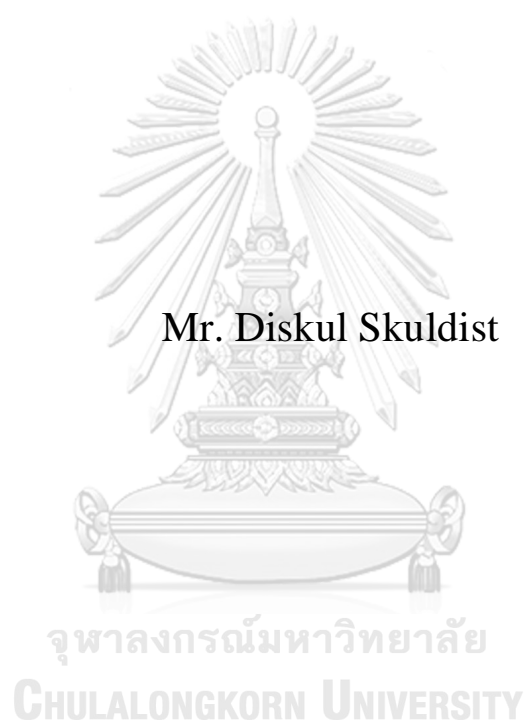


**SOURCE CHARACTERISTICS, ATTITUDE, AND  
PURCHASE INTENTION TOWARD FASHION PRODUCT  
WITH INCLUSIVE ADVERTISING**



**Mr. Diskul Skuldist**

**An Independent Study Submitted in Partial Fulfillment of the  
Requirements  
for the Degree of Master of Arts (Communication Arts) in Strategic  
Communication Management  
FACULTY OF COMMUNICATION ARTS  
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สารนิพนธ์นี้เป็นส่วนหนึ่งของการศึกษาตามหลักสูตรปริญญาโทสาขาสถาปัตยกรรมศาสตรมหาบัณฑิต  
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Independent Study      SOURCE CHARACTERISTICS,  
Title                              ATTITUDE, AND PURCHASE  
   INTENTION TOWARD FASHION  
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การวิจัยในครั้งนี้เป็นการวิจัยเชิงปริมาณ โดยมีวัตถุประสงค์เพื่อศึกษาและ ทดสอบ ความสัมพันธ์ของ คุณลักษณะของฟรีเซนต์ของสื่อโฆษณาแบบไม่แบ่งแยก ทักษะคิดของผู้บริโภค ต่อสื่อโฆษณาแบบไม่แบ่งแยกและ ความตั้งใจซื้อสินค้าของผู้บริโภคต่อสินค้าแฟชั่นที่ใช้สื่อโฆษณาแบบไม่แบ่งแยก ผ่านแบบสอบถามที่มีนางแบบ อาเซียนนา สก็อต เป็นตัวอย่างสำหรับการทดสอบ กับกลุ่มตัวอย่าง 213 คน ซึ่งผลจากการศึกษาแสดงให้เห็นว่า นาง สก็อต มีคุณลักษณะของฟรีเซนต์ของสื่อโฆษณาในทุกๆด้าน ทางกลุ่มตัวอย่างยังมีทัศนคติในเชิงบวกกับสื่อโฆษณาแฟชั่นแบบไม่แบ่งแยก และยัง มีความตั้งใจซื้อ ต่อสินค้าแฟชั่นที่มีสื่อโฆษณาแบบไม่แบ่งแยกอีกด้วย ในแง่ของความสัมพันธ์ ทุกตัวแปร ต่างมีสัมพันธ์เชิงบวกต่อกันและกัน



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**# # 6488011028 : MAJOR STRATEGIC COMMUNICATION  
MANAGEMENT**

**KEYWORD:** Source Characteristics, Attitude, Purchase Intention,  
Inclusive Advertising, Fashion Advertising, Fashion  
Product, Fashion Model

**Diskul Skuldist :** SOURCE CHARACTERISTICS,  
ATTITUDE, AND PURCHASE INTENTION TOWARD  
FASHION PRODUCT WITH INCLUSIVE  
ADVERTISING. Advisor: Assoc. Prof. NAPAWAN  
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This research was conducted in a quantitative manner. The research objectives were to explore and to test the relationships of source characteristics, attitudes toward inclusive advertising of fashion products and purchase intention toward fashion product with inclusive advertising among generation Z and Y with an inclusive model, Asianna Scott as a research subject. 213 respondents were acquired in total. The findings showed that Miss Scott received a positive score in all characteristics. The respondents indicated that they would have a positive attitude toward inclusive fashion advertising. The respondents also revealed that they would have a positive purchase intention toward fashion product that featured inclusive fashion advertising as well. In terms of relationships between variables, there were positive relationships among every variable. the findings were discussed further in more detail in this study.

Field of Study:	Strategic Communication Management	Student's Signature .....
Academic	2022	Advisor's Signature

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# INTRODUCTION

## 1.1 Significant of the Study

During the past 10 years, the expectation of consumers has shifted in the marketing world, various brands are trying to adapt themselves to the trend of using the concept of inclusive marketing by embracing diversity in race, gender, disability, appearance, religion, and culture in their communication and advertising.

In the marketing and advertising field selecting the presenter, ambassador or spokesperson for a brand is a very crucial factor (Ohanian, 1990), since a person that were selected will act as a representative of the brand in various aspects of the personality, beliefs and values that he or she holds will be connected to the brand image (Park, MacInnis, Priester, Eisingerich, & Iacobucci, 2010). Moreover, the representative also acts as the bridge that connects consumers with the brand (Matthews, 2013), which can influence the purchase intention of the consumer. As an effective connection for consumers, the representative needs to be relatable in some way with the consumer to make successful communication, past research claims that consumers align with the brand by identifying themselves with the gender or appearance of the person who appears in the ads or message. Showing a person the consumer can't relate to will result in ineffective communication (Dimitrieskal, 2019).

Coming along with the trend of diversity and inclusivity around the world the perception and expectations of consumers have changed. The world has become more accepting of differences leading to a society that becomes more diverse than it has been before (Dimitrieska, 2019). Implicating inclusivity in the brand not only improves the range of relatability between the brand representative and the consumer but also creates the new brand value that the consumer is expecting from the brand. There is research that found that gen Z and Y consumers prefer to see brands show diversity in the ads even though even the diversity aspect that the brand represents might not be 100% related to them, since the inclusivity that the brand conduct reflects the good deeds of the brand itself (Amarnath, 2022). This idea has been enhanced that the consumer expected the brand to move out of the social norm and old stereotypes and be the representative for the minority, according to the research by

Hannahcurrey, 87% of gen z consumers agree that it is responsible for the brand to represent diversity and minorities via its advertisement and they are also likely to purchase the product from brands that represent inclusive identities of the minorities (Hannahcurrey, 2022).

Inclusive advertising refers to advertisements that promote diversity by incorporating individuals from various backgrounds or narratives that are suitable for a specific audience. Various inclusive campaigns strive to challenge stereotypes, while others merely seek to reflect or accept individuals in their everyday lives (Sukhraj, 2021). Inclusive advertisement could highly affect on consumer perception of the brand, there are fashion brands that received massive criticism for their non-inclusive marketing like Victoria's Secret which lose their sale from presenting beauty standards that don't suit consumers' expectations (Phelps, 2018).

The trend of inclusivity is usually implicated by the beauty and fashion brands and it eventually comes to Thailand. While the majority of Thai fashion brands still use old criteria when selecting the brand representative that belong to Thai beauty standard, global fashion brands start to utilize inclusive marketing and receive good results. Therefore this research wants to explore more on this topic to see if the idea of adding the aspect of inclusivity into the brand representative could work among Thai consumers in the Thai context or not by exploring and test the relationship among source characteristics of the brand presenter of inclusive advertising and consumers' attitude toward advertising and consumers' purchase intention toward that certain brand.

## **1.2 Research Objectives**

- (1) To explore the perception of source characteristics, attitudes toward inclusive advertising of fashion products and purchase intention toward fashion product with inclusive advertising among generation Z and Y
- (2) To test the relationship of source characteristics, attitudes toward inclusive advertising of fashion products and purchase intention toward fashion product with inclusive advertising among generation Z and Y

### 1.3 Research Questions

- (1) What are the perception of source characteristics, attitudes toward inclusive advertising of fashion products and purchase intention toward fashion product with inclusive advertising among of generation Z and Y
  
- (2) What is the relationship of source characteristics, attitudes toward inclusive advertising of fashion products and purchase intention toward fashion product with inclusive advertising out among generation Z and Y

### 1.4 Scope of the Study

This research was conducted in a quantitative research manner. The research instrument was an online questionnaire with a sample size of 213 respondents. The questionnaire used a fashion model named Asianna Scott as a subject of inclusive fashion presenter in order to explore three variables which are source characteristics, consumers' attitudes and purchase intention and to test the relationship between these variables in a context of a fashion brand with inclusive advertising. The study focused on Thai respondents aged between 18-40 and currently living in Thailand. This sample was chosen as they are the group with the highest spending on fashion products (Li, 2020).

A collection of 213 online questionnaires has been collected via researcher's social media channels and other online platform, a purposive sampling method has been used and the questionnaires took place from 21 October to 15 November 2022

### 1.5 Operational Definitions

**Source characteristics** are how respondents perceived the source of information who was endorsed by a fashion brand as a representative of the brand's inclusive advertising. Source characteristics include of two dimensions (source credibility and source attractiveness) and 4 sub dimensions (source expertise, source trustworthiness, source likability and source similarity). In this study, source characteristics refer to respondent perception toward characteristics of inclusive fashion model Asianna Scott.

**Source credibility** is the believability of the source which consists of two dimensions , source expertise and source trustworthiness.

**Source expertise** is the source' knowledge and skill toward the message and subject that they're sending.

**Source trustworthiness** is honesty and truthfulness of the source

**Source attractiveness** is the attractivity of the source which consists of two dimensions, source likability and source similarity

**Source likability** is the attractiveness of the source base on source's appearance

**Source similarity** is the attractiveness of the source based on the source's relevance with the message receiver.

**Attitude** is the consumer's overall evaluation of a certain object which is measured based on the respondent's feeling toward that object which could be favorable or unfavorable. In this study, the attitude refers to the respondents' feelings toward fashion advertising featuring the inclusive model Asinaa Scott.

**Purchase intention** is the consumer's tendency to purchase product or service. In this study, purchase intention is been used as the respondent's tendency to purchase the fashion product featuring the inclusive model Asinna Scott

**Inclusivity** is an approach of accepting and encouraging diversity in all forms, including race, gender, disability, appearance, religion, culture, etc.

**Inclusive advertising** is defined as company advertising that implicates the concept of inclusivity to reach consumers. In this study, inclusive advertising refers to an advertisement of a fashion brand that implicates a concept of inclusivity in selecting a model or presenter in, for this study as Asianna Scott.

**Fashion products are** defined as products that can be purchased from fashion brands, including clothing, shoes, accessories, perfumes, etc. In this study, fashion products refer to products from fashion brands that conduct inclusive advertisement.

## 1.6 Expected Benefits of the Study

- (1) The results of this study can, in a scholarly sense, confirm what is already known regarding the relationship between source characteristics, consumer attitudes, and their purchase intention toward fashion products and fashion advertising.
- (2) Practically, the results from this study can be used as a study case of how inclusive marketing in selecting a presenter for a brand could relate to consumers' attitude and their purchase intention. It can act as an insight for marketers to create a more effective campaign and marketing strategy.



## LITERATURE REVIEW

This study aims to explore the source characteristic of brand presenters of inclusive advertising, consumers' attitudes toward inclusive advertising and consumers' purchase intention toward brands with inclusive marketing. This study also wants to test the relationship among these three variables as well. This chapter will take a deep dive into the relevant concepts of this study. What is the history and concept of inclusivity and how is it applied to the marketing field? Then the chapter will take a look at the concept of source characteristics and how source characteristics make an impact on consumers. Moreover, this chapter will review the theories of attitude and purchase intention and the possible relationship among them. Then the chapter ends with the conceptual framework and the hypotheses of this study.

### 2.1 Diversity and Inclusivity

Diversity is a concept of acknowledging and acceptance of individual differences whether characteristic differences such as cultural background and ethnicity, age, gender identity, disability, sexual orientation, religious beliefs, language and education or professional skills such as working style, life experiences and location, regardless of the individual difference every individual should be treated with respect and by understanding each individual differences in a safe and positive environment (Dimitrieska, 2019). The implication of diversity in the company culture has been called "inclusive culture", where the barriers among individual differences have been removed and everyone feels valued and respected and has equal access to opportunities (Dimitrieska, 2019). According to Bourke and Dillion, there are 4 elements that define inclusive culture (Bourke & Dillion, 2018).

- (1) **Fairness and Respect**, people feel included when they are treated with equitable respect without any favoritism
- (2) **Valued and Belonging**, people feel included when they are valued and feel belong to a group

- (3) **Safe and Open**, people feel included when they have a sense of safety to speak up without any fear of embarrassment or any retaliation.
- (4) **Empowered and Growing**, people feel included when they feel empowered and know that they are growing and doing their best work (Bourke & Dillon, 2018).

Dimitrieska (2018) claimed that as a brand, applying diversity to your company culture will achieve a better range of outcomes both internal and external since the work that has been putting out isn't based on or belong to one particular world-view or ethnicity so the message that has been sending out will contain the more insightful to a wider range of customer.

## 2.2 Inclusive Marketing

In the old day when companies pushed out their messages, they has a default prospect of their audience in mind as white, heterosexual, middle-class, white-collar men or women (Hendricks, 2019). In the current day, the consumer landscape has changed, consumers are increasingly more diverse in terms of age, gender, religion, values, and belief. This change leads to a new expectation of them when consuming the marketing message to receive the message that really represents them. Inclusive marketing is an effort to build a visual culture that represents a wide range of consumers by appreciating and understanding various identities, and individual differences. Instead of showing only one default prospect, inclusive marketing adds various individual differences: age, gender identity, sexual orientation, religion, cultural background, origin, disability, experiences, skills, etc. However, due to the consumer's nature that become more media and communication savvy, it is very hard to conduct inclusive marketing that really meets the expectation of the consumer (Dimitrieska, 2019).

### 2.3 Inclusive Marketing in Fashion Brand

In fashion brands, the implication of inclusive marketing usually occurs in advertisements that act as the message sent to the audience, there are five aspects of inclusivity that have been used (Wiklund, 2022).

**Gender stereotypes** have dominated advertising for decades, men have usually been portrayed as strong and macho while women usually have been portrayed as soft and sexy. These Stereotypes provide a mechanism to organize, systematize, and make sense of the information but when it is overdone and oversimplified, it could lead to difficulties for consumers to identify themselves and end up feeling not related to the advertising at all. (Akestam, 2017). While in inclusive advertising, gender has been portrayed in a non-stereotyping way, men can be soft and women don't need to be sexy and perfect all the time. (Wiklund, 2022)

**Feminism in advertising** also known as femvertising, this term has been used to describe advertising that empowers women and challenges the female stereotype. (Akestam, 2017). According to Hainneville (2021), there are 6 dimensions of femvertising which are transparency, consistency, identification, diversity, respect and challenging stereotypes. Firstly, the brand must be transparent with the advertising that has been sent to the audience with no modification. Secondly, the brand must be consistent with femvertising means that the message that has been shown must be aligned with other aspects of the brand such as brand history and core values. Thirdly, the advertising must be authentic and allow consumers to identify themselves with the advertising. Fourthly, advertising should normalize diversity and individual differences and include all kinds of people. Fifthly, the advertising must treat women with respect and not sexualize women. Lastly, the advertising should be able to challenge women's stereotypes and other norms such as beauty standards (Hainneville, 2021).

**Racial diversity in advertising**, the white skin population has dominated the exposure of advertising for a long time (Shinoda, 2020). While the people of color have been underrepresented in the scene or been portrayed as 'tokenism', means that they were portrayed under the stereotype of their races (Torngren & Ulver, 2020). With inclusive marketing, the people of color must have more exposure in the global



advertising scene and be portrayed the same way as the white skin population with no difference (Wiklund, 2022).

**Gender diversity in advertising**, LGBTQ+ has been underrepresented and sometimes totally ignored for a long time (Grau & Zotos, 2016). Since there is a fear of companies losing their heterosexual consumer when targeting LGBTQ+ but according to the research young generation prefer and expect the brand to support and be the representative of the LGBTQ community (Synder, 2015 cited in Read, 2018) With inclusive marketing, LGBTQ+ must have more exposure in the advertising and their identity and characteristic shouldn't be hidden (Wiklund, 2022).

**Age inclusiveness in advertising**, the age group 18-49 has been the most targeted in advertisements while people aged over 50 have usually been included under the stereotype of the old people, however, people in this age group are often the segment with the most money to spend (Robinson, 2003). Since the attractiveness of the model in advertisements is important, especially in fashion brands, a young model is a preferable choice for brands (Winklund, 2022).

## **2.4 Consumer Perception on Inclusive Advertising**

As prior mentioned that consumer expectation toward brand has been shifted (Dimitrieska, 2019), the new generation (generation Y and Z) have a new standard of expectation toward brand in terms of advertising and communication to be more diverse and represent the minority. There was a research by Hannahcurrey that digging more on insight within this topic out of 1095 respondents, the new generation feels that themselves and other minority has been under represented via brand advertising and communication, they also strongly agree that it's a brand responsibility to represent diversity and minorities, as a consumer they demand to be seen by brands like other normal people. However, the impact of inclusive advertising isn't only limited to the individual level. It's not only about seeing themselves on the advertising but also seeing other minority identities as well. They are also willing to voting with their wallet in order to support the brand (Hannahcurrey, 2022).

In a context of practical practice, various researches suggested that implication of inclusive advertising could result in a beneficial outcome toward the brand. According the experimental research by Chae, Kim and Johnson that aimed to

examine the effect of presenting LGBTQ+ in fashion advertising, the result showed that the fashion advertisement that contains gender diversity received a better result in term of attitude toward advertisement, brand attitude and brand distinctiveness for both LGBTQ+ and straight respondents (Chae, Kim and Johnson, 2016). There was another research by Cunningham and Melton that examined the similar topic but in a different industry. The result showed that both LGBTQ+ and straight respondents had a higher purchase intention toward a fitness club with advertising featuring gender diversity when compared to a fitness club that only presented male and female in its advertising (Cunningham & Melton, 2014).

Gender diversity isn't the only aspect of inclusive advertising that has been tested, there is research by Joo and Wu that explored the impact of challenging the concept of beauty standard by using plus-size models on female fashion advertising. The result showed that the diversity of body sizes could lead to the positive effect on consumer responses, brand attitude and purchase intention. Researchers also suggested that utilizing the concept of diversity could create a great first impression between brand and consumer which will result in other benefits (Joo & Woo, 2021).

## **2.5 Source Characteristics**

When selecting the representative or the spokesperson for a brand' advertisement, source characteristics of that individual is a crucial factor to consider since it could work as an indicator of how effective communication between the source and receivers will be. According to Kelman (1961 cited in Yilmaz, Telei, Bodur & Iscioglu, 2011), a successful communication source can be identified by two characteristics which are source credibility and source attractiveness. These characters act as the peripheral cue on the elaborate likelihood model that persuades consumers of a product and service that they have less personal knowledge (Petty & Cacioppo, 1980). The success of peripheral cues could result in a change in consumer attitudes toward brands and purchase decisions

### **2.5.1 Source Credibility**

Credibility is defined as the believableness of the source as a sender and also the way that the receiver perceives the source, it also determines an individual's perception on credibility of given information (Adler & Rodman, 2000). Credibility

has a positive impact on the effectiveness of communication, it is usually known as one of the communicator's positive characteristics (Ohanian, 1990).

A higher source credibility will lead to higher receiver's behavioral compliance (Ross, 1973). Perceived credibility is positively associated with consumers' attitudes toward sources that also affect consumers' purchase intentions toward brands (Chetioui, Benlafquih & Lebdaoui, 2019). When a message is sent via a credible source, that message could lead to a positive attitude and behavior of the receivers (Wang, Kao, & Ngamsiriudom, 2017) or basically result in more effective communication (Dholakia & Levitt, 1978). Source characteristics can break down into 2 dimensions: source expertise and source trustworthiness

**Source expertise** is an expert skill on knowledge of a field covered in the message being sent (Cheung, 2008). Source expertise also determines that the communicator provides valid information (Hovland, Hanis & Kelly, 1953). In order to achieve expertise, the source must hold a solide knowledge and experience of the a certain field and area of his message (Till & Busler, 1998). Some studies claimed that the perceived source expertise of celebrities is a crucial factor that has a more significant impact than source trustworthiness or source attractiveness (Ohanian, 1990). It has been demonstrated that source expertise in commercials can promote buy intentions by raising favorable responses to the advertisement, the product, and the brand (Yoon, Kim, & Kim, 1998), and as the endorser selecting, the one with higher expertise be able to persuade more consumer (Braunsberger & Munch, 1998). Source expertise also has a positive relationship with consumer's purchase intention by gaining consumer trust in the advertisement (Li & Peng, 2021), it also works as a persuasion tool for consumer attitude changes (Bohner, Ruder, & Erb, 2010).

**Source trustworthiness** defines as trustfulness of a source (Erdogan, 1999), it also reflects the acceptance of the receiver toward the sender and given information (Abdulmajid-Sallam & Wahid, 2012). Source trustworthiness is another factor that could affect the effectiveness of the message since when receiver process received message, they will form their opinions and perception of the source motive which determines that they will believe the information that they received (McCracken, 1989). In order to achieve source trustworthiness, the source needs to be seen as truthful, sincere and dependable (Shimp, 1997), The source that is considered

trustworthy by consumers will be more effective in sending the message in advertising (Ohanian, 1990) since the consumers will receive that advertising with a better manner which lead to the acceptance of the delivered message (Erdogan, 1999). Furthermore higher source trustworthiness could lead to higher purchase intention of the consumer toward brands (Lefina & Hidayat, 2022; Goldsmith, Lafferty & Newell, 2000).

### 2.5.2 Source Attractiveness

Source attractiveness acts a crucial role in how consumers receive and interpret messages, firstly the attractiveness of the source can capture the attention of consumers, and the physical attractiveness of the source can create a positive stereotype and a higher purchase rate toward the brand (Baker & Churchill, 1977). However, physical attractiveness isn't the only factor that can create source attractiveness; intellectual skills, certain personalities and the way of living could be another type of attractiveness that the source could utilize (Erdogan, 1999). Source attractiveness can lead to more effective communication under the concept of consumer behavior that consumers want to perceive a message from a source that they see as a role model of what they want to be and also the source that they can identify themselves (Cohen & Golden, 1972). Source attractiveness also can create a positive perception of consumers toward advertising and brand by giving them satisfaction in terms of the image perceived of consumers (Li & Peng, 2021). There are two dimensions of source attractiveness which are source similarity and source likability.

**Source likability** is related to the affection of consumers that develops toward the appearance or personality of the source (Teng, Khong, Goh, & Chong, 2014). Basically, likability refers to affection toward individuals (McGuire, 1985). Likability positively affects the change in attitude toward the brand (DeBono & Harnish, 1988). When consumers like an endorser they tend to also pass that affection toward the brand, that's why source likability can make a great effect on consumers' attitudes toward the brand (G. Belch & M. Belch, 1994). Moreover, the greater likability of the source leads to a more persuasive the perception of consumer (DeBono & Harnish, 1988), more effectiveness of the message since the source of the message draws more

consumer attention resulting in better brand and message recall (Jain & Posavac, 2001) and more engagement rate toward the brand (Myers, 2021).

**Source similarity** is related to attraction between receiver and source when they have something relatable since consumers tend to identify themselves with the source this similarity can be utilized in the various aspects whether demographics, lifestyle, and attitude (de Bruyn & Lilien, 2008). Consumers could be influenced by sources that are similar to them. McGuire (1985) suggested that sometimes the best type of endorser for similarity with consumers is a regular-looking person that could represent the consumer. By using the endorser that can create empathy with consumers, consumers will form a bond and relationship with the endorser and that bond will slowly develop into a bond between the consumer and the brand using that endorser which will result in a positive attitude and purchase intention (Lee & Yurchisin, 2011). Source similarity can have a huge impact on how consumers evaluate the information received. When people experience shared similarities, they tend to positively evaluate the information from the source with high similarity with them and tend to be advocates of that information themselves (Kiecker & Cowles, 2001).

## 2.6 Attitude

Attitude is one of the key components in the consumer behavior field, it has been perceived as a factor that can make an impact on various components such as purchase intention, product preference and how consumers react and interact with the brand (Solomon, Dahl, White, Zaichkowsky, & Polegato, 2014). An individual attitude is shaped by demographics, social factors and personality. In terms of attitude toward the brand, that attitude will directly affect their purchase intention and eventually their behavior toward the brand (Ajzen & Fishbein, 1980).

According to Solomon (2008), there are three ways to form an attitude. The first is conditioning, a learning that is built by repeated exposure to stimuli, which implies that individuals will form a positive attitude toward a behavior if it continually brings back some kind of reward. The second is modeling, a learning that is built by watching others that we trust or respect, implying that individuals will imitate an attitude from others that they relate to or see as role models. The last one is

cognitive learning, a learning process that forms an attitude in terms of problem-solving skills based on what they receive, implying that when individuals are looking for an answer, they will form their attitude towards the action or the consequences of the action.

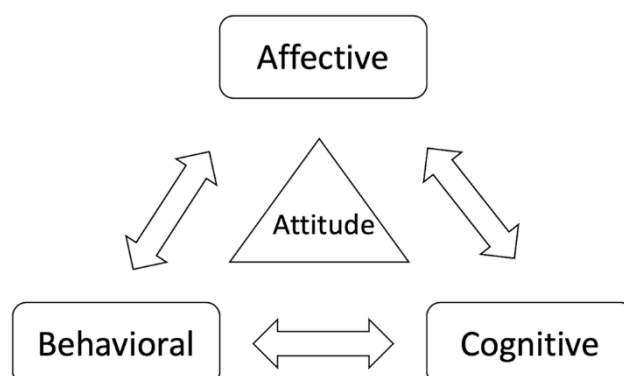
### 2.6.1 Uni-dimensional View of Attitude

The uni-dimensional model explains why people could have favorable or unfavorable feelings toward a certain thing. The concept of attitude is treated as a single affective entity. (Fishbein, 1967) and also provided the measuring of attitude as well.

A semantic differential scale with a negative adjective on one end and a positive adjective on the other has been used to simply ask participants to assess their feelings in order to measure participants' attitudes toward a particular object using a uni-dimensional view of attitude. Another way is to gauge whether respondents agree or disagree with certain things or statements by asking them to rate their level of agreement or disagreement. The outcome of these tests will be an indication of how that person feels about the thing in general.

### 2.6.2 Tripartite View of Attitude

The tripartite view of attitude is a model that aims to explain the relationship between individual's attitude and individual's behavior, this model is made out of three components: affective component, behavioral component and cognitive component (Rosenberg and Hovland, 1960 cited in Kaiser & Wilson, 2019)



Affective component refers to individuals' feelings, evaluations or emotions toward a certain object, technically the feeling toward the stimulus which could be in the form of various emotions such as happiness, fear, surprise, etc. It usually results in liking or disliking a certain object

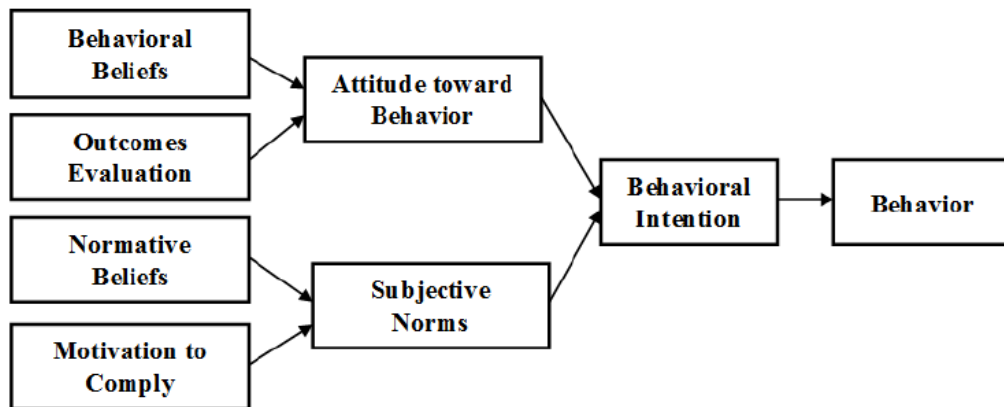
Cognitive component refers to knowledge, beliefs and opinions that an individual holds toward a certain object. This belief or opinion could be formed via their first-hand experience or via other relevant sources.

Behavioral component refers to the tendency to act or react toward a certain action, this component explains that individuals' behavior toward certain objects links to their current attitude which could be both based on their past experience or adopted by others. This component has also been treated as consumers' purchase intention (Asiegbu, Powei, & Iruka, 2012).

These three components are connected with each other. A man gets a bad experience with a product from brand A, this refers to an affective component. He starts to form the attitude that the product from brand A is bad therefore brand A is bad, he starts to dislike brand A, which refers to cognitive components. With a negative attitude in mind, this man avoids buying more products from brand A, which refers to behavioral components.

### **2.6.3 Theory of Reasoned Action**

The theory of reasoned action was invented by Fishbein and Ajzen (1975), this theory also aims to explain how individuals' attitude influences their behavior. This theory claims that people's actions are all rational and it is a result of the systematic evaluation of the information that is available to them. Individuals' behavior is an outcome of behavioral intention. Furthermore, it also suggested an individual's behavior and an individual's intention are connected and can be predicted. The intention is formed by two factors which are individuals' attitudes toward the behavior and subjective norms (Verhallen & Pieters, 1984).



Individual attitude toward a behavior is a personal factor that is mixed between behavioral beliefs which is an expected outcome of the behavior and outcomes evaluation which is an evaluation of the consequence of the behavior. Individual attitudes toward behavior usually result in either being favorable to do or unfavorable to do (Verhallen & Pieters, 1984).

While subjective norms are a social factor that puts pressure on the individual. It is a mix of normative beliefs, the social belief that is set upon the individual to perform a behavior, and the individual motivation to obey and follow the norm (Verhallen & Pieters, 1984).

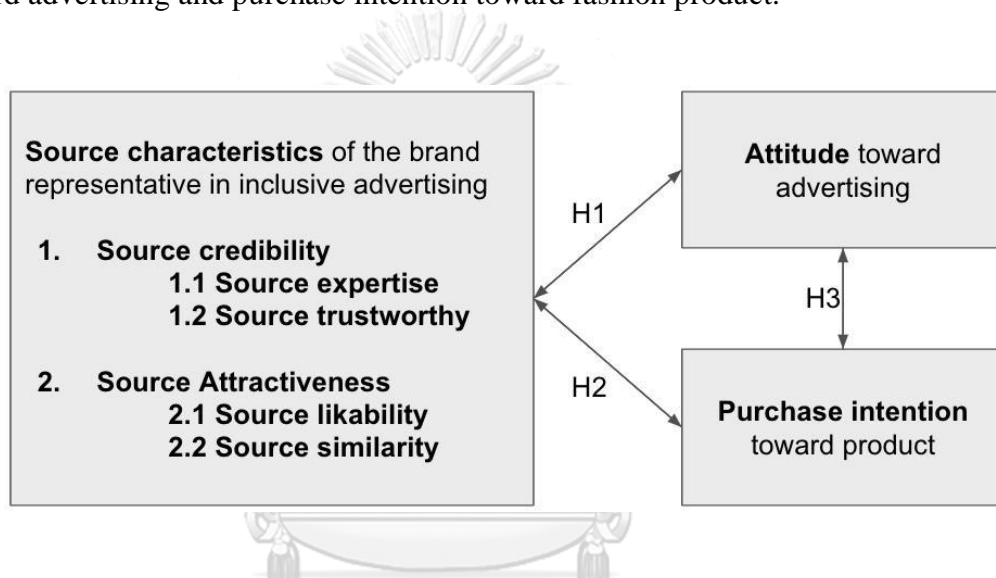
### 2.6.3 Attitude and its Relationship with Purchase Intention

There is solid evidence that reflects the relationship between attitude and purchase intention. Based on the tripartite view of attitude (Rosenberg and Hovland, 1960), purchase intention relates to behavioral component, as well as behavioral intention, according to the Theory of reasoned action (Fishbein & Ajzen, 1975). Moreover, there is various research that aims to test the relationship between attitude and purchase intention. The research analyzed by Royo and Casamassima (2011) found that there is a positive relationship between them, even in some research, purchase intention is used as a dependent variable, while attitude is used as an independent variable.



## 2.7 Conceptual Framework and Hypotheses

Taking into account the prior literature review, source characteristics have an impact on the way consumers receive a message which could lead to a change in consumer attitude toward the message and consumer purchase intention toward the brand. Thus this study wants to explore more on how the source characteristic of the brand representative in inclusive advertising could relate to the consumer's attitude toward fashion advertising and does it have any relationship with consumers' purchase intention toward fashion product and also the relationship between attitude toward advertising and purchase intention toward fashion product.



The hypotheses of this research are declared below:

H1: Source characteristics of the brand representative in inclusive advertising have a positive relationship with consumers' attitudes toward fashion advertising.

H2: Source characteristics of the brand representative in inclusive advertising have a positive relationship with consumers' purchase intention toward fashion products.

H3: Consumers' attitude toward advertising has a positive relationship with consumers' purchase intention toward fashion products.

## METHODOLOGY

This research aimed to explain and test the relationship between source characteristics, consumers' attitude and their purchase intention toward the fashion brand that conducts inclusive advertising by using a gender fluid fashion model named Asianna Scott as a subject of inclusive fashion presenter. The research utilized the deductive, quantitative approach via an online survey as the instrument for collecting the data. The questionnaire collected data from respondents who are likely to be the target group of the fashion brand, have regularly received advertising from a fashion brand and regularly purchase several fashion products. The questionnaire measured 3 concepts. Firstly, it looked at the source characteristics of the presenter that were endorsed in the advertising which included 2 dimensions: source credibility and source attractiveness. Then the questionnaire explored the relationship between these source characteristics and consumers towards the advertising that was presented. Lastly, the questionnaire took a look at the relationship between the purchase intention of the respondents toward the fashion brands that conducted the advertising. More information regarding the methodology utilized in this study, including the research sample and sampling technique, the questionnaire structure, the measurement scales that were used to assess the variables, and the procedure for data collecting and analysis, will be provided in this chapter.

### 3.1 Research Sample and Sampling Method

The research was conducted in a quantitative research manner. With a total of 213 respondents who took part with the online survey. The sample consisted of Thai men, women LGBTQ+ and non-binary who currently live in Thailand, within the age range of 18 to 40 years. Moreover, this research utilized the purposive sampling method with the criteria down below:

- Respondents must be Thai and currently living in Thailand.
- Respondents must be aged between 18-40.

- Respondents must have received at least three advertisements from fashion brands via their social media in the past three months.
- Respondents must not know the model Asianna Scott

The rationale behind these criteria was to ensure that respondents are Thai with shared mutual cultural backgrounds and hold a similar attitude toward a certain topic and belong to the generation Y and Z which are the age group that concern more with inclusivity (Amarnath, 2022). While filtering respondents who have been regularly engaged with the fashion brand makes them fall into the target group of the fashion brand. The model Asianna Scott was used as the main subject in this research so the respondent must not know this model in order to ensure the neutrality of the result.

### **3.2 Asianna Scott**

Asianna Scott is a professional fashion model from California, she defines herself as a gender fluid, implying that she could be considered both male and female. In terms of her career, Scott has been selected by various fashion brands around the world to be the model for both male and female fashion products. Sometimes she has been selected to represent gender-free clothing that can be worn by both male and female. She has been selected to be a main subject in this study because in terms of inclusivity, Scott represents the challenge toward gender stereotypes, diversity in gender and racial diversity (Wiklund, 2022). So she could be a suitable model for an inclusive fashion advertising.

### **3.3 Questionnaire Format**

The online questionnaires in this research were formulated in both Thai and English. The questionnaire was constructed from five sections; screening questions, source characteristics of the presenter, attitude toward the advertising, purchase intention toward the brand and demographic.

The screening section had four close-ended questions to qualify respondents based on the criteria set above. The examples of this set of questions are as below:

- *Question 1: Are you Thai and currently living in Thailand?*
- *Question 2: Is your age between 18-40?*
- *Question 3: Have you received 3 or more fashion brands' advertisements via your social media channels in the last 3 months?*
- *Question 4: Do you know Asiana Scott? (With an image of Asiana Scott)*

Then in the second section, the questionnaire presented the introduction information of Asianna Scott and let respondents fill out the form to measure the source characteristics of the presenter of that advertising. The questionnaire used the two dimensions of source characteristics: source credibility and source attractiveness. Source credibility focused on the expertise and trustworthiness of the presenter in the advertising while source attractiveness will focus on the likability and the similarity of the presenter to the respondent.

The third section of the questionnaire explored respondents' attitudes and how the participant perceived the advertising featuring Asinna Scott, Attitude was measured based on five items.

The fourth section of the questionnaire explored respondents' purchase intention toward fashion products featuring Asianna Scott, using five statements that are discussed more in detail in section 3.3.

The last question of the questionnaire explored more the general demographic of the respondent, it covered the gender, age-range and income of the respondent.

### **3.4 Measurement of the Variables**

Source characteristics consist of two dimensions: source credibility and source attractiveness.

The source credibility model(Ohanian, 1990), it is made of source expertise and source trustworthiness. These characteristics were measured by an adapting version of Ohanian's (1990) scale by Wadhwa (2018). Both characteristics were

measured via a five-item, five-point bipolar semantic differential scale. Respondents were asked to rate their perception toward each characteristic and need to rate their feeling on a scale of one to five. The reliability will be tested separately but according to past research, the reliability score of this scale was recorded as 0.97 (Wadhwa, 2018). The Thai translation was based on Pakinson's scale, the relationship between influencer's characteristics, consumer's attitudes and purchase intention on Cle Peau Beaute brand (2020), with a reliability score of 0.93. This scale has been tested with 30 respondents resulting in a reliability score of 0.91

#### Source Credibility Scale

##### 1. Expertise:

- *Expert - Not an expert*
- *Experienced - Inexperienced*
- *Knowledgeable - Unknowledgeable*
- *Qualified - Unqualified*
- *Skilled - Unskilled*

##### 2. Trustworthiness:

- *Dependable - Undependable*
- *Honest - Dishonest*
- *Reliable - Unreliable*
- *Sincere - Insincere*
- *Trustworthy - Untrustworthy*

Additionally, the source attractiveness model includes two characteristics: source attractiveness and source similarity. The measuring scale of source likability was also adopted from Wadhwa (2018) with a bipolar semantic differential five-item, five-point scale. Participants were requested to rate their perception toward each characteristic on a scale of one to five. The Thai translation was also based on Pakinson's the relationship between influencer's characteristic, consumer's attitudes and purchase intention on Cle Peau Beaute brand (2020), with a reliability score of 0.93 This scale has been tested with 30 respondents resulting in a reliability score of 0.83.

## Source Attractiveness Scale

### 1. Likeability:

- *Attractive - Unattractive*
- *Classy - Not Classy*
- *Beautiful - Ugly*
- *Elegant - Plain*
- *Sexy - Not Sexy*

Another characteristic of source attractiveness was source similarity, this characteristic was measured using a three-statement, five-point Likert Scale by Munnukka, Uusitalo and Toiveonen (2016), translated to Thai by Faklek's influences of source characteristic, motivation to watch and parasocial relationship with game streamers on live-streaming game viewers' consuming behavior (2020). Respondents were asked to score statements according to how much they agreed or disagreed with them. One was the strongest disagreement, two was disagreement, three was neither agreement nor disagreement, four was agreement, and five was the strongest agreement.. The scale has reliability scores of 0.91 (Munnukka, Uusitalo & Toiveonen, 2016) and 0.8 (Faklek, 2020). This scale has been tested with 30 respondents resulting in a reliability score of 0.87.

### 2. Similarity:

- *The endorser and I have a lot in common*
- *The endorser and I are a lot alike*
- *I can easily identify with the endorser*

The next variable was attitude. The Thai translation was also the adapted version by Parkinson (2020) that was based on Bouhlel, Mzoughi, Ghachem, and Negra (2010) and Ohanian's (1990) studies. The respondent will be questioned using a five-item, five-point bipolar semantic differential scale about how they felt about the advertising. The reliability of this scale is 0.85 (Parkinson, 2020). This scale has been tested with 30 respondents resulting in a reliability score of 0.89

Attitude scale:

- *Unappealing - Appealing*
- *Bad - Good*
- *Unpleasant - Pleasant*
- *Unfavorable - Favorable*
- *Unlikable - Likable*

The last variable was purchase intention, the scale has been developed by Spears and Singh (2004) with a Thai translation by Parkinson (2020). The respondent was questioned using a five-item, five-point bipolar semantic differential scale about how they felt about each statement. The reliability of this scale is 0.89 (Parkinson, 2020). This scale has been tested with 30 respondents resulting in a reliability score of 0.87.

Purchase intention scale:

- *Would purchase - Would not purchase*
- *Definitely intend to buy - Definitely intend not to buy*
- *Very high purchase interest - Very low purchase interest*
- *Definitely would consider buying - Definitely would not consider buying*
- *Probably would buy - Probably not buy*
- 

All of the scale's reliability score as is shown in Table 3.1 below

Table 3.1 Scale Reliability Score

<b>Scale Measurement</b>	<b>English Version's Reliability Score</b>	<b>Thai Translation's Reliability Score</b>	<b>Pre-test's Reliability Score</b>
<i>Source Expertise</i>	0.97 (Wadhwa, 2018)	0.93 (Parkinson, 2020)	0.91
<i>Source Trustworthiness</i>	0.97 (Wadhwa, 2018)	0.93 (Parkinson, 2020)	0.91
<i>Source Likability</i>	0.97 (Wadhwa, 2018)	0.93 (Parkinson, 2020)	0.83
<i>Source Similarity</i>	0.91(Munnukka, Uusitalo & Toiveonen, 2016)	0.8 (Faklek, 2020)	0.87
<i>Attitude</i>	0.85 (Parkinson, 2020)	0.85 (Parkinson, 2020)	0.87
<i>Purchase Intention</i>	0.89 (Parkinson, 2020)	0.89 (Parkinson, 2020)	0.87

### 3.4 Data Collection and Data Analysis

The Statistical Package for the Social Science (SPSS) has been employed as data analytics tool to process the data that received from the questionnaire with a 95% confidence level. In order to answer the research question and hypotheses descriptive statistics and Pearson's Product Moment Correlation has been used. The degree of correlation has been adopted from Jaadi (2019) as is shown in Table 3.2



Table 3.2 Correlation Score Interpretation

<b>Size of Correlation</b>	<b>Interpretation</b>
$\pm 0.90 - 1.00$	<i>Very High Positive/Negative Correlation</i>
$\pm 0.70 - 0.90$	<i>High Positive/Negative Correlation</i>
$\pm 0.50 - 0.70$	<i>Moderate Positive/Negative Correlation</i>
$\pm 0.30 - 0.50$	<i>Low Positive/Negative Correlation</i>
$\pm 0.00 - 0.30$	<i>Negligible Correlation</i>



## RESEARCH FINDING

This chapter mainly focuses on the finding of the research, An online survey was a method of data collection, a data collecting process was done from 21 October to 15 November 2022 and ended up with 213 qualified respondents. The respondents' demographics, the descriptive analysis of Asianna Scott's source characteristics, the respondents' attitudes toward fashion advertising featuring Asianna Scott, the respondents' purchase intentions toward the fashion product featuring Asianna Scott, and the correlation analysis to describe the relationship between variables are the five sections of this chapter.

### 4.1 Demographic Profile of the Respondents

The demographic this study represented age, gender, and monthly income there is 213 qualified respondents filtered from the screening questions, they were Thai gen Y and Z (18-40 years old), currently living in Thailand, received at least three fashion advertising in the past three months and didn't know Asianna Scott.

#### Respondents' Age

Four groups of respondents' age ranges were identified. With 99 respondents, or 46.5% of the sample, the majority of respondents were between the ages of 18 and 25. In the second group, which included 68 responses or 32% of the sample, were people aged 31 to 35. The next age group, 26 to 30 years old, had 38 responders, or 17.8 percent of the total. Only eight respondents, or 3.7% of the sample, were in the 36–40 age range, the lowest proportion of participants. As is shown in Table 4.1.

Table 4.1 Respondents' Age

Age	<i>f</i>	%
18-25	99	46.5
26-30	38	17.8
31-35	68	32.0
36-40	8	3.7
<b>Total</b>	<b>213</b>	<b>100</b>

### Respondents' Gender

The majority of the respondents of this research were female which accounted for 61% (130 respondents). The second largest group was male respondents 59 making up 28% of the sample. Next was LGBTQ+ respondents consisting of 19 respondents or 9% of the sample. There were only five respondents or 2% who considered themselves as Non-binary. As is shown in Table 4.2

Table 4.2 Respondents' Gender

Gender	<i>f</i>	%
Female	130	61
Male	59	28
LGBTQ+	19	9
Non-binary	5	2
<b>Total</b>	<b>213</b>	<b>100</b>

### Respondents' Monthly Income

The respondents' monthly income was shown in Table 4.3. The most participants earned between 15,000-30,000 THB accounting for 96 respondents or 45% of the sample. The second was less than 15,000 THB with 52 respondents or 24% of the sample followed by 30,001-40,000 THB with 48 respondents or 23% of the sample. The last was more than 40,000 THB with 17 respondents or only 8% of the sample.

Table 4.3 Respondents' monthly income

<b>Income</b>	<i>f</i>	<i>%</i>
Less than 15,000 THB	52	24
15,000-30,000 THB	96	45
30,001-40,000 THB	48	23
More than 40,000 THB	17	8
<b>Total</b>	<b>213</b>	<b>100</b>

#### 4.2 Source Characteristics of Asianna Scott

In order to gauge respondents' perceptions on Asianna Scott as a presenter of a fashion brand, the source characteristics of Scott were assessed as part of the research's first section. Four aspects of source characteristics were gathered using a combination of 15 items on a five-point bipolar semantic differential scale and 5 items on a five-point Likert scale, with a reliability score of 0.86.

On average, the respondents rated Scott 4.09 out of five in the big picture. The dimension with the highest overall mean score was Source Credibility (4.15) followed closely by Source Attractiveness (4.07). This described that the respondents found the influencer to be very credible and attractive and very suitable for the role of presenter for a fashion brand.

Table 4.4 Mean and Standard Deviation of the Source characteristics of Asianna Scott

<b>Source Characteristics</b>	<i>M</i>	<i>SD</i>
Source Credibility	4.15	0.49
Source Attractiveness	4.07	0.56
<b>Total</b>	<b>4.09</b>	<b>0.48</b>

The four source characteristics—source expertise, source trustworthiness, source likeability, and source similarity—were then examined separately to offer more information based on the findings, which are displayed in Table 4.5.

Source expertise received the overall mean score of 4.16 out of 5, *Experienced* scored the highest score, earning a 4.37 out of 5. *Knowledge* came in second, with a score of 4.34. The item with the second-lowest mean score was *qualified*, while the item under source expertise had the lowest mean score was *expertise*, at 3.86. It is implied that respondents agreed that with Scott's experience and knowledge, she is suitable to be the representative of fashion brands.

Source trustworthiness received the overall mean score of 4.14 out of 5, *Dependable* and *trustworthy* received the item with the highest mean score, earning a 4.18 out of 5 total. *Sincerity* obtained the second-highest score, 4.17, while the categories with the lowest mean scores, *honest* and *reliable*, received 4.11 out of 5. This suggested that the respondents found Scott to be very dependable and trustworthy therefore she is pretty trustable.

Source likeability received the overall mean score of 4.21 out of 5, *Attractive* obtained a mean score of 4.44 out of 5, the highest mean score, and was the item. The second-best response, *classy*, received a score of 4.2 out of 5. *Elegant* (4.17 out of 5) was the item with the second-lowest score, while *sexy* (4.08 out of 5) was the item with the lowest mean score. This reflected that the respondents saw Scott as pretty attractive in every aspect.

Source similarity received the overall mean score of 3.85 out of 5, The statement "*The presenter and I have a lot in common*" had the highest mean score, receiving a mark of 3.96 out of 5. The statement with the second-highest score was "*I can easily identify with the presenter*" (3.1), and the one with the lowest mean score was "*The presenter and I are a lot alike*" (3.3). The standard deviation was pretty high when compared to other dimensions. This showed that the respondents might not be able to fully identify themselves with Scott but they still found some aspects that they and Scott have in common.

Table 4.5 Mean and Standard Deviation of each Source characteristics of Asianna Scott

<b>Source Characteristic</b>	<i>M</i>	<i>SD</i>
<b>Source Expertise</b>	4.16	0.52
Expert	3.86	0.86
Experienced	4.37	0.67
Knowledgeable	4.34	0.84
Qualified	4.13	0.77
Skilled	4.15	0.79
<b>Source Trustworthiness</b>	4.14	0.57
Dependable	4.18	0.79
Honest	4.11	0.86
Reliable	4.11	0.84
Sincere	4.17	0.83
Trustworthy	4.18	0.82
<b>Source Likability</b>	4.21	0.59
Attractive	4.44	0.72
Classy	4.20	0.83
Beautiful	4.18	0.82
Elegant	4.17	0.88
Sexy	4.08	0.90
<b>Source Similarity</b>	3.85	0.85
The presenter and I have a lot in common	3.96	1.01
The presenter and I are a lot alike	3.80	1.02
I can easily identify with the presenter	3.81	1.09
<b>Total</b>	4.09	0.48

### 4.3 Attitude Towards Fashion Advertising Featuring Asianna Scott

Respondents' attitude toward fashion advertising featuring Asianna Scott, was collected by utilizing a five-item five-point bi-polar semantic differential scale with a reliability score of 0.86. As shown in Table 4.6, the overall average score of respondents' attitude toward fashion advertising featuring Asianna Scott was 4.17 reflecting that they would have a positive attitude toward that advertisement. Looking more closely, *pleasant* obtained a mean score of 4.31 out of 5, which is the highest mean score. *Good* had a score of 4.27, which was the second-highest score. *Favorable* had the second-lowest mean score (4.16), while *appealing* received the lowest mean (3.97 out of 5).

Table 4.6 Respondents' attitude towards fashion advertising featuring Asianna Scott

<b>Attitude</b>	<b><i>M</i></b>	<b><i>SD</i></b>
Appealing	3.97	0.82
Good	4.27	0.69
Pleasant	4.31	0.81
Favorable	4.16	0.77
Likable	4.18	0.74
Total	4.17	0.52

Table 4.7 Respondents' purchase intention toward fashion products featuring Asianna Scott

<b>Purchase Intention</b>	<b><i>M</i></b>	<b><i>SD</i></b>
Would Purchase	3.85	0.85
Definitely Intend to Buy	3.87	0.84
Very High Purchase Interest	4.21	0.87
Definitely Would Consider Buying	3.73	0.91
Probably Would Buy	4.02	0.87
Total	3.93	0.91

#### 4.4 Purchase Intention Toward Fashion Product Featuring Asianna Scott

Purchase intention toward fashion products featuring Asianna Scott was collected by a five-statement five-point five-bipolar semantic differential scale with a reliability score of 0.86. The result in Table 4.7 reflects the moderate level of respondents' purchase intention toward fashion products featuring Asianna Scott since the average score was 3.93 overall. '*Very high purchasing interest*' received with the highest mean score, earning a 4.21 out of 5 overall. The second-best statement was '*probably would buy*' with a mean rating of 4.02 out of 5. '*Would purchase*' received the second-lowest mean score (3.85), and '*definitely would consider buying*' received the lowest mean score (3.73).

#### 4.5 The Relationship Among Source Characteristics, Attitude and Purchase Intention Toward Fashion Products with Inclusive Advertising

This part of the finding dives back into the research objectives of this research which were to test the relationship among source characteristics, attitudes toward inclusive advertising of fashion products and purchase intention toward fashion products with inclusive advertising. To determine the correlation between these variables, the Pearson Correlation Coefficient was chosen.

Firstly, Table 4.8 illustrates the relation between *source characteristics* and *consumers' attitude*, the overall relationship between *source characteristics* and *consumers' attitude* was highly positive ( $r = .73, p = .00$ ). *Source credibility* and *consumers' attitude* received a moderate positive relationship ( $r = .68, p = .00$ ). In a closer look, the relationship between *source expertise* and *consumers' attitude* was moderately positive ( $r = .57, p = .00$ ). The relationship between *source trustworthiness* and *consumers' attitude* was moderately positive ( $r = .64, p = .00$ ). Source Attractiveness and consumers' attitude received a moderate positive relationship ( $r = .67, p = .00$ ). In a closer look, the relationship between *source likability* and *consumers' attitude* was moderately positive ( $r = .65, p = .00$ ). The relationship between *source similarity* and *consumers' attitude* was moderately positive ( $r = .42, p = .00$ ). This implied that a shift in consumers' perceptions of the *source characteristics* of Asianna Scott whether for better or worse, is likely relates to a shift in *consumers' attitude* toward the fashion advertisement featuring her.



Table 4.8 relationship between each Source Characteristics and Consumers' Attitude

<b>Relationship Between</b>	<b><i>r</i></b>	<b><i>p</i></b>
Source Credibility and Consumers' Attitude	.68	.00
- Source Expertise and Consumers' Attitude	.57	.00
- Source Trustworthiness and Consumers' Attitude	.64	.00
Source Attractiveness and Consumers' Attitude	.67	.00
- Source Likability and Consumers' Attitude	.65	.00
- Source Similarity and Consumers' Attitude	.42	.00
Source Characteristics and Consumers' Attitude	.73	.00

Note: Correlation is significant at the 0.05 level

Secondly, the relation between *source characteristics* and *consumers' purchase intention*, as illustrated in Table 4.9, the overall relationship between *source characteristics* and *consumers' purchase intention* was positive ( $r = .57, p = .00$ ). *Source credibility* and *consumers' purchase intention* received a low positive relationship ( $r = .47, p = .00$ ). In more detail, the relation between *source expertise* and *consumers' purchase intention* was lowly positive ( $r = .36, p = .00$ ). The relation between *source trustworthiness* and *consumers' purchase intention* was lowly positive ( $r = .48, p = .00$ ). *Source attractive* and *consumers' purchase intention* received a moderate positive relationship ( $r = .52, p = .00$ ). In more detail, the relation between *source likeability* and *consumers' purchase intention* was lowly positive ( $r = .36, p = .00$ ). The relation between *source similarity* and *consumers' purchase intention* was lowly positive ( $r = .49, p = .00$ ). This implied that a shift in the consumers' perceptions of the *source characteristics* of Asianna Scott, whether for better or worse, is likely to relate to a shift in *consumers' purchase intention* toward the fashion product featuring her.

Table 4.9 relationship between Source Characteristics and consumers' Purchase Intention

<b>Relationship Between</b>	<b><i>r</i></b>	<b><i>p</i></b>
Source Credibility and Consumers' Purchase Intention	.47	.00
- Source Expertise and Consumers' Purchase Intention	.36	.00
- Source Trustworthiness and Consumers' Purchase Intention	.48	.00
Source Attractiveness and Consumers' Purchase Intention	.52	.00
- Source Likability and Consumers' Purchase Intention	.36	.00
- Source Similarity and Consumers' Purchase Intention	.49	.00
Source Characteristics and Consumers' Purchase Intention	.57	.00

Note: Correlation is significant at the 0.05 level

Lastly, the relation between *consumers' attitude* toward fashion advertising featuring Asianna Scott and their *purchase intention* toward fashion products featuring Asianna Scott, as shown in Table 4.10, was moderately positive ( $r = .46, p = .00$ ). This suggests that a shift in the *consumers' attitude* toward that fashion advertisement, whether for better or worse, is probably connected to a shift in *consumers' purchase intention* toward that fashion product.

Table 4.10 relationship between Consumers' Attitude and Purchase Intention

<b>Relationship Between</b>	<b><i>r</i></b>	<b><i>p</i></b>
Attitude and Purchase Intention	.46	.00

Note: Correlation is significant at the 0.05 level

In summary, all of the relationships among source characteristics, attitude and purchase intention toward fashion products with inclusive advertising is all positive. Implied that the more positive consumers were with the inclusive presenter of the fashion brand the more positive attitude the advertisement will get and the higher purchase intention toward products as well. The result was proven to accept all of the hypotheses. Since source characteristics of the brand representative in inclusive

advertising have a positive relationship with consumers' attitudes toward fashion advertising(H1), Source characteristics of the brand representative in inclusive advertising have a positive relationship with consumers' purchase intention toward fashion products(H2) and Consumers' attitude toward advertising has a positive relationship with consumers' purchase intention toward fashion products(H3).



## SUMMARY AND DISCUSSION

In recent years, several global fashion brands have started to implement the concept of inclusivity into their presenter and representative in order to catch up with the higher expectation of nowadays consumers. However, the concept of inclusivity is still new in Thailand, especially in the Thai fashion industry which mostly uses the same criteria for selecting the representative for the brand. Eventually, the inclusive trend will arrive in Thailand so it is thought-provoking to test the implication of inclusive fashion advertising with Thai consumers. The primary goal of this study is to examine the relationship among the source characteristics of the inclusive fashion presenter, the consumer attitude toward inclusive advertising of fashion products and purchase intention toward fashion products with inclusive advertising. This research utilized a quantitative approach with an online survey and ended up with 213 qualified respondents in total. According to the findings received, this chapter is separated into 5 parts: summary of findings, discussion, limitation, directions for future research and practical implication.

### 5.1 Summary of the Findings

The finding consists of demographic information of respondents, their perception on the source characteristics of Asianna Scott as the inclusive presenter of fashion products, their attitude toward the fashion advertising featuring Asianna Scott and their purchase intention toward the fashion product featuring Asianna Scott. In addition, the finding of the relationship among variables is also presented.

According to the finding, there were 213 respondents who qualified for the screening question and took part in this research. The total age range of the respondent is 18-40 since this research wants to focus on generation Z and Y. The most of respondents were between the ages of 18-25 accounting for 46.5% (99 respondents), followed by the respondents' age between 31-35 accounting for 32% (68 respondents). Apart from that, 26-30 year old respondents made up 17.8% (38 respondents). While the minority were the respondents between 36-40 which was only 3.7% (respondents).

In terms of gender, the largest part of the respondents was female (130 respondents or 61%). 59 respondents (28%) were male, 19 respondents (9%) are LGBTQ+ and 5 respondents (2%) are non-binary.

The last demographic feature was the respondents' monthly income. Most participants earned between 15,000-30,000 THB accounting for 45% (96 respondents). The second was less than 15,000 THB with 24% (52 respondents), followed by 30,001-40,000 THB with 23% (48 respondents). The last was more than 40,000 THB with only 8% (17) of the sample.

The source characteristics section explored the respondents' opinion of a gender-fluid fashion model, Asianna Scott. The questions in this section aimed to measure source credibility and source attractiveness of Asianna Scott, which consisted of 4 dimensions which are source expertise, trustworthiness, likability and similarity. The overall average score that respondents gave to Scott's characteristics was 4.09 which reflected that respondents had a highly positive opinion of Scott's characteristics.

Source credibility received a total mean score of 4.15 out of 5 while source attractiveness received a total mean score of 4.07. In a closer look at each dimension, there was no significant difference among source Expertise (4.16), source trustworthiness (4.14) and source likability (4.21). That portrayed that respondents found Asianna Scott to be a high credibility, trustable and attractive source of information for fashion products. The only dimension that had a significant difference was source similarity with a mean score of 3.85 out of 5 which implied that respondents might not be able to relate themselves to Scott in every aspect.

Furthermore, each dimension was dissected to analyze more on the sentiment of respondents toward each factor of the dimension. Firstly, source expertise, items that received the outstanding mean score were *experienced* (4.37) and *knowledgeable* (4.34). Secondly, source trustworthiness, items that received the outstanding mean score were *dependable* (4.18) and *trustworthy* (4.18). Thirdly, source likability, The item with the greatest mean score was (4.44). Lastly, source similarity, the statement that received the highest mean score was '*The presenter and I have a lot in common*' (3.96).

The next variable was consumers' attitude toward fashion advertising featuring Asianna Scott. The overall average mean score for the attitude section was 4.17 out of 5 reflecting that respondents would have a highly positive attitude toward the fashion advertisement featuring Asianna Scott. The item with the highest average rating was *good* (4.27) while the item that received the least mean score was *appealing* (3.97).

The last variable was consumers' purchase intention toward fashion products featuring Asianna Scott. The result showed that respondents moderately would buy the fashion product featuring Scott with a total average score of 3.93 out of 5. The statement with the highest rating was '*very high purchase interest*' (4.21) while the statement with the least score was '*definitely would consider buying*' (3.73).

In order to answer the research questions, correlation analysis has been done to define the relationship among Asianna Scott's characteristics, consumers' attitudes and consumers' purchase intention. The overall *source characteristics* and *consumers' attitude* was highly positive ( $r = .73, p = .00$ ). The finding showed that both *source credibility* ( $r = .68, p = .00$ ) and *source attractiveness* ( $r = .67, p = .00$ ) have a positive relationship with *consumers' attitude*. In a closer look, the highest correlation score was *source likability* and *consumers' attitude* ( $r = .65, p = .00$ ). The relationship between *source characteristics* and *consumers' purchase intention* was moderate positive ( $r = .57, p = .00$ ). The correlation score of *source similarity* and *consumers' purchase intention* was lowly positive ( $r = .49, p = .00$ ). Lastly the relationship between *consumers' attitude* toward fashion advertising featuring Asianna Scott and their *purchase intention* toward fashion products featuring Asianna Scott was lowly positive ( $r = .46, p = .00$ ).

## 5.2 Discussion

There are six different sections to the discussion. The respondents' perception on the source characteristics of Asianna Scott are covered in the first section. The respondents' attitude toward fashion advertising featuring Asianna Scott are covered in the second section. The respondent's purchase intention toward the fashion product featuring Asianna Scott is covered in the third section. The relationship between source characteristics and consumers' attitude is covered in the fourth section. The

relationship between source characteristics and consumers' purchase intention is covered in the fifth section. The relationship between consumers' attitude and consumers' purchase intention. is covered in the final section.

### **Consumers' Perception on Asianna Scott's Characteristics**

Source characteristics are one of the crucial aspects in inclusive marketing, especially for fashion brands. By selecting the presenter for a fashion product, the fashion brand needs to consider the characteristics of the model to ensure that he or she will be the most effective person to communicate with consumers. This research focuses on the characteristics of Asianna Scott, the mixed-race, gender-fluid model who has been selected by various western brands for both male and female clothes. The finding showed that the respondents had a highly positive perception of Scott's characteristics even though they haven't followed or known Scott before with a total mean score of 4.09 out of 5. Source Credibility received the mean score of 4.15 while source attractiveness received the mean score of 4.07 out of 5, these reflected that respondent really impressed with Scott's appearance and willing to trust and agree with her information. In the closer look, the highest mean score characteristic that Scott received was source likability (4.21) from source attractiveness, this could reflect the shifting of beauty standards among generation Z and Y, since Scott don't belong to the Thai beauty standard at all. This could also imply that consumers in generation Z and Y are more open-minded to the diverse concept of beauty, they haven't stuck only to Thai beauty standards, they embrace and appreciate the other concept of beauty as well. The characteristic that Scott received the least mean score was source similarity (3.85) from source attractiveness, this represented that respondents can relate to Scott in some aspects but not in every aspect. This finding is understandable since Scott isn't Thai, she has a different race from the respondent and she also defines herself as gender fluid not male or female while the majority of respondents are cisgender. Furthermore, this item was also the item with the most standard deviation compared to other items (0.85), this reflected the gender identity of Scott that might not relate to every respondent. However, regardless of the racial and gender differences the respondent still found that the aspect of Scott who wants to be treated equally without any gender bias is relatable.

These characteristics were tested individually, in the aspect of source expertise, *experience* received the highest mean score (4.37) followed by *knowledgeable* (4.34). This showed that the appearance of Asianna Scott gave a sense of people who have been working in this industry for a long time. This might have something to do with the fact that respondents have seen Scott in both male and female clothes so consumers can trust her as a source of information for both types of clothes. While the item with the least mean score was *expert* (3.86) which is understandable since the respondents have not known Asianna Scott before and the questionnaire haven't presented her expertise on clothing. Despite that, the mean score of 3.86 out of 5 is still a fairly high score. This reflected her expertise in modeling which consumers agreed with based on her appearance.

In the aspect of source trustworthiness, items with the highest mean score were *dependable* and *trustworthy* with a mean score of 4.18 out of 5. Respondents could perceive Scott to be dependable and trustworthy since her appearance is closer to normal individuals when compared to standard fashion models in the industry who must achieve the beauty standard. That beauty standard might act as a role model for consumers to see the person they want to be but it also creates a gap between the consumer and the model that's affecting the level of trustworthiness of consumers toward that model and even to consumers' physical anxiety (Korsuwan, 2014).

In the aspect of source likability, the dimension with the most total means score (4.21). The item which got the highest mean score was *attractive* with a score of 4.44 out of 5. This could imply that respondents found the bold and iconic appearance and style of Scott to be pretty attractive. As mentioned before, this reflects that generation Z and Y of Thai consumers are accepting more diversity in terms of beauty (Hannahcurrey, 2022). The researcher is pretty to ensure that the result will be different if collecting the data from different age ranges.

In the aspect of source similarity, the dimension with the least total means score (3.85). The statement that received the highest mean score was '*the presenter and I have a lot in common*' with a score of 3.96 out of 5. This showed that respondents pretty much agreed with Scott's statements "People don't always have to agree with your lifestyle, as long as they respect it" and "I don't care if people call me a boy or a girl, at the end of the day we're all just people we should just be one".The



respondents held the concept of treating people with equality without gender bias (Chanthrasint, 2020) the reason behind it might relate to the LGBTQ+ movements that have been occurring in Thailand in the past few years. For example, the same-sex marriage act that has been proposed to the parliament by Moving Forward Party.

### **Consumers' Attitude Toward Inclusive Advertising of Fashion Product**

Since Asinna Scott represents the aspect of gender diversity, racial diversity and challenging gender stereotypes in inclusive advertising (Wiklund, 2022), this study explored the respondents' attitudes toward inclusive fashion advertising. According to the result, the respondents would have a highly positive attitude toward that advertisement, since the total average score of 4.17 out of 5. The item that received the greatest average score was *pleasant* (4.31). The result aligned with past researchers who suggested that inclusive advertising could result in a positive consumer attitude toward advertising (Chae, Kim and Johnson, 2016; Joo & Woo, 2021). This also aligns with Hannahcurrey's finding that new generation consumers want to see more representation of themselves and minorities in the advertising and communication of brands (Hannahcurrey, 2022). This confirmed Amarnath's statements that claim that generation Z and Y consumers prefer to see brands embrace diversity via their advertising even if what the brand presents might not be 100% related to them and they see these inclusive advertisements to be a good deed of the brand. (Amarnath, 2022).

### **Consumers' Purchase Intention Toward Fashion Products with Inclusive Advertising**

Respondents' purchase intentions were investigated to see the respondents' conviction to purchase fashion products that featured inclusive advertising. In addition, the questionnaire mentioned nothing about products or brands so the result purely reflected the impact that Scott would have on respondents' purchase intention. According to the result, the respondent would have significant positive purchase intention for those fashion products as the total mean score was 3.93 out of 5. The statement that received the highest mean score was '*very high purchase interest*' (4.21). This number aligned with the result of research that suggested that inclusive

advertising not only resulted in the positive attitude toward advertisement and brand but also resulted in the higher purchase intention of consumers toward product and service as well (Cunningham & Melton, 2014).

In addition, this result confirmed the research by Hannahcurrey, which claimed that generation Z and Y consumers are willing to vote with their wallets by purchasing products or services from brands that represent inclusive identities of minorities (Hannahcurrey, 2022).

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

This section will explain the research's findings about the relation between the source characteristics of Asianna Scott and consumers' attitudes toward fashion advertising featuring Asianna Scott.

The finding from the correlation analysis showed that there was a significant positive relationship between the source characteristics and attitude with a correlation score of ( $r = .73, p = .00$ ). This implied that a change in the consumers' perceptions of the source characteristics of Asianna Scott, whether for better or worse, is likely to relate to a change in consumers' attitude toward the fashion advertisement featuring her.

In further detail, every dimension of source characteristics received a positive relationship with consumers' attitude; source expertise ( $r = .57, p = .00$ ), source trustworthiness ( $r = .64, p = .00$ ), source likability ( $r = .65, p = .00$ ) and source similarity ( $r = .42, p = .00$ ). These findings were consistent with past research that claimed that these characteristics held a positive relationship with consumer attitude (Bohner, Ruder, & Erb, 2010; Erdogan, 1999; DeBono & Harnish, 1988; Lee & Yurchisin, 2011).

This could imply that in the perception of generation Z and Y consumers, if they have a positive attitude toward inclusive brand presenters, they tend to pass that feeling to the advertising that features that presenter as well.

## **Relationship Between Source Characteristics and Consumers' Purchase Intention**

This section will cover the research's findings about the relation between the source characteristics of Asianna Scott and consumers' purchase intention toward fashion products that featured Asianna Scott in their advertising.

The finding from the correlation analysis showed that there was a significant positive relationship between source characteristics and purchase intention with a correlation score of ( $r = .57, p = .00$ ). This implied that a change in the consumers' perceptions of the source characteristics of Asianna Scott, whether for better or worse, is likely to relate to a change in consumers' purchase intention toward the fashion product featuring her.

In further detail, every dimension of source characteristic received a positive relationship with consumers' purchase intention; source expertise ( $r = .36, p = .00$ ), source trustworthiness ( $r = .48, p = .00$ ), source likability ( $r = .36, p = .00$ ) and source similarity ( $r = .49, p = .00$ ) which is consistent with past research that claimed that these characteristics held a positive relationship with consumer purchase intention (Li & Peng, 2021; Lefina & Hidayat, 2022; Goldsmith, Lafferty & Newell, 2000; Jain & Posavac, 2001; Lee & Yurchisin, 2011).

This showed that in the case of generation Z and Y consumers, they not only pass their positive feeling toward inclusive presenters to advertising features that presenters but also transform that feeling to purchase intention toward products that have been shown in that advertising as well.

## **Relationship Between Consumer' Attitude and Purchase Intention.**

The last section will discuss the relationship between consumers' attitude toward advertising featuring Asianna Scott and consumer purchase intention toward fashion products featuring her. Based on the finding, the relationship between consumers' attitude and consumers' purchase intention was moderately positive with a correlation score of ( $r = .46, p = .00$ ). This finding is also consistent with past research that claimed that there is a positive relationship between consumers' attitude and purchase intention (Royo & Casamassima, 2011).

### **5.3 Limitation**

Obviously, the findings of this research showed a truthful outcome that help widen the knowledge of inclusive marketing in Thailand. However, this research only explores the aspect of inclusive marketing via only one aspect with only one individual. In terms of inclusivity, there are various aspects that could be used as a subject to analyze in order to cover all the diversity that consumers are expecting. Moreover, according to Asinna Scott's quote about her opinion on gender equality provided in the questionnaire, this quote might be seen as a factor that might affect the response of the respondent but it could also be seen as a solid way to introduce Scott to the respondent as well.

### **5.4 Direction for Future Research**

In terms of direction for future research, it is recommended for future research to conduct this research under the experimental research approach to enhance the existing survey research. By conducting experimental research, the researchers will be able to control the factor and environment to ensure the measurement of each variable and be able to pin down the factor that creates an effect on the relationship among each variable.

In addition, researchers may explore more on the qualitative method to dig more into the consumers' in-depth knowledge of this topic in order to define the expectation of consumers when they think of the concept of inclusivity or diversity in order to get a solid insight into further implications for marketers.

### **5.5 Practical Implication**

The finding of this research provides valuable knowledge of consumers' perception of the source characteristics of the presenter who represents a concept of inclusivity as well as consumers' attitude toward fashion advertising featuring inclusive presenters and consumer's purchase intention toward fashion products with inclusive advertising. According to these findings, there are some practical implications that have been identified.

Firstly, the finding of this study shows that source characteristics should be considered when selecting presenters or a representative of a brand since source

characteristics play a crucial role in consumers' attitude and purchase intention. Fashion brands and marketers should remember that both source credibility and source attractiveness hold a positive relationship with consumers' attitude and purchase intention so it is required to select a presenter who has all of those characteristics. According to the finding, selecting a source with significant experience within the topic will highly create a source expertise that leads to a stronger source credibility while selecting the source with a significantly attractive look also highly creates a source likability that leads to source attractiveness.

Moreover, in terms of attractiveness, this study also showed that the concept of beauty among Thai consumers has been changed to be more diverse and inclusive. In the aspect of inclusivity, implying inclusiveness to the brand representative could result in benefits to the brand in both aspects of consumers' attitude and purchase intention. According to the finding the aspect of inclusivity that has been confirmed that would work with Thai young consumers is in the aspect of diversity in gender and racial and challenging gender stereotypes especially if your brand DNA is align with those concepts your brand could stand out from others without sacrificing any benefit.

The researcher also believes that this implication could be applied to the brand from the industries with similar target groups as well. Even though this research is focused only on fashion presenters, fashion advertising and fashion products but beauty brands and personal care brands could benefit from this research as well.



## Questionnaire (English)

This questionnaire is conducted in partial requirement of a Professional Project, enrolled by a student of M.A. Strategic Communication Management from Faculty of Communication Arts, Chulalongkorn University. The purpose of this questionnaire is to examine the characteristics of an inclusive advertising presenter and to explore the relationship between a presenter's characteristics, consumers' attitudes toward advertising, and purchase intention toward the fashion product.

This questionnaire will take approximately 10 minutes. Participants are requested to complete all of the following questions based on their past experience to reflect their opinion and attitude as accurately as possible.

The questionnaire is voluntary, and the data will be collected confidential. The data collected will be analyzed and used for educational purposes only.

### Section 1: Screening Question

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

Are you Thai and currently living in Thailand?

- Yes
- No (End survey)

Is your age between 18-40?

- Yes
- No (End survey)

Have you received 3 or more fashion brands' advertisements via your social media channels in the last 3 months?

- Yes
- No (End survey)

Do you know Asiana Scott?



- Yes (End survey)
- No





**Asianna Scott is a fashion model from California  
who identifies herself as gender fluid**



**"People don't always have to agree with your lifestyle, as long as they respect it"  
"I don't care if people call me a boy or a girl, at the end of the day we're all just  
people we should just be one" - Asianna Scott**



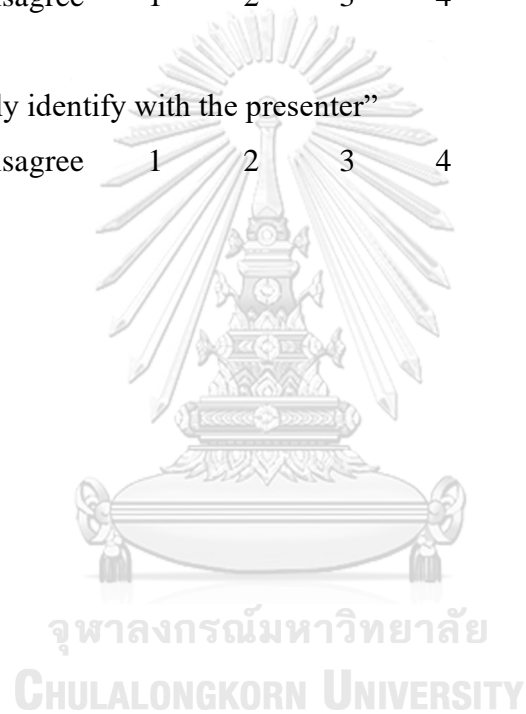
## Section 2: Presenter source characteristics

Instructions: Please circle (O) in the number below that best describes your opinion from negative (1) to positive (5) with the following statements.

**Statements: If a fashion brand releases an advertisement with Asianna Scott as the main presenter, She will be...**

- |                    |   |   |   |   |   |               |
|--------------------|---|---|---|---|---|---------------|
| 1) Not an expert   | 1 | 2 | 3 | 4 | 5 | Expert        |
| 2) Inexperienced   | 1 | 2 | 3 | 4 | 5 | Experienced   |
| 3) Unknowledgeable | 1 | 2 | 3 | 4 | 5 | Knowledgeable |
| 4) Unqualified     | 1 | 2 | 3 | 4 | 5 | Qualified     |
| 5) Unskilled       | 1 | 2 | 3 | 4 | 5 | Skilled       |
| 6) Undependable    | 1 | 2 | 3 | 4 | 5 | Dependable    |
| 7) Dishonest       | 1 | 2 | 3 | 4 | 5 | Honest        |
| 8) Unreliable      | 1 | 2 | 3 | 4 | 5 | Reliable      |
| 9) Insincere       | 1 | 2 | 3 | 4 | 5 | Sincere       |
| 10) Untrustworthy  | 1 | 2 | 3 | 4 | 5 | Trustworthy   |
| 11) Unattractive   | 1 | 2 | 3 | 4 | 5 | Attractive    |
| 12) Not Classy     | 1 | 2 | 3 | 4 | 5 | Classy        |
| 13) Ugly           | 1 | 2 | 3 | 4 | 5 | Beautiful     |

- 14) Plain                    1      2      3      4      5      Elegant
- 15) Not Sexy              1      2      3      4      5      Sexy
- 16) “The presenter and I have a lot in common”  
       Strongly disagree    1      2      3      4      5      Strongly agree
- 17) “The presenter and I are a lot alike”  
       Strongly disagree    1      2      3      4      5      Strongly agree
- 18) “I can easily identify with the presenter”  
       Strongly disagree    1      2      3      4      5      Strongly agree



### Section 3: Attitude toward advertising

Instructions: Please circle (O) in the number below that best describes your opinion from negative (1) to positive (5) with the following statements.

**Statements: If a fashion brand releases an advertisement with Asianna Scott as the main presenter, that advertisement will be...**

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

#### Section 4: Purchase intention toward brand

Instructions: Please circle (O) in the number below that best describes your opinion from negative (1) to positive (5) with the following statements.

If a fashion brand releases an advertisement with Asianna Scott as the main presenter, would you have purchase intention toward those fashion products?

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

2) Definitely intend Not to buy 1 2 3 4 5 Definitely intend to buy

3) Very low purchase interest 1 2 3 4 5 Very high purchase interest

4) Definitely would not consider buying 1 2 3 4 5 Definitely would consider buying

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

**Section 5: Demographic**

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

## Age

- 18 - 25
- 26 - 30
- 31 - 35
- 36 - 40

## Gender

- Male
- Female
- LGBTQ+
- Non-binary

## Income

- Less than 15,000 thb
- 15,000 - 30,000 thb
- 30,001 - 40,000 thb
- More than 40,000 thb



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CHULALONGKORN UNIVERSITY

**END OF THE QUESTIONNAIRE**

## Questionnaire (Thai)

แบบสอบถามนี้เป็นส่วนหนึ่งของการศึกษาเพื่อจัดทำโครงการวิชาชีพของนิติระดับ มหาวิทยาลัย ด้านการจัดการการสื่อสารเชิงกลยุทธ์ คณะนิติศาสตร์ จุฬาลงกรณ์มหาวิทยาลัย เพื่อศึกษา คุณลักษณะของฟรีเซ็นเตอร์ของสื่อโฆษณาแบบไม่แบ่งแยก ทักษะคิด  
ความตั้งใจซื้อสินค้าของผู้บริโภค และศึกษาความสัมพันธ์ของตัวแปรดังกล่าว

แบบสอบถามนี้จะใช้เวลาในการตอบทั้งหมด 10 นาทีโดยประมาณ ผู้วิจัยจึงใคร่ขอความร่วมมือจากท่านในการตอบ แบบสอบถาม  
ตามความเป็นจริงหรือตามความคิดเห็นของท่าน

ข้อมูลของผู้ตอบแบบสอบถาม ทั้งหมดจะถูกเก็บเป็น ความลับ และจะถูกนำไปวิเคราะห์ในภาพรวม เพื่อนำไปใช้ประโยชน์ในเชิง

วิชาการเท่านั้น

ส่วนที่ 1: คำถามเพื่อคัดเลือกผู้ตอบแบบสอบถาม

คำชี้แจง: กรุณาทำเครื่องหมาย (✓) ในช่องที่ตรงกับคำตอบของท่าน

1. คุณมีสัญชาติไทยและกำลังอาศัยอยู่ในประเทศไทยใช่หรือไม่?
  - ใช่
  - ไม่ใช่ (จบแบบสอบถาม)
2. ช่วงอายุของคุณอยู่ในระหว่าง 18 ถึง 40 ปีใช่หรือไม่?
  - ใช่
  - ไม่ใช่ (จบแบบสอบถาม)
3. ในช่วงเวลา 3 เดือนที่ผ่านมา คุณได้เห็นโฆษณาจากแบรนด์แฟชั่นเป็นปริมาณ 3 หรือมากกว่า ใช่หรือไม่?
  - ใช่
  - ไม่ใช่ (จบแบบสอบถาม)

4. คุณรู้จัก อาเซียนา สก็อต หรือไม่?



- ใช่ (จบแบบสอบถาม)
- ไม่ใช่



จุฬาลงกรณ์มหาวิทยาลัย  
CHULALONGKORN UNIVERSITY



อาเซียนา สก็อต นางแบบจากเมืองแคลิฟอร์เนีย เธอนิยามตนเองว่าเป็น เจนเดอร์ฟลูอิด



"ผู้คนไม่จำเป็นต้องเห็นด้วยกับไลฟ์สไตล์ของคุณตลอดเวลา

ตราบใดที่พวกเขาจัดการให้คุณ"

"ฉันไม่สนหรอกนะ ว่าคนอื่นจะมองฉันเป็นผู้หญิงหรือผู้ชายสุดท้ายแล้วเราก็เป็นคนเหมือนกัน เราควรจะเป็นหนึ่งเดียวกันไม่แบ่ง

แยกกัน" - อาเซียนา สก็อต



ส่วนที่ 2: คุณลักษณะของฟรีเซนต์อร์

คำชี้แจง: กรุณาวางกลม (O) ในตำแหน่งที่ตรงกับความเห็นของคุณมากที่สุดจากประโยคด้านล่าง ตามระดับจากเชิงบวก (5) ถึงเชิงลบ (1) ของข้อความต่อไปนี้

ถ้าหากมีแบรนด์แฟชั่นปล่อยโฆษณาที่มี อาเซียนา สก็อต เป็นนางแบบหลักในโฆษณานั้น คุณคิดว่าเธอจะเป็นนางแบบที่...

1) ไม่เป็นผู้เชี่ยวชาญ	1	2	3	4	5	เป็นผู้เชี่ยวชาญ
2) ไม่มีประสบการณ์	1	2	3	4	5	มีประสบการณ์
3) ไม่มีความรู้	1	2	3	4	5	มีความรู้
4) ไม่มีคุณสมบัติ	1	2	3	4	5	มีคุณสมบัติ
5) ไม่มีทักษะ	1	2	3	4	5	ไม่มีทักษะ
6) ฟังหาไม่ได้	1	2	3	4	5	ฟังหาได้
7) ไม่ซื่อสัตย์	1	2	3	4	5	ซื่อสัตย์
8) ไร้วางใจไม่ได้	1	2	3	4	5	ไร้วางใจได้
9) ไม่จริงใจ	1	2	3	4	5	จริงใจ
10) ไม่น่าเชื่อถือ	1	2	3	4	5	น่าเชื่อถือ
11) ไม่มีเสน่ห์	1	2	3	4	5	มีเสน่ห์
12) ไม่มีระดับ	1	2	3	4	5	มีระดับ

- 13) ไม่สวย            1        2        3        4        5        สวย
- 14) ธรรมดา            1        2        3        4        5        สวยงาม
- 15) ไม่น่าหลงใหล    1        2        3        4        5        น่าหลงใหล
- 16) “คุณและพีริเซนเตอร์นี้มี ความคิด ความเชื่อ ความสนใจ ไดฟ์สไตล์ และพฤติกรรมที่คล้ายคลึงกัน”  
ไม่เห็นด้วยอย่างมาก 1        2        3        4        5        เห็นด้วยอย่างมาก
- 17) “คุณคิดว่าคุณและนางแบบคนนี้มีบางสิ่งบางอย่างที่เหมือนกันมาก”  
ไม่เห็นด้วยอย่างมาก 1        2        3        4        5        เห็นด้วยอย่างมาก
- 18) “ท่านสามารถอธิบายตัวตนของท่านได้ง่ายด้วยลักษณะของนางแบบคนนี้ ”  
ไม่เห็นด้วยอย่างมาก 1        2        3        4        5        เห็นด้วยอย่างมาก

ส่วนที่ 3: ทักษะคิดต่อโฆษณา

คำชี้แจง: กรุณาวงกลม (O) ในตำแหน่งที่ตรงกับความเห็นของคุณมากที่สุดจากประโยคด้านล่าง ตามระดับจากเชิงบวก(5) ถึงเชิงลบ (1) ของข้อความต่อไปนี้

ถ้าหากมีแบรนด์แฟชั่นปล่อยโฆษณาที่มี อาเซียนา สก็อต เป็นนางแบบหลักในโฆษณานั้น โฆษณานั้นจะ...

- |                          |   |   |   |   |   |                    |
|--------------------------|---|---|---|---|---|--------------------|
| 1) ไม่เป็นที่น่าโปรดปราน | 1 | 2 | 3 | 4 | 5 | เป็นที่น่าโปรดปราน |
| 2) เป็นสิ่งที่แย่        | 1 | 2 | 3 | 4 | 5 | เป็นสิ่งที่ดี      |
| 3) ไม่น่าพึงพอใจ         | 1 | 2 | 3 | 4 | 5 | น่าพึงพอใจ         |
| 4) ไม่เป็นที่ชื่นชอบ     | 1 | 2 | 3 | 4 | 5 | เป็นที่ชื่นชอบ     |
| 5) ไม่ชื่นชอบ            | 1 | 2 | 3 | 4 | 5 | ชื่นชอบ            |

ส่วนที่ 4: ความตั้งใจในการซื้อ

คำชี้แจง: โปรดระบุความต้องการซื้อสินค้าของแบรนด์ ของคุณมากที่สุดเพียงใด

โดยกรณาวงกลม (O) ในตำแหน่งที่ตรงกับความเห็นของคุณมากที่สุดจากประ โยคด้านล่าง ตามระดับจากเชิงบวก (5) ถึงเชิงลบ

(1) ของข้อความต่อไปนี้

ถ้าหากมีแบรนด์แฟชั่นปล่อยโฆษณาที่มี อาเซียนา สก็อต เป็นนางแบบหลักในโฆษณานั้น คุณจะมีความอยากซื้อสินค้าแฟชั่นจากแบรนด์นั้นไหม?

- |                                   |   |   |   |   |   |                                |
|-----------------------------------|---|---|---|---|---|--------------------------------|
| 1) ไม่อยากซื้อสินค้า              | 1 | 2 | 3 | 4 | 5 | อยากซื้อสินค้า                 |
| 2) ไม่ตั้งใจจะซื้อ<br>อย่างแน่นอน | 1 | 2 | 3 | 4 | 5 | ตั้งใจจะซื้อ<br>อย่างแน่นอน    |
| 3) สนใจจะซื้อ<br>ในระดับต่ำมาก    | 1 | 2 | 3 | 4 | 5 | สนใจจะซื้อ<br>ในระดับสูงมาก    |
| 4) ตัดสินใจซื้อ<br>อย่างแน่นอน    | 1 | 2 | 3 | 4 | 5 | ตัดสินใจไม่ซื้อ<br>อย่างแน่นอน |
| 5) อาจจะไม่ซื้อสินค้านี้          | 1 | 2 | 3 | 4 | 5 | อาจจะซื้อสินค้านี้             |

ส่วนที่ 5: ข้อมูลส่วนบุคคล

คำชี้แจง: กรุณาทำเครื่องหมาย (✓) ในช่องที่ตรงกับคำตอบของท่าน

1. อายุ

- 18 - 25
- 26 - 30
- 31 - 35
- 36 - 40

2. เพศ

- ชาย
- หญิง
- LGBTQ+
- นอนไบนารี

3. Income

- น้อยกว่า 15,000 บาท
- 15,000 - 30,000 บาท
- 30,001 - 40,000 บาท
- มากกว่า 40,000 บาท



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