploy Chawaporn” are followed by a large number of Thais.

- | | | | | | | |
|-------------------|---|---|---|---|---|-------------|
| 28. Bad | 1 | 2 | 3 | 4 | 5 | Good |
| 29. Uninteresting | 1 | 2 | 3 | 4 | 5 | Interesting |
| 30. Dislike | 1 | 2 | 3 | 4 | 5 | Like |
| 31. Uncreative | 1 | 2 | 3 | 4 | 5 | Creative |
| 32. Uninformative | 1 | 2 | 3 | 4 | 5 | Informative |

Attitude of consumer’s thought toward the use of celebrities through Instagram

On a scale of 1 to 5, with 1 being "Strongly disagree" and 5 being "Strongly agree", circle the number that best reflects your attitude when Magnum promoted the product in Thailand by using Instagram of famous celebrities.

	Strongly disagree ←————→ Strongly agree
33. I believe that using the celebrities to present Magnum in their own Instagram is reaching consumers.	1 2 3 4 5
34. I think using celebrities’ Instagram help me to know the product.	1 2 3 4 5
35. I believe that presented Magnum by using celebrities’ Instagram persuade me to try the product.	1 2 3 4 5

Part V: Consumer buying behavior- Case study of Magnum in Thailand.

Please choose one answer from the following questions

Buying behavior

Choose the best answer that reflects your buying in Magnam when seeing the product through celebrities' Instagram.

	Yes	No	Maybe
36. Will you intend to purchase Magnum after you see the product on celebrities' Instagram?			
37. Will you definitely buy Magnum after you see the product on celebrities' Instagram?			
38. Will you continue buying Magnum after your first try?			

End of Questionnaire 😊
Thank you very much for your cooperation.

Appendix 2: Questionnaire (in Thai)

แบบสอบถามทัศนคติและพฤติกรรมในการซื้อสินค้าของผู้บริโภค

ต่อการใช้ดารโฆษณาผ่าน Instagram

แบบสอบถามนี้จัดทำขึ้นเพื่อศึกษาและวิจัยเกี่ยวกับอิทธิพลของการใช้ดารโฆษณาสินค้าผ่านอินสตาแกรม (Instagram) ต่อทัศนคติและ พฤติกรรมการบริโภคสินค้าของคนไทยในช่วงอายุ 19-33 ปี โดยใช้กรณีศึกษาจากการที่เมกนัมใช้ดารโฆษณาสินค้าผ่านอินสตาแกรม ซึ่งจัดทำขึ้นโดยนักศึกษาปริญญาโท คณะการตลาดระหว่างประเทศ มหาวิทยาลัยแมลาร์ดาเลน (Mälardalen University) โดยข้อมูลจากท่านจะเป็นประโยชน์อย่างยิ่งและขอความอนุเคราะห์ในการตอบแบบสอบถามตามความเป็นจริง

ส่วนที่ 1: ข้อมูลทั่วไปของผู้ตอบแบบสอบถาม

(โปรดเลือกคำตอบที่ตรงกับตัวท่านมากที่สุด 1 ข้อ)

1. เพศ

 ชาย หญิง

2. อายุ

 < 19 ปี 19-23 ปี 24-28 ปี 29-33 ปี > 33 ปี

3. ระดับการศึกษา

 มัธยมศึกษาตอนปลาย ปริญญาตรี ปริญญาโท ปริญญาเอก

4. รายได้เฉลี่ยต่อเดือน

 < 10,000 บาท ต่อเดือน 10,000 – 20,000 บาท ต่อเดือน 20,001 – 30,000 บาท ต่อเดือน 30,001 – 40,000 บาท ต่อเดือน > 40,000 บาท ต่อเดือน

5. คุณเคยซื้อ ไอศกรีมเมกนัมหรือไม่

 เคย ไม่เคย

ส่วนที่ 2: ข้อมูลการใช้งานสื่อออนไลน์

(โปรดเลือกคำตอบที่ตรงกับตัวท่านมากที่สุด 1 ข้อ)

6. คุณมีบัญชีอินสตาแกรมหรือไม่
- มี ไม่มี
7. คุณเข้าใช้งานในอินสตาแกรมบ่อยแค่ไหนต่อ 1 สัปดาห์
- ทุกวัน 3 ถึง 5 ครั้ง ต่อสัปดาห์
- 1 ครั้ง ต่อสัปดาห์ น้อยกว่า 1 ครั้ง ต่อสัปดาห์
8. คุณติดตาม (followed) อินสตาแกรมของดาราที่คุณชื่นชอบหรือไม่
- ติดตาม ไม่ติดตาม

ส่วนที่ 3: ข้อมูลเกี่ยวกับดาราผู้โฆษณาสินค้าของแมกนัม

(โปรดเลือกคำตอบที่ตรงกับตัวท่านมากที่สุด 1 ข้อ)

ความน่าเชื่อถือของดาราที่ใช้ในการโฆษณาสินค้า (อ้างอิงตามทฤษฎีของ Ohanian, 1990)

โปรดเลือกคำตอบที่สะท้อนความรู้สึกของท่านต่อดารา 5 คน ที่แมกนัมเลือกให้เป็นพรีเซ็นเตอร์ ประกอบไปด้วย ชมพู อารยา, อนันดา เอเวอริงแฮม, เต๋อ ฉันทวิชช์, โอปอลล์ ปาณิสรา, และ พลอย ชวพร

9. เชื่อถือไม่ได้ (Undependable)	1	2	3	4	5	เชื่อถือได้ (Dependable)
10. ไม่ซื่อสัตย์ (Dishonest)	1	2	3	4	5	ซื่อสัตย์ (Honest)
11. ไว้ใจไม่ได้ (Unreliable)	1	2	3	4	5	ไว้ใจได้ (Reliable)
12. ไม่จริงใจ (Insincere)	1	2	3	4	5	จริงใจ (Sincere)
13. ไม่สุจริต (Untrustworthy)	1	2	3	4	5	สุจริต (Trustworthy)
14. ไม่มีความชำนาญ (Not an Expert)	1	2	3	4	5	มีความชำนาญ (An Expert)
15. ไม่มีประสบการณ์ (Inexperienced)	1	2	3	4	5	มีประสบการณ์ (Experienced)
16. ไม่มีความรู้ (Unknowledgeable)	1	2	3	4	5	มีความรู้ (Knowledgeable)
17. ไม่มีคุณสมบัติเหมาะสม (Unqualified)	1	2	3	4	5	มีคุณสมบัติเหมาะสม (Qualified)
18. ไม่มีทักษะ (Unskilled)	1	2	3	4	5	มีทักษะ (Skilled)

ความน่าสนใจของดาราที่ใช้ในการโฆษณาสินค้า (อ้างอิงตามทฤษฎีของ Ohanian, 1990)

โปรดเลือกคำตอบที่สะท้อนความรู้สึกของท่านต่อดารา 5 คน ที่แมกนัมเลือกให้เป็นพรีเซ็นเตอร์ ประกอบไปด้วย ชมพู อารยา, อนันดา เอเวอริงแฮม, เต๋อ ฉันทวิชช์, โอปอลล์ ปาณิสรา, และ พลอย ชวพร

19. ไม่มีเสน่ห์ (Unattractive)	1	2	3	4	5	มีเสน่ห์ (Attractive)
20. ไม่ทันสมัย (Not Classy)	1	2	3	4	5	ทันสมัย (Classy)
21. น่าเกลียด (Ugly)	1	2	3	4	5	สวย (Beautiful)
22. ธรรมดา (Plain)	1	2	3	4	5	สง่างาม (Elegant)
23. ไม่เซ็กซี่ (Not Sexy)	1	2	3	4	5	เซ็กซี่ Sexy

ความสอดคล้องระหว่างสินค้ากับดาราที่ใช้โฆษณา โปรดเลือกคำตอบที่สะท้อนต่อความเหมาะสมในการเลือกใช้พรีเซ็นเตอร์ของแมกนัม ซึ่งประกอบไปด้วย ชมพู อารยา, อนันดา เอเวอริงแฮม, เต๋อ ฉันทวิชช์, โอปอลล์ ปาณิสรา, และ พลอย ชวพร

(โปรดเลือกคำตอบที่ตรงกับตัวท่านมากที่สุด 1 ข้อ)

1 = ไม่เห็นด้วยอย่างยิ่ง , 2 = ไม่เห็นด้วย , 3 = เฉยๆ , 4 = เห็นด้วย , 5 = เห็นด้วยอย่างยิ่ง

	ไม่เห็นด้วยอย่างยิ่ง	←————→			เห็นด้วยอย่างยิ่ง
24. ฉันเชื่อว่าดารานี้รับประทานแมกนัมจริง	1	2	3	4	5
25. ฉันเชื่อว่าดารานี้สามารถบ่งบอกคุณภาพของสินค้าได้	1	2	3	4	5
26. ฉันคิดว่าบุคลิกของดารานี้สามารถสื่อถึงภาพลักษณ์ของสินค้าได้	1	2	3	4	5
27. ฉันคิดว่าแมกนัมเลือกดารานี้ได้เหมาะสมกับสินค้า	1	2	3	4	5

ส่วนที่ 4: ความรู้สึกของผู้บริโภคต่อรูปแบบการโฆษณาผ่านอินสตาแกรมของดารา

(โปรดเลือกคำตอบที่ตรงกับตัวท่านมากที่สุด 1 ข้อ)

โปรดเลือกคำตอบที่สะท้อนความรู้สึกของท่านต่อรูปแบบการโฆษณาที่แมกนัมเลือกใช้พรีเซ็นเตอร์ที่มีชื่อเสียง ประกอบไปด้วย ชมพู อารยา, อนันดา เอเวอริงแฮม, เต๋อ ฉันทวิชช์, โอปอลล์ ปาณิสรา, และ พลอย ชวพร โดยให้บุคคลเหล่านี้เผยแพร่รูปภาพผ่านทางอินสตาแกรมส่วนตัว

(ท่านมีความคิดเห็นอย่างไรต่อรูปแบบการโฆษณาเช่นนี้ โปรดเลือกคำตอบที่ตรงกับตัวท่านมากที่สุด 1 ข้อ)

28. ไม่ดี (Bad)	1	2	3	4	5	ดี (Good)
29. ไม่น่าสนใจ (Uninteresting)	1	2	3	4	5	น่าสนใจ (Interesting)
30. ไม่ชอบ (Dislike)	1	2	3	4	5	ชอบ (Like)

โปรดเลือกคำตอบที่สะท้อนความรู้สึกของท่านต่อรูปแบบการโฆษณาที่แมกนัมเลือกใช้ฟรีเซ็นเตอร์ที่มีชื่อเสียง ประกอบไปด้วย ชมพู อารยา, อนันดา เอเวอร์ริ่งแฮม, เต๋อ ฉันทวิชช์, โอปอลล์ ปาณิสรา, และ พลอย ชวพร โดยให้บุคคลเหล่านี้เผยแพร่รูปภาพผ่านทางอินสตาแกรมส่วนตัว						
(ท่านมีความคิดเห็นอย่างไรต่อรูปแบบการโฆษณาเช่นนี้ โปรดเลือกคำตอบที่ตรงกับตัวท่านมากที่สุด 1 ข้อ)						
31. ไม่สร้างสรรค์ (Uncreative)	1	2	3	4	5	สร้างสรรค์ (Creative)
32. ไม่ให้ข้อมูล (Uninformative)	1	2	3	4	5	ให้ข้อมูล (Informative)
โปรดเลือกคำตอบที่สะท้อนความคิดของท่านต่อรูปแบบการโฆษณาที่แมกนัมเลือกใช้ฟรีเซ็นเตอร์ที่มีชื่อเสียง ประกอบไปด้วย ชมพู อารยา, อนันดา เอเวอร์ริ่งแฮม, เต๋อ ฉันทวิชช์, โอปอลล์ ปาณิสรา, และ พลอย ชวพร โดยให้บุคคลเหล่านี้เผยแพร่รูปภาพผ่านทางอินสตาแกรมส่วนตัว						
(ท่านมีความคิดเห็นอย่างไรต่อรูปแบบการโฆษณาเช่นนี้ โปรดเลือกคำตอบที่ตรงกับตัวท่านมากที่สุด 1 ข้อ)						
1 = ไม่เห็นด้วยอย่างยิ่ง , 2 = ไม่เห็นด้วย , 3 = เฉยๆ , 4 = เห็นด้วย , 5 = เห็นด้วยอย่างยิ่ง						
	ไม่เห็นด้วยอย่างยิ่ง ←————→ เห็นด้วยอย่างยิ่ง					
33. ฉันเชื่อว่าการโฆษณาแบบนี้เข้าถึงผู้บริโภคได้ดี	1	2	3	4	5	
34. ฉันเชื่อว่าการโฆษณาผ่านอินสตาแกรมดาราทำให้ฉันรู้จักสินค้า	1	2	3	4	5	
35. ฉันเชื่อว่าการโฆษณาของแมกนัมผ่านอินสตาแกรมดาราเป็นสิ่งดึงดูดให้ฉันอย่างหลงใหลสินค้านั้น	1	2	3	4	5	

ส่วนที่ 5: พฤติกรรมของผู้บริโภค

(โปรดเลือกคำตอบที่ตรงกับตัวท่านมากที่สุด 1 ข้อ)

โปรดเลือกคำตอบที่สะท้อนการตัดสินใจซื้อแมกนัม หลังจากเห็นสินค้าผ่านอินสตาแกรมของดารา			
	ใช่	ไม่ใช่	อาจจะ
36. ฉันมีความคิดที่จะซื้อแมกนัม หลังจากเห็นดาราโฆษณาผ่านอินสตาแกรม			
37. ฉันจะซื้อแมกนัมแน่นอน หลังจากเห็นดาราโฆษณาผ่านอินสตาแกรม			
38. ฉันยังคงซื้อแมกนัมต่อไป หลังจากได้ทดลองกินครั้งแรก			

ขอขอบพระคุณทุกท่านที่สละเวลาอันมีค่าในการตอบแบบสอบถามในครั้งนี้

Appendix 3: Cross tabulation of respondents who used to buy Magnum and their aspect toward celebrities effectiveness

On a scale of 1 to 5, with 1 being "Strongly disagree" and 5 being "Strongly agree"

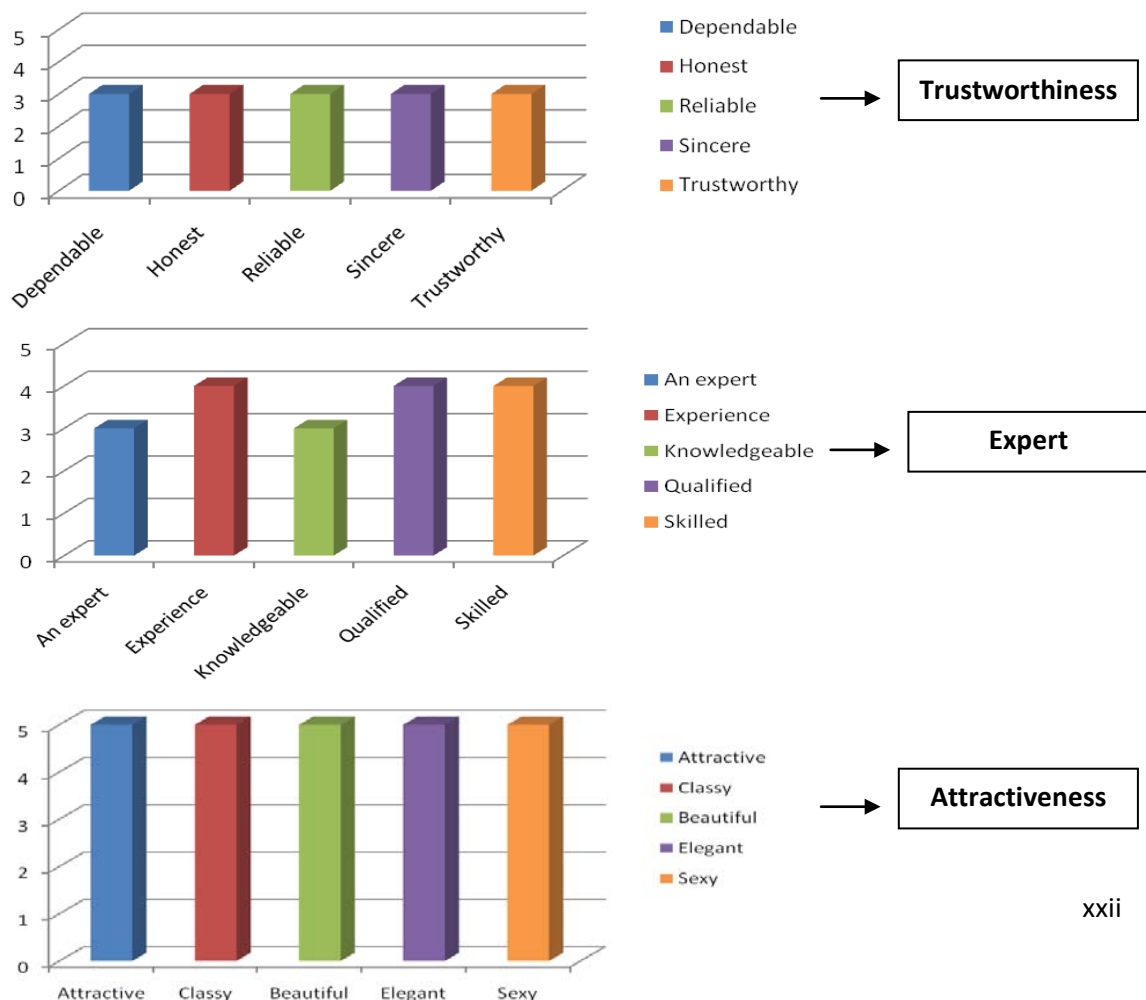
Count of Do you ever buy Magnum ice cream							Consumers' aspect toward celebrities effectiveness		
Do you ever buy Magnum ice cream	1	2	3	4	5	Grand Total	Positive	Negative	Total
Used to buy	14	42	176	118	12	362	84.53%	15.47%	100%
Never buy	6	14	34	20	-	74	72.97%	27.03%	100%
Grand Total	20	56	210	138	12	436			

Appendix 4: Cross tabulation of respondents who used to buy Magnum and their aspect toward celebrity and product congruence

On a scale of 1 to 5, with 1 being "Strongly disagree" and 5 being "Strongly agree"

Count of Do you ever buy Magnum ice cream							Consumers' aspect toward celebrity and product congruence		
Do you ever buy Magnum ice cream	1	2	3	4	5	Grand Total	Positive	Negative	Total
Used to buy	18	58	192	86	8	362	79.01%	20.99%	100%
Never buy	10	16	38	10	-	74	64.86%	35.14%	100%
Grand Total	28	74	230	96	8	436			

Appendix 5: Celebrity Effectiveness (Mode of target respondents' aspect)



Appendix 6: Cross tabulation of respondents who use to buy Magnum and their cognitive attitude toward the used of celebrity endorsement through Instagram

On a scale of 1 to 5, with 1 being "Strongly disagree" and 5 being "Strongly agree"

Count of Do you ever buy Magnum ice cream	I believe that using the celebrities to present Magnum in their own Instagram is reaching consumers.					Grand Total
Do you ever buy Magnum ice cream	1	2	3	4	5	Grand Total
Used to buy	8	18	94	186	56	362
Never Buy	4	6	26	32	6	74
Grand Total	12	24	120	218	62	436

Count of Do you ever buy Magnum ice cream	I think using celebrities' Instagram help me to know the product.					Grand Total
Do you ever buy Magnum ice cream	1	2	3	4	5	Grand Total
Used to buy	20	36	104	132	70	362
Never Buy	4	16	20	32	2	74
Grand Total	24	52	124	164	72	436

Count of Do you ever buy Magnum ice cream	I believe that presented Magnum by using celebrities' Instagram persuade me to try the product.					Grand Total
Do you ever buy Magnum ice cream	1	2	3	4	5	Grand Total
Used to buy	38	36	148	96	44	362
Never Buy	16	4	44	8	2	74
Grand Total	54	40	192	104	46	436