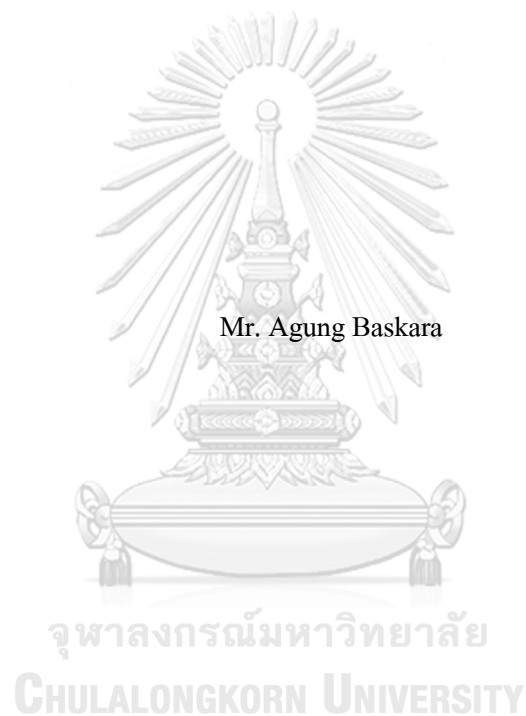


THE INFLUENCE OF BRAND AMBASSADOR ON BRAND IMAGE AND PURCHASING
DECISION OF C-VITT AMONG EXPATRIATES AND LOCALS



An Independent Study Submitted in Partial Fulfillment of the Requirements
for the Degree of Master of Arts (Communication Arts) in Strategic Communication Management

Common Course

FACULTY OF COMMUNICATION ARTS

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จุฬาลงกรณ์มหาวิทยาลัย
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อิทธิพลของพุทธศาสนาซึ่ง-วัดต่อภาพลักษณ์ตราสินค้าและการตัดสินใจของ คนต่างถิ่นและคน
ท้องถิ่น



สารนิพนธ์นี้เป็นส่วนหนึ่งของการศึกษาตามหลักสูตรปริญญาโทสาขาสถาปัตยกรรมศาสตรมหาบัณฑิต
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 ตัดสินใจของ คนต่างถิ่นและคนท้องถิ่น. (THE INFLUENCE OF BRAND
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 มา

การวิจัยครั้งนี้มีวัตถุประสงค์เพื่อศึกษาอิทธิพลของทูตตราสินค้ำที่มีต่อภาพลักษณ์
 แบนด์และการตัดสินใจซื้อเครื่องดื่มวิตามิน ซีผลิตภัณฑ์ ซี C-Vitt ในกลุ่มผู้รับสาร 2 กลุ่มซึ่ง
 ได้แก่ชาวต่างชาติและชาวไทย การศึกษาครั้งนี้ยังตรวจสอบความสัมพันธ์ของแต่ละตัวแปรว่า
 เกี่ยวข้องกันในเชิงบวกหรือเชิงลบ โดยใช้ระเบียบ วิจัยเชิงปริมาณ ผู้วิจัยได้กระจาย
 แบบสอบถามออนไลน์เพื่อเก็บข้อมูลจากกลุ่มคนไทยและกลุ่มที่ไม่ใช่คนไทย จำนวน 213 คน
 ในระยะเวลา 4 สัปดาห์ผลการวิจัยนี้แสดงให้เห็นว่าตัวแปรแต่ละตัวมีความสัมพันธ์กันใน เชิง
 บวก นอกจากนี้ยังแสดงให้เห็นว่ากลุ่มรับสาร ทั้งสองกลุ่มมีความรู้ลึกต่อทูตสินค้ำและการ
 ตัดสินใจซื้อ แตกต่างกันอย่างมีนัยส าคัญ แต่ไม่พบความแตกต่างอย่างมีนัยส าคัญในเรื่อง
 ภาพลักษณ์ของแบนด์ ดังนั้น หาก บริษัท ต้องการเจาะกลุ่มทั้งผู้รับสาร 2 กลุ่มนี้ใน
 กรุงเทพมหานครจึงควรพิจารณาภูมิหลังของคนดังที่จะเชิญมา เป็นทูตสินค้ำด้วย

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สาขาวิชา การจัดการการสื่อสารเชิงกล ทยมือชื่อนิสิต
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Agung Baskara : THE INFLUENCE OF BRAND AMBASSADOR ON BRAND IMAGE AND PURCHASING DECISION OF C-VITT AMONG EXPATRIATES AND LOCALS . Advisor: Smith Boonchutima

This research aims to examine the influence of brand ambassador on brand image and purchasing decision of product vitamin C drinks, C-Vitt, among 2 different groups which were expatriates and Thai. The study also examined the relationship of each variable whether it's positively related or negatively related. Study of this paper was conducted with a quantitative approach. Online questionnaire was distributed across several online expats and Thai communities. 213 valid respondents had been collected in 4 weeks period of data collection. The outcome of this research showed each of the variables were positively related. Moreover, it also illustrated that there was a significantly different response between non-Thai and Thai towards brand ambassador and purchase decision. However, there were not consequently different responses between Thai and non-Thai toward the brand image. As a result, 5 hypotheses were accepted and 1 rejected in this study. Therefore, the outcome of this finding implied that both groups perceive differently toward the brand ambassador. However, C-Vitt has a strong brand image, and it did not show a significantly different response from Thai and non-Thai. Finally, the recommendation for company that want to target both 2 different groups in Bangkok, they must consider the background of celebrity to be considered widely known across several countries.

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

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CHAPTER 1

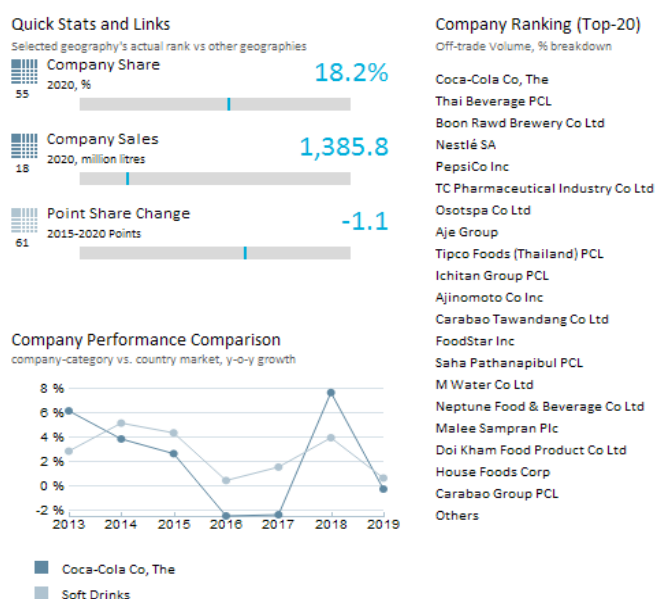
Introduction

1.1 Significances of the study

According to Euromonitor International (2021), health awareness is becoming trend globally together with the impact from Covid 19 situation, global consumers are more concern about their health and well-being. As well as, trying to consume things that purposeful and good for their health, for example, herbs, fruits, and Vitamins especially vitamin C.

There are few companies of beverages as the figure 1.1 shown below and Thailand was rank 55 in the world for company share of beverages at 18.2%, while company sales measurement expressed in the currency prices and year-over year exchange rates was reaching 1,385 million liters in 2020. However, there are only several group that established significant presences in Vitamin-C Drink such as Carabao group, TC Pharmaceutical industry, and Osotspa in Thailand.

Figure 1.1 Thailand Beverages Market share (Euromonitor, 2020)



Moreover, despite a joint venture between House Food Corporation (Japan) and Osotspa established in 2011, Osotspa groups were made it to be ranked in the top-20 list of beverages company in Thailand by % breakdown off-trade volume. House Osotspa Foods was ranked 19 while Osotspa Co Ltd was ranked 7 in the list from Euromonitor international report 2020. Therefore, Osotspa group has a long-term strategy to increase the sales and awareness of C-vitt, one of products from Osotspa. C-vitt caravan campaign with the tagline “don’t let the guard down is a project to encourage society maintain the good health and help them to stay away from disease, not to mention reduce the risk of Covid-19 infection. Osotspa Public Company Limited and House Osotspa Foods Company Limited sent out few caravans with vitamin C drink which is C-vitt developed from a Japanese brand.

In early 2020, Bella Ranee joined the C-vitt caravan campaign and shared tips for self-care during the Covid-19 epidemic to promote good health and good immunity to Thai people. Mr. Thana Chaiprasit, the CEO of Osotspa Public Company Limited mentioned that the company has realized the importance of having good immune system during pandemic and want to express the gratitude on behalf of company for all consumer who choose and believe the C-vitt product to be the best-selling product in convenience stores, with C-vitt caravan marketing campaign. In addition, Osotspa is using Bella Ranee as the brand ambassador of C-vitt and part the marketing communication strategies for long-run business. As Shimp (2003) mentioned that brand ambassador can be defined as person who part of the advertisement to advertise the product, therefore, Osotspa choose and believe Bella Ranee matched the objective of campaign C-vitt caravan,

Figure 1.2 Bella Rane Campen and C-vitt caravan campaign (Osotspa,2020)



In this modern era, finding and implementing a new strategy is important to appeal in consumer. Therefore, marketer need a good strategy and one of them is choosing the right ambassador to be a representative of a brand in specific campaign with a clear objective for example the C-vitt. Bella Rane Campen is one of the most famous actresses in Thailand, she has a good reputation for taking self-care such as exercising and the importance of health and beauty.

Royan (2004:8) and Greenwood (2012:78) mentioned that brand ambassador is one of instrumental in contributing of successful campaign or advertisement both locally and globally. Therefore, according to Expatica official website (Expatica, 2021), Thailand is one of best-known country and expat destination in Southeast Asia.

Many people who live, work or study from various nationalities in Thailand. A company should consider this group, either expatriates who live for certain time or permanent residence as their target market in the campaign along the engagement with locals' consumer. Globalization era also the reason why many expatriates living abroad to meet demands of worker from developed countries.

Both locals and expatriate's consumer learn a brand from their past experiences using the product and its marketing campaign. Despite different of background and culture, the way expatriates and locals learning and distinguish the goods are same which is related to their memories. Furthermore, past researcher that conduct the same study about brand ambassador mentioned that brand ambassador can influence how consumer think, act and feel toward the image of the company brand, also eventually affect the purchase decision (Wang & Hariandja, 2016).

According to Royan (2008), emotional bonding between company or brand as well as build a brand image that can affect in making purchase decision can be enhanced more stronger by using brand ambassador as a part of marketing campaign. In this Osotspa C-vitt caravan campaign, Bella Ranee will help the company to provide the objective of campaign such as why consumer should buy and benefit its product. Therefore, it is important for company to measure the effectiveness of using Bella Ranee as the brand ambassador of C-vitt from various dimensions namely transference, congruence, credibility, attractiveness, and power among locals and expatriates' group. In addition, the outcome of this research reveals the consumer's point toward Osotspa brand image and their purchasing decision, also information and analysis from findings gathered for this study can be proved valuable for both

academics and businesspeople in terms of effectiveness promoting a product with brand ambassador for both expatriates and locals in Thailand.

1.2 Research Objective

To examine the effectiveness of Bella Ranee Campen as the brand ambassador of C-vitt on brand image and purchase decision among Thai and expatriates

1.3 Research Questions

1. What relationship does brand ambassador have on brand image and purchase decision?
2. How different expatriates and locals perceive and relate to the brand ambassador, brand image, purchase decision in Thailand?

1.4 Scope of Study

This study conducted in quantitative approach. The questionnaire of this study purpose was to examine 3 main concepts namely brand ambassador, brand image, and consumer purchase decision. This research aims to examine both locals and expatriates who are student and first jobber, living in Bangkok, aged between 18 to 30 years old. Quota sampling used for this research to reach 50 locals' students, 50 foreign students, 50 locals first jobbers, and 50 expatriates that consider themselves as first jobber and who have had thought or have had bought healthy drink. The questionnaire distributed to online communities in central area of Bangkok where many both locals and expatriates' students along with employed live. Therefore, due to pandemic Covid-19 situation, distribution questionnaire via online with certain quota sampling considered to be safe for both of researcher and respondent. The

collection of data for the questionnaire took place between October and November 2021.

1.5 Operational definitions of the variables

Brand ambassador can be defined as the representative of a brand and emotional appeal for advertisement of marketing campaign of a company (Shimp, 2003; Morrisson, 2007; Sulaksana 2007). Ambassador of a brand influence the consumer attitude and belief toward the brand (Kotler et al, 2008). In this research, brand ambassador measured from 5 dimensions:

1) Transference defines the background of occupation the ambassador matched with the brand characteristic and personality.

2) Congruence defines the ambassador suitability with the brand and product they are presenting to the public. The key word for congruence is conformity of ambassador toward the brand (Erdogan et al, 2001).

3) Credibility defines how extent consumer believe on the brand ambassador skill, knowledge, or experience relevant to the product. Therefore, Brand ambassador can be trusted on their credibility to promote the brand and its objective campaign message (Mulyana and Deddy, 2000)

4) Attractiveness defines the non-physically and physical appealing look of the brand ambassador. Visual attractiveness tend to influence consumers' attitude and belief (Singh,2017)

5) Power defines how extent brand ambassador influence the consumer with their charisma and impact on the advertising of product.

Brand image refers to consumer perception and trust toward the brand which reflected from consumer past memory (Kotler and Keller,2006). Consumer past experiences is their foundation to perceive product image, company image, and user image of Osotspa.

Consumer purchase decision refers to the journey of consumer to decide whether choose to buy or choose not to buy the product. Company can take this advantage to understand how consumer react to marketing campaign and how it affects their journey in making decision.

1.6 Expected benefits from the research

1) Academically, this research findings and outcome can be used to provide insight to understand how expatriates and locals think, feel, and response toward the brand ambassador in promoting healthy drink which is vitamin c beverages.

2) Practically, the outcome of this academic research can be references for marketer to improve their marketing strategy communication campaign in Thailand where expatriates also consider as a group that they should cover on both of advertisement and campaign. Therefore, it could provide the guideline for marketer to know how expatriates and locals react to the brand ambassador.

CHAPTER 2

Literature Review

The objective of this chapter is to elaborate foundation theories that relevant to the research. Reviews are compiled from scholarly journals, books, prior research and articles that related to the study. This section contains three main subjects: brand ambassador, brand image and purchase decision.

2.1 Brand Ambassador

Marketing communication can be outlined into 2 elements which are communication and marketing. Kotler (2008:172) defined marketing communication as a tool for company to inform, persuade, and remind consumer indirect and direct way about the product and brand from its company. Sulaksana (2007:90) mentioned that advertisement can be defined as nonpersonal presentation to advertise a product, a brand or service and it is sponsored by someone. Therefore, advertisement must have sense of attractiveness for consumer appeal. In general, Morrisan (2007:266) divided advertising appeals into two kind of category which are informative appeal (attribute, competitiveness, pricing, content, and popularity of a product) and emotional appeal (*brand ambassador*, humor, fear, and sexual element).

Shimp (2003) mentioned that brand is a name, abbreviation, logo, or a design to distinct the product with competitors. A strong brand is preferred in consumers' mind and eventually create a branding of goods. Furthermore, ambassador is associated with celebrity or public figure who have power to influence others in a country or world. As a result, celebrity is one of factors to support psychology of

consumer to influence their attitude and belief toward a product from specific brand (Kotler et al, 2008).

According to Shimp (2003) , brand ambassador can be defined as person who part of the advertisement to advertise the product. Often it could be a tool to reach certain target groups, therefore, it would not be surprised that the ambassador of the brand represents the buyer persona of product. Another definition from Byers (2010), ambassador of the brand is one of instruments to increase sales and communicate with stakeholders. The ambassador of the brand contributed on audience attitudes and beliefs toward goods or service because it is one of the psychological supporting factors (Khatri, 2006). Not only represent the product to the market, but also become the functional tools such as liaison, speaker, and distributor of the company who hire the brand ambassador. Balmer and Gray (2003) defines the ambassador play a significant role to communicate the corporate and brand of the product to consumers. In addition, Lea Greenwood (2012) mentioned that the representative of the brand is associated with identity of the product. Therefore, choosing the right person that picture the brand personality and characteristic is very important to advertise the product.

2.1.1 Brand Ambassador Dimensions

Moreover, as a person who represents the brand to the public, all of attributes must be matched with the communication objective (Royan, 2008) . In addition, there are 5 dimensions that a brand ambassador must have to become useful for advertisement namely transference, congruence, credibility, appeal, and power (Lea Greenwood, 2012).

1) Transference is when ambassador of the brand profession matched the product personality and characteristic. It is important to consider the background of ambassador to advertise the product along with the communication objective.

2) Congruence is the suitability of the ambassador with the brand that they represent to the market. It is necessary to consider ambassador based on their conformity as key point to match with the product (Erdogan, Baker, and Tagg, 2001).

3) Credibility is how extent the buyer believes the ambassador has relevant knowledge, skill, or experience; therefore, the ads star can be trusted to offer uncommon information and objective. Consumer perceives the product depending on the ambassador credibility because each of individuals has different way of perception based on their background, experiences, culture and environment (Mulyana and Deddy, 2000).

4) Attractiveness is another dimension of brand ambassador to support the advertisement and product in term of non-physically and physical appealing look. A brand ambassador that possessed attractive visual more likely to be influence consumer's belief and attitude than less attractive one (Singh, 2017)

5) Power is when brand ambassador radiates inner power which is charisma that would impact customers to buy or utilize the brand used by the ambassador in the advertisement.

Having a brand ambassador is competitive advantage for company to increase the sale and act as the icon of product to communicate with public for commodification and commercialization. Aside from those two benefits, Lea-Greenwood (2021:87) mentioned another 4 advantages for using a famous person to

become the ambassador namely creating a new perception of the brand, finding and attracting new segmentation of consumer, press coverage, and stimulate the current existing marketing campaign of product.

2.2 Brand Image

Kotler and Keller (2006) define brand image as the trust and consumer's perception toward the brand that reflected from their memory. In 1993, Keller mentioned the term that known as CBBE (customer-based brand equity) which refers to the varied reactions to a branding effort from customers with differing degrees of brand awareness. It also could be explained as the foundation and sources of brand equity are brand image and brand awareness. Brand equity is a valuable asset that has both psychological and financial worth to the company. This value may be demonstrated in how customers think, act and feel toward the brand. Kettler (2006) came up with another definition of brand image which is the beliefs and perception that has been in consumer memory, therefore, brand awareness and knowledge must have built. Additionally, it could help buyer to identify their satisfaction and necessity with a specific brand (Hsieh and Setiono, 2004).

Moreover, the perceptions that customers have when they come into touch with a product or brand form the foundation of the brand image. Brand image associates with schematic memory which is the long-term memory of consumer to process ideas and concepts of a brand (Hawkins and Mothersbaugh, 2013). Different scholars have defined and utilized the term "brand image" in various ways, Reynolds & Gutman (1984) believed that brand image is the collection of ideas and connections that distinguishes a product or service from its competitors while Martineau (1957)

mentioned that brand image is above and beyond the plain physical attributes, the whole set of attitudes, the halo of psychological meanings, the association of feelings, the indelible inscribed aesthetic messages. In addition, brand image is major element to drive the brand equity of a firm which associates with general perception of consumer, how consumer feel about certain brand and it also drives consumer behavior (Zhang, 2015) . The dimension of brand image is long-term and it last for many years, according to Cateora, Gilly and Graham (2009), 4 dimensions include the advertising, goodwill, quality evaluation, and experience that consumer get from using the product.

2.2.1 Brand Image Dimensions

Moreover, brand image can be determined from 3 perspectives namely user image, corporate image, and product image (Aaker and Biel, 1993).

1) Corporate is the producer of the goods and also individual evaluation for corporate image

2) User image refers to individual usage whether the brand image of the product match with user lifestyle or social status (Xian, 2011)

3) Product image is a set of individual perceptions or beliefs with the specific category of product (Surrachman, 2008).

2.2.2 Brand Image Benefits

According to Tjiptono (2005; 20-21), There are several benefits of having a strong brand image to a company:

1) Brand image can be an asset for law protection to secure the unique feature of the product. A company with a unique and well-built brand image can have intellectual property protection to prevent duplication of the original product.

2) A strong quality signal for consumers who are satisfied, so they can save time to buy the product in the future without having to worry with variety choices in the market.

3) A tool for company to create unique association and distinct the product from other competitors

4) As a source of competitive advantage especially intellectual protection, loyalty of consumer, distinctive image that created in consumers' mind.

5) Brand image can be source of financial returns, particularly in future income of company.

2.3 Consumer Purchase Decision

Understanding consumer behavior is important for long-run business in the market. It refers to study of each individual's psychology, motivation, and behavior toward products or services. The right research and understanding consumer behavior can be advantage for company to create or improve current or future campaigns. In addition, the study of consumer behavior is very broad, and it includes many aspects such as environment (culture, peers, and media), how they think and feels about the brand and its alternative, how consumer react to a marketing campaign, and their journey in deciding to buy a product or service (Belch and Belch, 2007). According to Kotler (2008), consumer purchase decision is an act whether consumer choose or

choose not to use the product. Schiffman and Kanuk (2004:547) defined purchase decision as selection between two or more alternative choices in making decision.

Therefore, the journey of consumer deciding to buy a product is one of study in consumer behavior. It is the procedure through finding the information, brand assessments and comparison, and other actions before consumers use the product. Setiadi (2003) defined purchase decision as a complex journey of a consumer to purchase the product that consists of an introduction of necessity, searching for information, alternative evaluation, purchase decision, and post-purchase evaluation. Marketers' ability to influence purchasing behavior is heavily reliant on how extent to which the marketer understands customer purchase decisions. There are 5 stages in making decision which also conducted in many previous studies. However, it is no necessary to go through each of step in order, some of individuals are able to start from any. Consumer decision figure 2.1 below adapted from previous research (Setiadi, 2003; Peter & Donnelly, 2007; Wang & Hariandja, 2016).

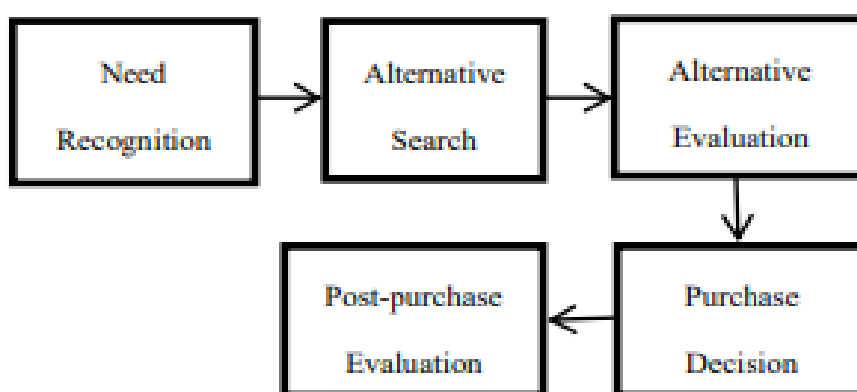


Figure 2.4 Consumer Purchase Decision Process

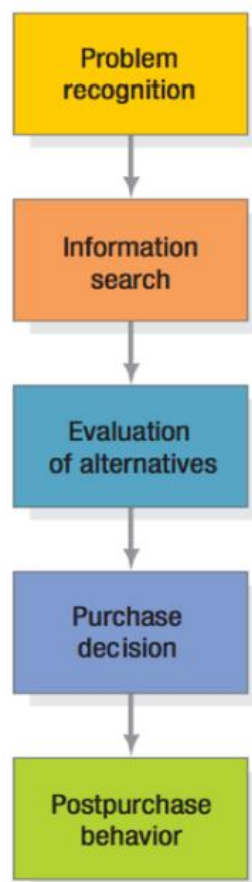


Figure 2.2 Solomon, M. R. (2018). *Consumer behavior: Buying, having, and being* (12th ed.). Essex, UK: Pearson Education, pp. 340.

The journey of a consumer purchase decision is started from consumer necessity. After that need recognition occurs and it has a different point of view what would be the ideal versus the actual condition of each consumer circumstances (Blackwell et al, 2007). Once consumer recognizes their need, alternative research is the next step of the consumer decision-making process. Consumer searches for other brand products that can be substituted to fulfill and satisfy the need. In addition, each substitution will be evaluated as the consideration before purchase decision happens and then the final step of the consumer decision-making process is purchasing the

product follow with the evaluation (Lee and Johnson, 2004:110-111). Moreover, there are 3 types of purchasing decision according to Engel, Blackwell, and Miniard. First, fully planned purchases where consumer has decided what type of product and brand they will purchase before entering the store, after that partially planned purchase is when consumer decide what kind of product, they will purchase yet have not thought which specific brand. The last type of purchase decision is unplanned purchases or impulsive decision which can be influenced in-store marketing because the consumer purchase in advance without any thought or decision has made yet before entering the store.

2.3.1 Consumer Purchase decision influence factor

As based on Kotler (2002), there are 4 factors that influence consumer in making purchase decision.

1) Culture

Culture is complex element, and it is consisted of knowledge, belief, tradition, art, moral, habit and norm in society. Culture background every individual play major role in making purchase decision.

2) Social

Community, family, and social status have direct and indirect way to control someone act in the place where they interact. Individual roles can be defined as social status in the group such as in family, club, and organization

3) Demographic and lifestyles

Deciding to purchase a product is being influenced by demographic and personal interest, for instance, age and occupation, social economic status, lifestyles and consumer personality.

4) Psychology

Another factor that involves in making decision to buy a product is psychology. There are 4 elements of psychology namely motivation, perception, knowledge, belief, and attitude.

2.3.2 Consumer Purchase Decision Dimensions

According to Putra, Suharyono, and Abdillah (2014), 5 parties are involved in the decision process which are initiator, influencer, decider, buyer, and user. Moreover, Hawkins (2001) divided the decision-making process into 3 dimensions namely product selection where the product is fit with consumer needs, brand selection means preference of consumers that they use, and store selection is where consumer prefers to purchase the product.

2.4 Past Research

Past researcher, Wang and Hariandja (2016), conducted research about brand ambassador entitled “The Influence of Brand Ambassador on Brand Image and Purchase Decision: A case of Tous Les Jours In Indonesia”. The author developed the study with 3 variables which were brand ambassador, brand image, and purchase decision. There were 139 questionnaires distributed to respondents and the outcome research showed that brand ambassador affected a firm’s brand image and consumer

in making purchase decision positively Therefore, Wang and Hariandja suggest company should increase to include brand ambassador in marketing communication strategy. Moreover, the variables of this research adapted from past study by Putra, Suharyono, and Abdillah (2014) with research entitled “The influence of Brand Ambassador on Brand image and its impact to purchase decision”, survey was conducted to 136 Line user in several countries in Southeast Asia which were Malaysia, Philippines , Thailand , Indonesia , and India . Another research done by Sola (2012) with entitled “The Impact of Celebrity Endorsement on Strategic Brand Management” showed the use of celebrity to endorse a brand and its strength in the market with celebrity credibility, personality and popularity. Result of past study was showing that 98% correlation of celebrity endorsement success in marketing strategy. Therefore, the past studies had been done by researcher can be applied to a study with 2 types of groups namely expatriates and locals living in Thailand to examine the influence of brand ambassador on brand image and purchase decision for local Thai company.

2.5 Expatriates

According to Daniel Tschentscher (2015), Expatriate word is taken from medieval Latin word *expatriatus* which means someone who leave their own country. Therefore, expatriate is a person who live, work, or study abroad apart from their native country. In other words, for those who choose to live in another country, either for a limited period time or for the rest of their live can be categorized as expatriate. Due to the globalization era, the number of expats is increasing to meet demands of skilled workers from developed countries and also the development of academic

institution across countries are vary, therefore, young expatriates also increasing along with skilled worker.

2.6 Locals

Locals is the opposite of expatriates' term, and it refers to someone who is native person of the country. However, it is not necessary for locals to born in particular state to be a local, for example, someone who is born in Australia and has Thai parent can be defined as a local in Thailand. It is easier to reach a local market within a defined geography and appealing to local customer require a unique strategy (Sarah Orchard, n.d.).

2.7 Conceptual Framework and Research Hypothesis

Theoretical framework of this study is adapted from previous research by Putra, Suharyono, and Abdillah (2014) described in figure 3 below. This framework illustrated variables and hypothesis of this study which are brand ambassador, brand image, and purchase decision between two groups namely expatriates and locals.

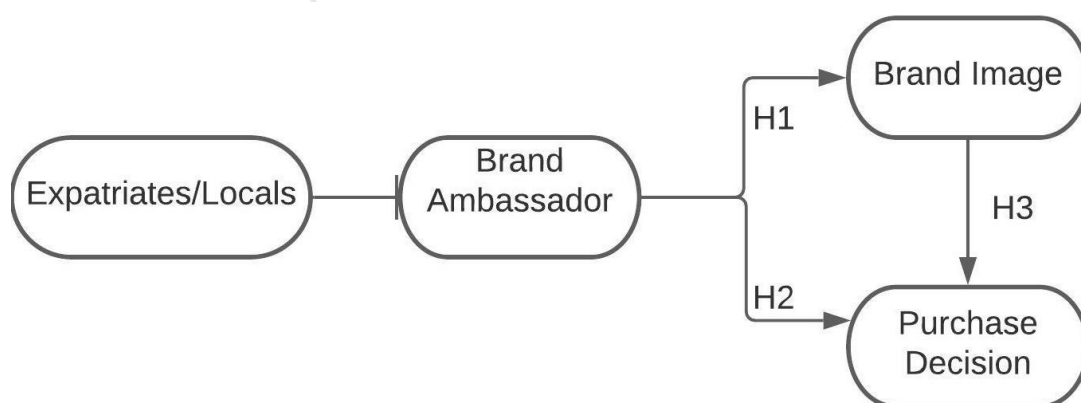


Figure 2.3 Conceptual Framework for the current research adapted from (Putra et al., 2014;

Wang and Hariandja, 2016)

Based on theoretical framework above, this research has 6 hypotheses that will be explained in chapter 4:

H1: Brand ambassador positively related with Brand Image

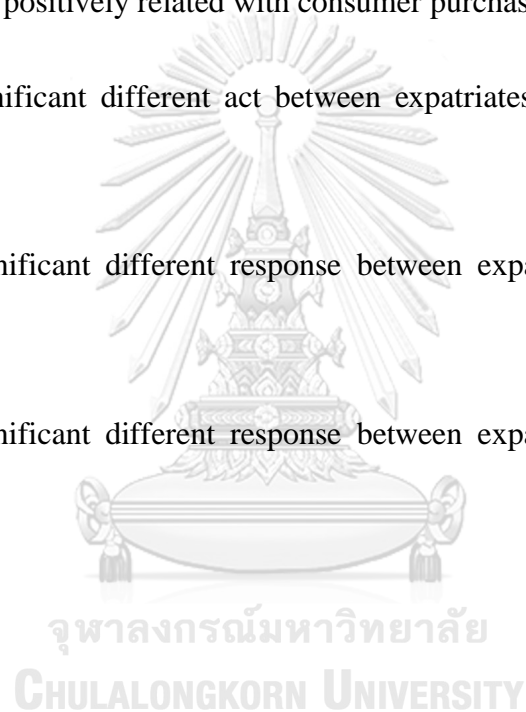
H2: Brand ambassador positively related with consumer purchase decision

H3: Brand Image positively related with consumer purchasing decision

H4: There is significant different act between expatriates and locals toward brand ambassador

H5: There is significant different response between expatriates and locals toward brand image

H6: There is significant different response between expatriates and locals toward purchase decision



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CHAPTER 3

Methodology

A quantitative methodology is conducted to know the influence of brand ambassadors on brand image and purchasing decision between two groups which are expatriates and locals in Thailand. All the data of the study were collected by using an online questionnaire. This section will explain the profile of the sample and its sampling method along with the questionnaire design and its measurement including the collection and analysis of data.

3.1 Research sample and sampling method

Methodology of research used quantitative with an online questionnaire that had been designated to collect the data. The respondents' profiles of this study were female, male, and others. They are students, the employed, and unemployed who are living in Thailand, age between 18 to 30 years old and over 31 years old are one of target market C-Vitt by Osotspa (Osotspa, 2020).

Moreover, 213 valid respondents were collected for this study and 14 were eliminated after screening. 93 respondents were student, 113 were employed and 7 were unemployed. Quota sampling was chosen to collect at least 100 Thai and 100 non-Thai in Thailand. the method of this sampling for research is highly practical to reach a specified sample and swiftly obtain the data (Crossman, 2020). Therefore, the research questionnaire was circulated to online communities which are Bangkok Expat, Chula Facebook group both undergraduate and postgraduate, and locals' online group on Facebook where they can fill the survey at their convenient time during the

period of collecting the data. The respondents of this research have had thought or have had bought the healthy drink to participate in this study.

3.2 Questionnaire design

In order to collect data from different two groups which are expatriates and locals who living in Bangkok; therefore, the questionnaire was distributed in English and Thai version. Both of questionnaire were designated in form of multiple choice and 5-point Likert-scale for each indicator of variable to understand individuals' response in particular statement. There are 4 sections in the questionnaire namely, respondent profile demographic, brand ambassador, brand image, and purchase decision.

First section of the questionnaire is gathering respondent demographic. It consists of 5 questions, whether the respondent have had bought or have had thought to buy healthy drink, then following with demographic of the respondent such as gender, age, occupation, and monthly income in Thai baht.

Second section of the questionnaire has 5 questions to examine Bella Ranee Campen as the brand ambassador of C-Vitt by Osotspa by asking question from several dimensions such as transference, congruence, credibility, attractiveness, and power.

Third section of the questionnaire examined on brand image by asking 5 questions that related to corporate image, user image, and product image of Osotspa which was C-Vitt.

The last section of the questionnaire asked another 7 questions which were indicators from purchasing decision variable with 5-point Likert-scale for respondent to specify their level of agreement to the statement in the questionnaire.

3.3 Measurement of The Variables

There are 3 variables for this study namely, brand ambassador, brand image, and purchasing decision. *below* is the scale used for the measurement of 3 variables:

Brand ambassador is the first variable which defines the representative of a brand and also the functional tool for company to contribute on belief and attitude of consumers. Brand ambassador has five dimensions namely transference, congruence, credibility, attractiveness, and power. Moreover, 5-point Likert scale were using to measure indicators from variable which was developed by Schmitt in 1999. Each of dimensions has one question and range of scale was from 1 to 5. 1 implies the respondent strongly disagree with statement, then 2 which means disagree, 3 is neither agree nor disagree, 4 implies agree while 5 is respondent strongly agree with the statement on the questionnaire. All of the questions to represent the dimensions were adapted from previous studies that has been conducted by several research and has a high reliability 0.944 (Wang & Hariandja, 2016; Mudzakir, F. 2018).

These are the questions in the questionnaire for brand ambassador:

- I can recognize the brand ambassador of C-vitt, Bella Ranee Campen easily (*Transference*)
- Bella Ranee Campen has a positive reputation (*credibility*)
- Bella Ranee Campen makes me easy to recognize C-vitt (*power*)

- The suitability of Bella Ranee Campen profession with C-vitt healthy drink (*Congruence*)
- Bella Ranee Campen is a charming person (*attractiveness*)

Brand image is the second variable. It defines how consumer think, act, and feel toward the brand that reflected from their memory and questions for brand image is borrowed from previous studies which were valid and high reliability of 0.876 (Wang & Hariandja, 2016; Mudzakir, F, 2018). The second variable has 3 dimensions namely corporate image, user image, and product image. In addition, 5 points Likert-scale used to measure the indicator of brand image in questionnaire from 1 (strongly disagree) to 5 (strongly agree).

The questions for second variable are shown below:

- Osotspa healthy drink has good reputation (*corporate image*)
- C-Vitt by Osotspa has high quality product (*product image*)
- C-Vitt Osotspa performs as it promises (*user image*)
- C-Vitt by Osotspa is a well-known product (*product image*)
- Osotspa brand can be trusted as a famous healthy drink (*corporate image*)

Consumer purchase decision is the third variable for this study. It is how consumer react to a marketing campaign and their journey in deciding whether choose or choose not to use the product (Schiffman and Kanuk , 2004) and consisted of 3 dimensions which are store selection that preferred to consumer, product selection

that fit with consumer needs, and brand selection. Question for each indicator from third variable is borrowed from previous studies which were valid and had high reliability of 0.871(Wang and Hariandja, 2016; Sari Dewi et al., 2020). In order to measure the indicator, 5 points Likert scale also used for the third variable from 1 refers for strongly disagree with the statement and 5 refers to strongly agree with the statement in the questionnaire.

The questions for second variable are shown below:

- I buy C-vitt drink because of their high-quality product
- I buy C-vitt drink because I know Bella Ranee Campen as their ambassador
- C-vitt is a suitable brand compared to other alternative healthy drink
- Information about C-vitt through media supports consumer to know C-vitt advantages
- C-Vitt is the right healthy drink to fulfill daily dose of vitamin C
- I discontinue believing in the benefit of C-Vitt as a healthy drink if Bella ranee is not the brand ambassador
- I discontinue buying C-vitt if Bella ranee is not the brand ambassador

3.4 Reliability and Validity

In order to ensure the reliability and validity, each of variables had been reviewed and examined from past study. Moreover, the questionnaire, variable and its indicator checked by professional project adviser.

Furthermore, in terms of the scales' reliability, the data obtained from respondent were re-tested for scales' dependability which explained even further in chapter 4.

3.5 Data Collection and Data Analysis

The period of this research collecting data was in October and November 2021. Computing and analyzing the collected data used The Social Science Statistical Package (SPSS) program. Moreover, descriptive statistics and all findings of this research to elaborate the data were run at 95% confidence level included the standard deviation and means.

CHAPTER 4

FINDINGS

The data that has been collected through online questionnaire is summarized in this chapter. There were 227 samples in total which only 213 counts as valid while 14 were not counted as C-Vitt target market. The period of collection the data was 4 weeks from October 19th to November 16th, 2021. This chapter consists of 3 parts which are demographic of samples analysis, descriptive analysis, and hypothesis testing.

4.1 Demographic respondent description

General data of 227 samples is described in this part which include their thought or intention to buy vitamin C drinks, gender, age, nationality, occupation, and monthly income. Tables were showing the details as followed.

Table 4.1 Respondent Who Have Had Any Thoughts or Bought Liquid Vitamin C Drink

Have you had any thoughts or bought vitamin C drink?	N	%
Yes	213	93.8
No	14	6.2
Total	227	100.0

To be valid and count as target of samples for this study, the respondent of online questionnaire must have had any thoughts to purchase or had bought a vitamin C drink before filling the survey. 14 respondents answered no which implied they never had any thoughts in buying vitamin C drink nor consumed it. Therefore, they

were 213 valid and passed the screening question of this research which equals to 93.8% of total samples from data that has been collected for 4 weeks.

Table 4.2 Gender of Respondent

How would you describe yourself?	N	%
Male	117	54.9
Female	90	42.3
Others	6	2.8
Total	213	100.0

After 14 respondents were being taken out from the data due to not passed the screening question, there were 117 males completed the questionnaire which equals to 54.9% of total valid respondents, 90 respondents were females which take percentage of total samples 42.3%, while 6 respondents chose others and equals to 2.6% total valid headcount.

Table 4.3 Nationality of respondent

Are you Thai National?	N	%
Thai national	105	49.3
Non-Thai national	108	50.7
Total	213	100.0

The table above showed the number of Thai and non-Thai national who part of this study. 14 people who were not valid and passed the screening of this questionnaire were Thai citizen. Therefore, there were 105 of valid Thai respondent which contributed 52.7% of total respondents and 108 people were foreign national or 50.7% of total samples.

Table 4.4 Location of respondent

Are you living in Bangkok Metropolitan City?	N	%
Yes	203	95.3
No	10	4.7
Total	213	100.0

Table 4.4 showed the demographic location of 213 samples collected from online questionnaire. 203 people are living in Bangkok Metropolitan City and 10 are living outside of Bangkok Metropolitan City. Therefore, 95.8% of the respondent of this study are currently residing in Bangkok.

Table 4.5 Age of respondent

What is your age?	N	%
15-25	66	31.0
26-30	100	46.9
Over 31 years old	47	22.1
Total	213	100.0

As showed in table above, 100 respondents are age between 26-30 which equals to 46.9% total of samples, second dominant age is between 15-25 with total of 66 respondents and equals to 31.0%, 47 people are over 31 years old with only 22.1% in total percentage.

Table 4.6 Occupation of Respondent

What do you describe yourself?	N	%
Student	93	43.7
Employed	113	53.1
Unemployed	7	3.3
Total	213	100.0

The table 4.6 above showed the occupation of respondent. 93 are students who contribute for the second majority percentage of respondent 43.7, while 113 of samples are employed and equal to 53.1%, only 7 people who answered unemployed which contribute to very small amount of percentage 3.3%.

Table 4.7 Monthly income of respondents

What is your personal average monthly income in Thai Baht (THB)?	N	%
THB 18,000 or less	53	24.9
THB 18,000 – THB 24,000	48	22.5
THB 24,000 – THB 35,000	37	17.4
THB 35,000 – THB 50,000	26	12.2
More than THB 50,000	49	23.0
Total	213	100.0

Monthly income of the respondent is showed in the table 4.7. There were 53 individuals who earn THB 18,000 or less per month which is the largest contribution in the study, and it is equal to 24.9 % of total respondent, 48 of people earn Thai baht between THB 18,000 – THB 24,000 contributing to total percentages of respondent 22.5%. Third group is those who earn between THB 24,000 – THB 35,000, there were 37 individuals or 17.4% from total of samples. The next group is who earn THB

35,000 – THB 50,000, there were 26 people which contributed 12.2% from total headcount. The last group of personal average monthly income is for those who earn more than THB 50,000, there were 49 people in the group or 23% from total of respondent in this study.

4.2 Reliability of data for study

Cronbach's Alpha tested for the finding of this study to know reliability and accuracy of the data. The online questionnaire was consisted of 3 parts: brand ambassador, brand image, and purchase decision. 5 Likert-Scale was used to conduct the online questionnaire and the measurement scales of Cronbach's Alpha shown below.

Table 4.8 The Measurement of Cronbach's Alpha

Variables of the research	Number of items	Cronbach's Alpha
Brand Ambassador	5	0.89
Brand Image	5	0.90
Purchasing Decision	7	0.72

Table 3.2 showed that the Cronbach's Alpha score for 3 variables which are brand ambassador with 5 items, brand image with 5 items, and purchasing decision with 7 items. The score of 3 variables were 0.89 , 0.90 and 0.72 sequentially. Moreover, all of measurement each of variables is higher than 0.7 which means that the tree variables and its item have high internal consistency to be considered reliable for the research (Bland and Altman, 1997).

4.3 Descriptive analysis of study

This part elaborated more on the data that has been collected for 4 weeks periods, with total 213 valid respondents regarding the influence of brand ambassador of C-Vitt, Bella Ranee, on brand image and purchase decision of respondents between two groups which were Thai and Non-Thai national. The result of data such as mean scores, standard deviation, and the interpretation of each data were illustrated below.

Table 4.9 Descriptive Statistics of Brand Ambassador

Brand Ambassador	Non-Thai nationality N = 108		Thai nationality N = 105	
	Mean	Standard Deviation	Mean	Standard Deviation
1. I can recognize the brand ambassador of C-vitt, Bella Ranee Campen easily	2.36	1.30	3.84	1;34
2. Bella Ranee Campen has a positive reputation	2.88	1.30	4.56	.745
3. Bella Ranee Campen makes me easy to recognize C-vitt	2.40	1.45	3.83	1.22
4. The suitability of Bella Ranee Campen profession with C-vitt healthy drink	3.16	1.11	4.24	.958
5. Bella Ranee Campen is a charming person	3.81	1.12	4.53	.721

The outcome of mean value illustrated in the table above for each indicator of variables between two different target groups. Majority of Non-Thai national

answered that they were disagree to recognize the brand ambassador of C-Vitt easily (Mean = 2.36, S.D. =1.30) , while Thai nationality respondents were agree that it is not difficult to spot the C-Vitt Ambassador (Mean = 3.84 . S.D. = 1.34). Next indicator is Bella Ranee reputation between two groups. Most of foreign respondents were disagree nor agree with the statement (Mean = 2.88, S.D. = 1.30). It could be interpreted that they did not know about Bella Ranee reputation because majority of local respondents were mostly agreed with the statement that Bella Ranee has a positive reputation (Mean = 4.56, S.D. = .745). After that, dominance answer from non-Thai were disagree for the third statement which indicated the brand ambassador cannot make them easy to recognize C-Vitt (Mean= 2.40, S.D =1.45). On contrast with local people, majority of samples agreed that Bella Ranee could make them easy to recognize C-Vitt (Mean= 3.83, S.D. = 1.22). The next one is suitability of Bella Ranee occupation and C-Vitt as healthy drink. Majority of respondent from non-Thai group answered that they were agree nor disagree (Mean= 3.16, S.D.= 1.11). This can be also bias because majority of foreign resident did not know what actual Bell Rane profession was. Meanwhile, Thai respondents' majority were answered agree with the fourth indicators (Mean= 4.24, S.D.= .958). The last indicator to measure Bella Ranee attractiveness, non-Thai citizen were agreed that the ambassador of C-Vitt is a charming person (Mean=3.81, S.D.= 1.12) as well as local people majority answered agree with the fifth indicators of brand ambassador (Mean= 4.53, S.D.= .721).

Table 4.10 Descriptive Statistics of Brand Image

	Non-Thai nationality N = 108		Thai nationality N = 105	
	Mean	Standard Deviation	Mean	Standard Deviation
Brand Image				
1. Osotspa healthy drink has a positive reputation	4.54	.998	4.76	.672
2. C-Vitt By Osotspa has high quality of product	4.69	.921	4.77	.696
3. C-Vitt by Osotspa performs as it promises	4.49	1.06	4.43	.989
4. C-Vitt by Osotspa is a well-known product	4.73	.892	4.81	.661
5. C-Vitt by Osotspa can be trusted as a famous healthy drink	4.68	.933	4.76	.672

Table 4.10 described the result of descriptive statistics of variable which is brand image between two Thai and non-Thai. Majority of respondent both non-Thai and Thai were answered agree with the statement “Osotspa healthy drink has a positive reputation” , the result were (Mean= 4.54 , S.D.= .998) and (Mean=4.76, S.D.= .672) respectively. The second variable were referred to quality of C-Vitt by Osotspa, both groups were also majority agree with second indicator of brand image which imply that C-Vitt has a high quality of product (Mean= 4.69, S.D.= .921) and (Mean=4.77, S.D.= .696). Next indicator also shown similar result with previous statement, non-Thai mean value was 4.49 (S.D. = 1.06) and Thai mean value was 4.43 (S.D.= .989) imply that both groups were majority agree C-Vitt performs as it promises. Local and foreigner also perceive the brand image of C-Vitt as well-known

beverages with mean 4.73 for non-Thai and 4.81 for Thai. The last indicator was asking whether C-Vitt can be trusted as famous healthy drink, both groups were agreed with this statement. Moreover, the mean value among non-Thais was 4.68 and 4.76 among locals which imply that they perceived C-Vitt can be trusted as a famous healthy drink.



Table 4.11 Descriptive Statistics of Purchase Decision

Purchase Decision	Non-Thai nationality N = 108		Thai nationality N = 105	
	Mean	Standard Deviation	Mean	Standard Deviation
1. I buy C-vitt drink because of their high quality	4.34	.928	4.32	1.351
2. I buy C-vitt drink because I know Bella Ranee Campen as brand ambassador	2.15	1.386	3.41	.769
3. C-vitt is a suitable brand compared to other alternative healthy	4.35	1.449	4.35	1.232
4. Information about C-vitt through media supports consumer to know C-vitt	4.12	1.117	4.33	.985
5. C-Vitt is the right healthy drink to fulfill daily dose of vitamin	4.36	1.123	4.14	.743
6. I discontinue believing in the benefit of C-Vitt as a healthy drink if Bella ranee is not the brand ambassador	1.49	.870	2.29	1.43
7. I discontinue buying C-vitt if Bella Ranee is not the brand ambassador	1.47	.971	2.18	1.41

Table 4.11 illustrated the result of purchase decision variable after being generated from SPSS between two foreigners and locals. Non-Thai and Thai made a decision to buy a C-vitt because of the high quality of drink. Both groups were agreed with the statement. The mean value was 4.34 among foreigners and 4.32 for locals.

The second indicator shown different answer from 2 groups. The majority of respondents who were non-Thai disagree with the statement they buy C-Vitt because they know Bella Rane which imply that they may not be familiar with Bella profile. Mean value was 2.15 which can be considered low, in contrast with locals who were familiar with the brand ambassador of C-Vitt, majority respondent was agree and in between agree and disagree. Third indicator shown that the value mean between Thai and Non-Thai respondent were same 4.35 with S.D.= 1.44 and S.D.=1.23 respectively. Therefore, both groups were agreed that C-Vitt is a suitable brand compared to other vitamin C drinks. Fourth indicator were asking whether Thai and non-Thai made a decision to buy the drink because of adequate information through media supports consumer to know the brand more. Two groups (Mean=4.12 and 4.,33) majority respondent were agreed that their decision to buy the drink from media consumption. Fifth indicator were referring the consumer decision to buy because they would like to fulfil the daily dose of vitamin C by drinking C-Vitt. The mean value among Thai people were 4,14 while non-Thais were 4.36 which imply two groups made decision to purchase the product because of their need of vitamin to nourish the body. Next is another 2 indicators to know whether Bella Rane has influence on respondent purchase decision. The 6 statement received relatively very low from non-Thai people (Mean=1.49 and S.D.= .870) which means they will keep consistently believe with the benefit of vitamin C as if Bella Rane was not the brand ambassador, while Thais respondent mean score also low with only 2.19 and standard deviation 1.43. Both groups majority respondent were disagree with the statement and they will continue believing the health benefit they can get from drinking C-Vitt whoever the brand representative is. Last question that was asked to respondent is

whether they discontinue to buy C-Vitt if the brand ambassador was not Bella Ranee. Majority of respondent between Thai (Mean= 2.18) and non-Thai (Mean=1.47) group were disagree and mean score was low which imply they will keep purchase and consumer the beverages if Bella Ranee was not the ambassador.

4.4 Hypothesis Testing

Statistical outcome of correlation elaborated in this part to test the 6 hypotheses of study. In order to examine the influence ambassador on brand image and purchase decision between non-Thai and Thais, Pearson's Product Moment Correlation test was generated and each of the results of hypothesis described below.

H1: Brand ambassador positively related with Brand Image

Table 4.12 Pearson's Correlation between brand ambassador and brand image

	Brand Image
Brand Ambassador	r 0.329**

** $p < 0.01$

Table 4.9 shown that there was a positive correlation between brand ambassador and brand image in medium strength of association with R score .0329 at significant level of 0.01. Therefore, H1 was accepted which meant that brand ambassador with positive value would influence how consumer perceive the brand image

H2: Brand ambassador positively related with Purchase Decision

Table 4.13 Pearson's Correlation between brand ambassador and purchase decision

Purchase Decision		
Brand Ambassador	r	0.599**
** $p < 0.01$		

According to the table above, it shown there was a positive correlation between brand ambassador and purchase decision with R score 0.599 at significant level of 0.01 which imply H2 was supported in this research and having a positive brand ambassador would eventually influence consumer purchase decision to buy a product.

H3: Brand image positively related with purchase decision

Table 4.14 Pearson's Correlation between brand image and purchase decision

Purchase decision		
Brand Image	r	0.546**
** $p < 0.01$		

According to the result of Pearson's correlation, there was a positive correlation between brand image and purchase decision with R value 0.546. Therefore, H3 was accepted and implied having a positive brand image would influence the consumer to decide to buy a product or more favorable.

H4: There is significant different response between non-Thai and locals toward brand ambassador

Table 4.15 Group statistic Brand Ambassador

Are you Thai national?		N	Mean	Std. Deviation	Std. Error Mean
Brand Ambassador	Other	105	2.91	1.033	.101
	Yes	108	4.14	.788	.075

Table 4.16 Independent Samples Test Brand Ambassador

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Ambassador	Equal variances assumed	7.267	.008	-9.844	211	.000	-1.235	.126	-1.483	-.988
	Equal variances not assumed			-9.783	192.548	.000	-1.235	.126	-1.485	-.986

Table 4.15 and 4.16 shown the result of 2 groups statistic and independent T test to know the comparative different between two different groups which were non-Thai and Thais. According to the result above there was significance differences as the value of Sig (2 tailed) or P value equals to .000. < 0,05. Therefore, H4 was accepted In this study.

H5: There is significant different response between non-Thai and locals toward brand image

Table 4.17 Group Statistic Brand Image

Are you Thai national?		N	Mean	Std. Deviation	Std. Error Mean
Brand Image	Other	105	4.63	.802	.079
	Yes	108	4.57	.797	.076

Table 4.18 Independent Sample Test Brand Image

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Brand Image	Equal variances assumed	.949	.331	.617	211	.538	.068	.110	-.148	.284
	Equal variances not assumed			.617	210.395	.538	.068	.110	-.148	.284

Table 4.13 and 4.14 shown the result of 2 groups statistic and independent T test to know the comparative different between two different groups which were non-Thai and Thais on how they perceived brand image. According to the result above there was not significance differences as the value of Sig (2 tailed) or P value equals to $.538 > 0,05$. Therefore, H5 was not accepted in this study.

H6: There is significant different response between non-Thai and locals toward purchase decision

Table 4.19 Group Statistic Purchase Decision

Are you Thai national?		N	Mean	Std. Deviation	Std. Error Mean
Decision	Other	105	3.18	.490	.048
	Yes	108	3.49	.816	.078

Table 4.20 Independent Samples Test Purchase Decision

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
Decision	Equal variances assumed	21.808	.000	-3.358	211	.001	-.311	.093	-.494	-.129
	Equal variances not assumed			-3.396	178.349	.001	-.311	.092	-.492	-.130
									Lower	Upper

Table 4.15 and 4.16 shown the result of 2 groups statistic and independent T test to know the comparative different between two different groups which were non-Thai and Thais on their purchase decision. According to the result above there was significance differences as the value of Sig (2 tailed) or P value equals to $.001 < 0,05$. Therefore, H6 was accepted in this study.

CHAPTER 5

SUMMARY AND DISCUSSION

Summary of data analysis from previous discussion and supporting statement from literature provided in this part. In addition, the research limitation, suggestion, and practical implication will be discussed in this chapter as well.

5.1 Summary

There were 227 samples in total which only 213 counts as valid while 14 were not passed the screening of questionnaire. October 19th to November 16th, 2021, was the period of collecting the data of this study which took 4 weeks in total. The result of questionnaire divided into 4 parts, first demographic of respondent, second brand ambassador and its 5 indicator, third brand image and its 5 indicators, and the last part was purchase decision with 7 indicators. All the data collection were generated by using SPSS and analysis of Pearson's correlation also provided.

The first part of questionnaire was gathering demographic of samples such as age, gender, occupation, income, residence, nationality, and have had bought or thought on buying liquid vitamin C. Male respondent total percentage is 54.9%, female 42.3% and other 2.8%. Majority age of respondent was between 26-30 years old with total percentage 31%, follow with age between 15-25 years old with total percentage 31%, and the last group age is over 31 years old with 22.1% contribution on the total samples. Respondent of this study majority currently residing in Bangkok Metropolitan Area with total percentage 95.3%, while 4.7% are currently living outside Bangkok area. 53.1% of respondents are employed, 43.7% respondents are student, and 3.3% the lowest percentage were respondent who unemployed. Average

personal income dominantly by group THB 18,000 or less with total percentage 24.9% , second is more than THB 50,000 with total percentage 23% , the third group is THB 18,000 – THB 24,000 with total percentage 22.5% , the fourth group is respondent who earn between THB 24,000 – THB 35,000 with total percentage 17.4% , the smallest percentage goes to people who earn THB 35,000 – THB 50,000 with total percentage only 12.2%. Moreover, 48.8% of respondent are foreigners and 51.2% are Thais. The screening questionnaire were asking whether they have had any thoughts or bought a liquid vitamin C , 93.8% respondents have had any thought or bought vitamin C drink while 6.2% have not had thought or bought vitamin C drink.

Next part is about brand ambassador of C-Vitt and its dimension that measured by using 5 Likert-Scales. 5 means strongly agree with the statement and 1 means strongly disagree with the statement. Majority of Non-Thai national answered that they were disagree to recognize the brand ambassador of C-Vitt easily (Mean = 2.36, S.D. =1.30) , while Thai nationality respondents were agree that it is not difficult to spot the C-Vitt Ambassador (Mean = 3.84 . S.D. = 1.34). Next indicator is Bella Ranee reputation between two groups. Most of foreign respondents were disagree nor agree with the statement (Mean = 2.88, S.D. = 1.30). It could be interpreted that they did not know about Bella Ranee reputation because majority of local respondents were mostly agreed with the statement that Bella Ranee has a positive reputation (Mean = 4.56, S.D. = .745). After that, dominance answer from non-Thai were disagree for the third statement which indicated the brand ambassador cannot make them easy to recognize C-Vitt (Mean= 2.40, S.D =1.45). On contrast with local people, majority of samples agreed that Bella Ranee could make them easy to recognize C-Vitt (Mean= 3.83, S.D. = 1.22). The next one is suitability of Bella

Ranee occupation and C-Vitt as healthy drink. Majority of respondent from non-Thai group answered that they were agree nor disagree (Mean= 3.16, S.D.= 1.11). This can be also bias because majority of foreign resident did not know what actual Bell Rane profession was. Meanwhile, Thai respondents' majority were answered agree with the fourth indicators (Mean= 4.24, S.D.= .958). The last indicator to measure Bella Rane attractiveness, non-Thai citizen were agreed that the ambassador of C-Vitt is a charming person (Mean=3.81, S.D.= 1.12) as well as local people majority answered agree with the fifth indicators of brand ambassador (Mean= 4.53, S.D.= .721).

The second part is discussing brand image of company and C-Vitt between non-Thai and locals. Majority of respondent both non-Thai and Thai were answered agree with the statement "Osotspa healthy drink has a positive reputation", the result were (Mean= 4.54 , S.D.= .998) and (Mean=4.76, S.D.= .672) respectively. The second variable were referred to quality of C-Vitt by Osotspa, both groups were also majority agree with second indicator of brand image which imply that C-Vitt has a high quality of product (Mean= 4.69, S.D.= .921) and (Mean=4.77, S.D.= .696). Next indicator also shown similar result with previous statement, non-Thai mean value was 4.49 (S.D. = 1.06) and Thai mean value was 4.43 (S.D.= .989) imply that both groups were majority agree C-Vitt performs as it promises. Local and foreigner also perceive the brand image of C-Vitt as well-known beverages with mean 4.73 for non-Thai and 4.81 for Thai. The last indicator was asking whether C-Vitt can be trusted as famous healthy drink, both groups were agreed with this statement. Moreover, the mean value among non-Thais was 4.68 and 4.76 among locals which imply that they perceived C-Vitt can be trusted as a famous healthy drink.

The third part is purchasing decision of customer to buy C-Vitt and it measured by asking 7 questions to the respondent. Non-Thai and Thai made a decision to buy a C-vitt because of the high quality of drink. Both groups were agreed with the statement. The mean value was 4.34 among foreigners and 4.32 for locals. The second indicator shown different answer from 2 groups. The majority of respondents who were non-Thai disagree with the statement they buy C-Vitt because they know Bella Ranee which imply that they may not be familiar with Bella profile. Mean value was 2.15 which can be considered low, in contrast with locals who were familiar with the brand ambassador of C-Vitt, majority respondent was agree and in between agree and disagree. Third indicator shown that the value mean between Thai and Non-Thai respondent were same 4.35 with S.D.= 1.44 and S.D.=1.23 respectively. Therefore, both groups were agreed that C-Vitt is a suitable brand compared to other vitamin C drinks. Fourth indicator were asking whether Thai and non-Thai made a decision to buy the drink because of adequate information through media supports consumer to know the brand more. Two groups (Mean=4.12 and 4.33) majority respondent was agreed that their decision to buy the drink from media consumption. Fifth indicator were referring the consumer decision to buy because they would like to fulfil the daily dose of vitamin C by drinking C-Vitt. The mean value among Thai people were 4.14 while non-Thais were 4.36 which imply two groups made decision to purchase the product because of their need of vitamin to nourish the body. Next is another 2 indicators to know whether Bella Ranee has influence on respondent purchase decision. The 6-statement received relatively very low from non-Thai people (Mean=1.49 and S.D.= .870) which means they will keep consistently believe with the benefit of vitamin C as if Bella Rane was not the brand

ambassador, while Thai's respondent mean score also low with only 2.19 and standard deviation 1.43. Both groups majority respondent was disagreeing with the statement and they will continue believing the health benefit they can get from drinking C-Vitt whoever the brand representative is. Last question that was asked to respondent is whether they discontinue to buy C-Vitt if the brand ambassador was not Bella Ranee. Majority of respondent between Thai (Mean= 2.18) and non-Thai (Mean=1.47) group were disagree and mean score was low which imply they will keep purchase and consumer the beverages if Bella Ranee was not the ambassador.

The last part of this study is using Pearson's correlation test to know whether positive or negative relationship between variables. As the result, hypothesis 1 accepted with medium strength level positivity, while hypotheses 2 and 3 were accepted with high strength level of positivity between variables. Moreover, hypothesis 4,5,6 is discussing how extent differences between non-Thai and locals on 3 variables which are brand ambassador, brand image, and purchase decision. In order to find the answer, groups statistic and independent T test conducted to know the comparative different between two different groups which were non-Thais and Thai. After generated the data, H4 was accepted and shown that there was significance different between locals and non-Thai on brand ambassador, follow with H5 was not accepted because it shown that there was not significantly different between locals and non-local on perceiving brand image. H6 was accepted as well as H4, it shown that foreigner and thais were significantly response different on purchase decision of C-Vitt which we can imply that most of Non-Thai buy the product because of its quality and benefit while Thais may influence by brand ambassador of C-Vitt.

5.2 Discussion

This part covered the discussion from analysis the data of research which is brand ambassador, brand image, and purchase decision and followed with how extent two groups which non-Thai and locals' responses on 3 variables.

5.2.1 Respondents' response on brand ambassador

The discussion of how respondent response to brand ambassador will be delivered between two different group which are Non-Thais and Thai's perspective. Non-Thais were majority had difficulty to recognize the ambassador of C-Vitt brand (Mean = 2.36, S.D. =1.30) , while Thai people respondents were saying that they agreed to spot Bella Ranee as the brand ambassador of the brand (Mean = 3.84 . S.D. = 1.34). After that, non-Thai were disagreeing nor agree on the reputation of Bella which implied that the respondent who were non-Thai unsure with Bella Ranee as the ambassador but not necessarily perceive her with negative reputation (Mean = 2.88, S.D. = 1.30). Therefore, it can be interpreted that non-Thai did not know about Bella Ranee reputation because majority of local respondents were mostly agreed with the statement that Bella Ranee has a positive reputation (Mean = 4.56, S.D. = .745). If Bella Ranee has bad reputation, locals may also give her lower score as equals as foreigners. Non-Thais cannot easily recognize C-Vitt despite the brand ambassador is Bella Ranee Vitt (Mean= 2.40, S.D =1.45), while locals agreed that brand ambassador helped them easy to recognize C-Vitt. (Mean= 3.83, S.D. = 1.22). The next one is suitability of Bella Ranee occupation and C-Vitt as healthy drink. Majority of respondent from non-Thai group answered that they were agree nor disagree (Mean= 3.16, S.D.= 1.11). This can be also bias because majority of foreign resident did not

know what actual Bella Rane profession was. Meanwhile, Thai respondents' majority were answered agree with the fourth indicators (Mean= 4.24, S.D.= .958). The last indicator to measure Bella Rane attractiveness, non-Thai citizen were agreed that the ambassador of C-Vitt is a charming person (Mean=3.81, S.D.= 1.12) as well as local people majority answered agree with the fifth indicators of brand ambassador (Mean= 4.53, S.D.= .721). From overall answered between Non-Thai and Thai, Bella rane has positive value as the brand ambassador even though some dimensions that she has may bias with the non-Thai group. However, attractiveness which her visual can influence consumer to buy C-Vitt. Bella Rane attractiveness is dimension of brand ambassador where both different groups were agreed that she possessed a great of visual to support the advertisement and product in term of non-physically and physical appealing look (Singh, 2017). Despite non-Thai group gave medium score between 3 it could be implying that they were unsure with Bella Rane because she is very famous in Thailand but not in another continent. Furthermore, overall result that generated from the data stated that brand ambassador positively related to brand image with medium strength level of positivity as well brand ambassador positively related to purchase decision with high strength level of positivity.

5.2.2 Respondents' response on brand image

Pearson's correlation shown there was a positive correlation between brand image and purchase decision with R score 0.546 at significant level of 0.01 which implies having a positive brand image would eventually influence consumer purchase decision to buy a product. There is no significantly different between two different groups response on the brand image attribute of C-Vitt. result of descriptive statistics of variable which is brand image between two Thai and non-Thai. Majority of

respondent both non-Thai and Thai were answered agree with the statement “Osotspa healthy drink has a positive reputation”, the result were (Mean= 4.54 , S.D.= .998) and (Mean=4.76, S.D.= .672) respectively. The second variable were referred to quality of C-Vitt by Osotspa, both groups were also majority agree with second indicator of brand image which imply that C-Vitt has a high quality of product (Mean= 4.69, S.D.= .921) and (Mean=4.77, S.D.= .696). Next indicator also shown similar result with previous statement, non-Thai mean value was 4.49 (S.D. = 1.06) and Thai mean value was 4.43 (S.D.= .989) imply that both groups were majority agree C-Vitt performs as it promises. Local and foreigner also perceive the brand image of C-Vitt as well-known beverages with mean 4.73 for non-Thai and 4.81 for Thai. The last indicator was asking whether C-Vitt can be trusted as famous healthy drink, both groups were agreed with this statement. Moreover, the mean value among non-Thais was 4.68 and 4.76 among locals which imply that they perceived C-Vitt can be trusted as a famous healthy drink.

C-Vitt is a famous brand and joint venture between local public company in Thailand and Japan. Therefore, many people know that C-Vitt is a trusted brand for liquid vitamin C. However, House of Wellness Japan, a company who hold license of C-Vitt formula implemented a different strategy for every country that they target. For example, C-Vitt Indonesia were using miss universe and beauty pageant as their ambassador which is can be considered as generalized and well known among Thais and non-Thai while C-Vitt Thailand specifically targeting Thais in term of their marketing communication. Moreover, according to the result group statistic and independent T-test, it shown that there were not significance differences as the value

of Sig (2 tailed) or P value equals to $.538 > 0,05$. Therefore, non-Thai and Thai were not significantly response differently on brand image of C-Vitt.

5.2.3 Respondents' response on purchase decision

Purchase decision is how consumer think and feels about the brand and its alternative brand in the market, how consumer react to a marketing campaign, and their journey in deciding to buy a product or service (Belch and Belch, 2007). After 213 data that has been collected through online questionnaire, brand ambassador is positively related to purchase decision of consumer and as well as brand image positively related with purchase decision. However, non-Thais and Thais responses to purchase decision attribute significantly different. Thais familiar with the ambassador of C-Vitt, therefore, the mean score of between two group relatively different. Non-Thai most likely decide to buy because of the benefit and high quality of C-Vitt has rather than media consumption or brand ambassador since C-Vitt is a well-known brand from Japan. Non-Thai and Thai made a decision to buy a C-vitt because of the high quality of drink. Both groups were agreed with the statement. The mean value was 4.34 among foreigners and 4.32 for locals. The second indicator shown different answer from 2 groups. The majority of respondents who were non-Thai disagree with the statement they buy C-Vitt because they know Bella Ranee which imply that they may not be familiar with Bella profile. Mean value was 2.15 which can be considered low, in contrast with locals who were familiar with the brand ambassador of C-Vitt, majority respondent was agree and in between agree and disagree. Third indicator shown that the value mean between Thai and Non-Thai respondent were same 4.35 with S.D.= 1.44 and S.D.=1.23 respectively. Therefore, both groups were agreed that C-Vitt is a suitable brand compared to other vitamin C drinks. Fourth indicator were

asking whether Thai and non-Thai made a decision to buy the drink because of adequate information through media supports consumer to know the brand more. Two groups (Mean=4.12 and 4.,33) majority respondent were agreed that their decision to buy the drink from media consumption. Fifth indicator were referring the consumer decision to buy because they would like fulfil the daily dose of vitamin C by drinking C-Vitt. The mean value among Thai people were 4,14 while non-Thais were 4.36 which imply two groups made decision to purchase the product because of their need of vitamin to nourish the body. Next is another 2 indicators to know whether Bella Ranee has influence on respondent purchase decision. The 6-statement received relatively very low from non-Thai people (Mean=1.49 and S.D.= .870) which means they will keep consistently believe with the benefit of vitamin C as if Bella Rane was not the brand ambassador, while Thais respondent mean score also low with only 2.19 and standard deviation 1.43. Both groups majority respondent was disagree with the statement and they will continue believing the health benefit they can get from drinking C-Vitt whoever the brand representative is. Last question that was asked to respondent is whether they discontinue to buy C-Vitt if the brand ambassador was not Bella Ranee. Majority of respondent between Thai (Mean= 2.18) and non-Thai (Mean=1.47) group were disagree and mean score was low which imply they will keep purchase and consumer the beverages if Bella Ranee was not the ambassador. Overall result, we can say that Bella Ranee has no influence on purchase decision for both group because consumer buy C-Vitt to get the benefit and high quality of drink rather than focusing on brand representative.

5.3 Limitation of Research

The study that conducted for both different target groups have certain limitations. First limitation is the nationality of this study should be more narrowed rather than general for example, it should be only for those who are ASEAN nationality rather than every nationality because Bella Ranee is a famous celebrity in Thailand and may also some part of countries in Asia. However, it bias when we conduct with another foreigner from different continent such as Europe, America, and Australia since the scope of target group was very wide. The next limitation is unbalance of age group in this study. There were more 26-30 years old group (46.9%) than 15-25 years old (31%). It would have been showed another implication if the age group was equal. In term of brand ambassador attribute and purchase decision, it could be younger group more familiar with Bella Ranee than the other category of age. Bella Ranee is a famous actress who may be famous among younger people than older one.

5.4 Recommendations for Future Research

Limitation of research leads the recommendation for future research. First, the target group must be narrowed to avoid bias among different target groups unless the brand ambassador is worldwide celebrity such as BTS, Blackpink, Kendall Jenner, and Kardashian family. Bella Ranee famous only in certain region in Thailand and Asia, Current research had no limitation on the nationality of respondent which can be anyone from different and far continent which they may not absolutely know who Bella is. Therefore, future research should consider nationality for foreigner with a deep consideration from celebrity that they choose.

Next suggestion is to change the sampling method to be more non-probability and diversity. It is difficult to find a specific target sampling as required based on their age, occupation, and nationality especially foreigner quota in Thailand. Future research should consider conducting and target a group from different country. Given that Bella Ranee is from Thailand, she may be famous among people who live in Indonesia or Malaysia. Some of celebrities have fans all over the world, for example, Lisa Blackpink is Korean girl band but widely known in many countries.

5.5 Implications

The result of this study could be useful for Osotspa company, marketer and future market researcher to decide whether brand ambassador should be generalized or customized for a specific brand who want to target many groups rather than just locals.

First, Bella Ranee is a famous Thai-British celebrity in Thailand. Given that she is famous among locals, many non-Thai are unsure about her profile and reputation and profession overall score is low compared to locals. However, C-Vitt is a joint venture brand and is one of well-known healthy drink from Japan. The license of formula is owned by Japanese company with help of local company for distribution to general and modern trade. If a brand is not well-known famous, brand ambassador should be more generalized and international rather than from locals.

Second, majority of respondent of this study were saying that they will keep continue to buy and believe in benefit of C-Vitt regardless Bella or different person as the brand ambassador with a note that the brand representative must have positive value to have positively related on brand image and purchase decision. Visual

attractiveness is very important for brand ambassador. Given that Bella Ranee is not widely known among non-Thai, the score of as a charming person is high for two groups. Furthermore, the reason of Osotspa chose Bella as brand ambassador because population of Thai is bigger than non-Thai . In the future, a company need to consider using both local and widely known celebrity to target different groups at once even the minority one such as non-Thai to increase the sales revenue and product turnover in the country.





APPENDIX

จุฬาลงกรณ์มหาวิทยาลัย
CHULALONGKORN UNIVERSITY

APPENDIX A

QUESTIONNAIRE (ENGLISH & THAI VERSION)

Part 1: Demographic of Respondent

Research Questionnaire

This research project is conducted by a student of M.A Strategic Communication Management from Faculty of Communication Arts, Chulalongkorn University. The purpose of this questionnaire is to examine the influence of brand ambassador on brand image and purchasing decision of C-Vitt drink by Osotspa Thailand. The data collected will be analyzed and used for educational purpose only and the respondent's identity will be concealed.

งานวิจัยนี้เป็นโครงการวิจัยที่โดยนักศึกษาระดับปริญญาโท สาขา M.A Strategic Communication Management จากคณะนิเทศศาสตร์ จุฬาลงกรณ์มหาวิทยาลัย แบบสอบถามนี้มีจุดประสงค์เพื่อศึกษาอิทธิพลของแบรนด์แอมบาสเดอร์ที่มีต่อภาพลักษณ์และการตัดสินใจซื้อเครื่องดื่มซี-วิทของบริษัท โอสอสปา (ประเทศไทย) ข้อมูลที่เก็บรวบรวมจะถูกวิเคราะห์และใช้เพื่อการศึกษาเท่านั้น และจะไม่รายงานผลในลักษณะที่จะทำให้ระบุตัวตนของผู้ตอบ

Respondent Profile

ข้อมูลของผู้ตอบแบบสอบถาม

* 1. Have you had any thoughts or bought a liquid vitamin C drink? *

(ท่านเคยซื้อ หรือคิดว่าจะซื้อเครื่องดื่มผสมวิตามินซีหรือไม่)

Yes (เคย)

No (ไม่เคย)

* 2. Are you Thai national?

(ท่านมีสัญชาติไทยใช่หรือไม่)

Yes (ใช่ ฉันมีสัญชาติไทย)

Other (ไม่ใช่ ฉันไม่ได้มีสัญชาติไทย (โปรดระบุ))

* 3. Do you live in Bangkok Metropolitan Area?

(ท่านอยู่ในเขตกรุงเทพมหานครและปริมณฑลใช่หรือไม่)

Yes (ใช่)

No (ไม่ใช่)

* 4. How would you describe yourself?

(กรุณาระบุตัวเลือกที่ตรงกับท่าน)

Male (ชาย)

Female (หญิง)

Other Please specify...

(อื่นๆ โปรดระบุ...)

* 5. What is your age? (indicated as a number)
 ท่านมีอายุเท่าใด (โปรดระบุเป็นตัวเลข)

- 15-25 years old (15-25 ปี) 26-30 years old (26-30 ปี) Over 31 years old (31 ปี ขึ้นไป)

* 6. What do you describe yourself?
 (กรุณาระบุตัวเองที่ตรงกับท่าน)

- Student (ฉันเป็นนักเรียน นิสิต นักศึกษา) Employed (ฉันทำงานแล้ว) Unemployed (ฉันกำลังว่างงาน)

* 7. What is your personal average monthly income in Thai Baht (THB)? (indicated as a number)
 โปรดระบุรายได้เฉลี่ยต่อเดือนของท่าน (โปรดระบุเป็นตัวเลข)

- THB 18,000 or less (ไม่เกิน 18,000 บาท) THB 35,000 - THB 50,000 (35,000 - 50,000 บาท)
- THB 18,000 - THB 24,000 (18,000 - 24,000 บาท) More than THB 50,000 (มากกว่า 50,000 บาท)
- THB 24,000 - THB 35,000 (24,000 - 35,000 บาท)

Part 2: C-vitt Brand Ambassador

	(Strongly agree) เห็นด้วยอย่างยิ่ง 5	4	3	2	Strongly disagree (ไม่เห็นด้วยอย่างยิ่ง) 1
8. I can recognize the brand ambassador of C-vitt , Bella Ranee Campen easily (พอฉันเห็น ฉันก็นึกขึ้นมาได้อย่างง่ายดายว่าแบรนด์แอมบาสเดอร์ของ เครื่องดื่มซี-วิทคือเบลล่า ราณี)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
9. Bella Ranee Campen has a positive reputation (เบลล่า ราณี มีชื่อเสียงในทางที่ดี)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
10. Bella Ranee Campen makes me easy to recognize C-vitt (เบลล่า ราณีทำให้ฉันจำเครื่องดื่มซี-วิทได้ง่าย)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
11. The suitability of Bella Ranee Campen profession with C-vitt healthy drink (เบลล่า ราณีมีอาชีพที่เหมาะสมกับเครื่องดื่มซี-วิท)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
12. Bella Ranee Campen is a charming person (เบลล่า ราณี เป็นคนมีเสน่ห์)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Part 3: C-vitt Brand Image

	(Strongly agree) เห็นด้วยอย่างยิ่ง 5	4	3	2	Strongly disagree (ไม่เห็นด้วยอย่างยิ่ง) 1
13. Osotspa healthy drink has a positive reputation (เครื่องดื่มซี-วิท มีชื่อเสียงในทางที่ดี)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
14. C-Vitt By Osotspa has high quality of product (เครื่องดื่มซี-วิท มีคุณภาพดี)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
15. C-Vitt by Osotspa performs as it promises (เครื่องดื่มซี-วิท สามารถทำตามกล่าวอ้างหรือสัญญาได้)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
16. C-Vitt by Osotspa is a well-known product (เครื่องดื่มซี-วิท เป็นที่รู้จักกันเป็นอย่างดี)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
17. C-Vitt by Osotspa can be trusted as a famous healthy drink (เราสามารถมั่นใจได้ว่าเครื่องดื่มซี-วิทเป็นเครื่องดื่มวิตามินที่มีชื่อเสียง)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Part 4: C-Vitt Purchasing Decision

	(Strongly agree) เห็นด้วยอย่างยิ่ง 5	4	3	2	Strongly disagree (ไม่เห็นด้วยอย่างยิ่ง) 1
18. I buy C-vitt drink because of their high quality product (ฉันซื้อเครื่องดื่มซี-วิท เพราะเป็นผลิตภัณฑ์คุณภาพสูง)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
19. I buy C-vitt drink because I know Bella Raneer Campen as their ambassador (ฉันซื้อเครื่องดื่มซี-วิท เพราะฉันรู้ว่า เบลล่า ราณีเป็นแบรนด์แอมบาสเดอร์)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
20. C-vitt is a suitable brand compared to other alternative healthy drink (เครื่องดื่มซี-วิท เป็นแบรนด์ที่น่าซื้อเมื่อเทียบกับเครื่องดื่มประเภทเดียวกัน)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
21. Information about C-vitt through media supports consumer to know C-vitt advantages (ข้อมูลเกี่ยวกับเครื่องดื่มซี-วิท ที่สื่อออกมากช่วยให้ผู้บริโภคทราบข้อดีของเครื่องดื่มซี-วิท)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
22. C-Vitt is the right healthy drink to fulfill daily dose of vitamin C (เครื่องดื่มซี-วิท เป็นตัวเลือกที่ถูกต้องเมื่อท่านต้องการได้รับวิตามินซีอย่างเพียงพอในแต่ละวัน)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
23. I discontinue believing in the benefit of C-Vitt as a healthy drink if Bella raneer is not the brand ambassador (ฉันจะเลิกเชื่อในคุณภาพของเครื่องดื่มซี-วิท ว่าเป็นเครื่องดื่มเพื่อสุขภาพ หากเบลล่า ราณีไม่ได้เป็นแบรนด์แอมบาสเดอร์)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
24. I discontinue buying C-vitt if Bella raneer is not the brand ambassador (ฉันจะเลิกซื้อเครื่องดื่มซี-วิท หากเบลล่า ราณีไม่ได้เป็นแบรนด์แอมบาสเดอร์)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

APPENDIX B

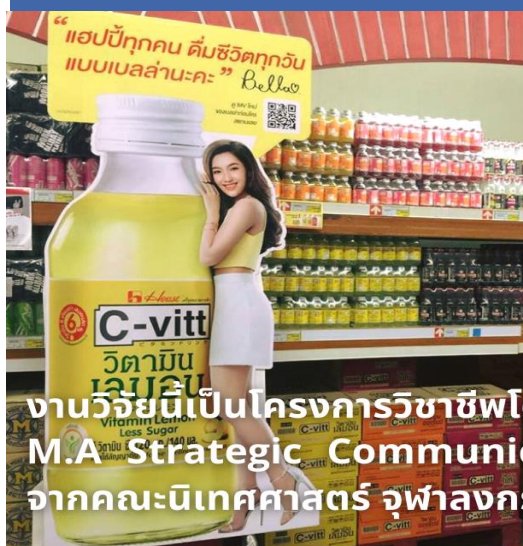
Poster Design to Attract Respondent in Group



งานวิจัยนี้เป็นโครงการวิชาชีพโดยนักศึกษาในหลักสูตร
M.A Strategic Communication Management
จากคณะนิเทศศาสตร์ จุฬาลงกรณ์มหาวิทยาลัย

แบบสอบถามนี้มีจุดประสงค์เพื่อศึกษาอิทธิพลของแบรนด์แอมบาสเดอร์ที่มีต่อภาพลักษณ์และการตัดสินใจซื้อเครื่องดื่มซี-วิทของบริษัท โอเอสสก้า (ประเทศไทย)

ข้อมูลที่เกิดขึ้นจะถูกรวบรวมและใช้เพื่อการศึกษาเท่านั้น และจะไม่รายงานผลในลักษณะที่จะทำให้ระบุตัวตนของผู้ตอบ



งานวิจัยนี้เป็นโครงการวิชาชีพโดยนักศึกษาในหลักสูตร
M.A Strategic Communication Management
จากคณะนิเทศศาสตร์ จุฬาลงกรณ์มหาวิทยาลัย

แบบสอบถามนี้มีจุดประสงค์เพื่อศึกษาอิทธิพลของแบรนด์แอมบาสเดอร์ที่มีต่อภาพลักษณ์และการตัดสินใจซื้อเครื่องดื่มซี-วิทของบริษัท โอเอสสก้า (ประเทศไทย)

ข้อมูลที่เกิดขึ้นจะถูกรวบรวมและใช้เพื่อการศึกษาเท่านั้น และจะไม่รายงานผลในลักษณะที่จะทำให้ระบุตัวตนของผู้ตอบ



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