

A STUDY OF CELEBRITY ENDORSEMENTS
IN THAILAND'S BEST-SELLING VARIETY MAGAZINES

A MASTER'S PROJECT

BY

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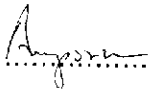
Presented in Partial Fulfilment of the Requirements for the
Master of Arts Degree in Business English for International Communication
at Srinakharinwirot University

March 2006

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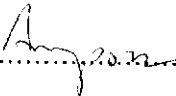
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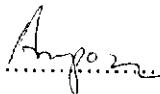
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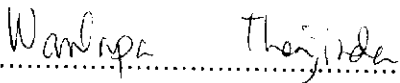
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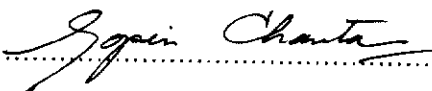
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March...²⁰.....,2006

Acknowledgements

I wish to express my acknowledgement to my advisor, Assistant Professor Dr. Amporn Srisermbhok, for her dedication and valuable suggestions throughout my study at Srinakharinwirot University.

My sincere thank is owed to my committee, Dr. Wanlapa Thaijinda, who provides fruitful comments for my master's project. I am also indebted to Ajarn Sopin Chantakloi for her worthwhile suggestions.

Last but not least, I would like to extend my sincere thanks to my family and friends for constant moral support and understanding during the difficult period of my study.

Without these special people, my Master's Degree in Business English for International Communication would not be possible.

Montakarn Thaniyachan

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CHAPTER 1

INTRODUCTION

Background

In the world of business, every company wants to gain profits as much as it can. In order to do so, each company has to make its products, which can be goods, services or ideas, initially known to the public. Once the products are recognised, consumers will then tend to have a try and some will become loyal customers if the products can hold their attention, and satisfy their needs and desires. There are a number of ways that products can be introduced to consumers. One of the most effective methods is through advertising.

According to William F. Arens (2004 : 7), advertising is nonpersonal communication paid by identified sponsors to persuade and promote goods, services, and ideas through various media. J. Thomas Russell and W. Ronald Lane (2002 : 23) add that advertising is a marketing communication tool employed by a company to transmit product information to a target audience.

The major roles of advertising are to persuade consumers to purchase the advertised products and make them stand out in consumers' minds. It helps sell things by attracting the consumers' attention and creating a relevant stimulation towards the advertised products. Advertising, moreover, encourages non-users to try the brand as well as strengthens the loyalty of existing customers (White. 2000 : 61).

Celebrity endorsement or celebrity advertising is the use of a famous person to promote a product in an advertisement. It is a shortcut strategy to create awareness and make the product amply known to the public. This advertising strategy is widely employed because it is highly effective. From research, people tend to remember the advertisements in which celebrities endorse 35 percent more than the ones without celebrities. Furthermore, celebrity endorsement can persuade people to try the products 10 percent more than those ads without celebrities (Pornthip Sampattavanich. 2003 : 113, citing Bogard. 1990. *Strategy in Advertising: Matching Media and Messages to Markets and Motivations*. p.111). Celebrity endorsements, therefore, tend to have influence on consumers in creating brand awareness, and changing behaviour and perception to favour the products.

A celebrity can mean a star, a master of ceremony (MC), or an athlete (Pornthip Sampattavanich. 2003 : 112). Celebrities are well-known people recognized by the public for their talents. Adding more significance to characters of celebrities, Srikanya Mongkolsiri (2004 : 4-8) describes that celebrities can be people of any career who are centers of attention, succeed in what they are doing and are as tangible as they are real. These celebrities have a lot of impact on the consumer behaviour. Since they are famous, what they do, where they go, what products they use always attract public interest. Some celebrities even become role models for people. Thus, consumers are likely to imitate those famous people's behaviour once they become celebrity endorsers for brands.

Celebrity endorsement has been employed for a long time; seemingly, the first celebrity endorser was Queen Victoria who advertised Cadbury's Cocoa (Srikanya Mongkolsiri. 2004 : 3 ; citing Scherman. 1985. *When You Wish Upon a Star*. pp. 66-71).

Nowadays, the use of celebrity endorsements still works and has been effectively used by many international top brands e.g. David Beckham for Pepsi and Britney Spears for Toyota, and national top brands e.g. Pornchita Na Songkhla for Bense and Thongchai Macintyre for U-star. Even the religious book named "Power of Living" or "Palang Haeng Cheevit" also used celebrities such as Boyd Kosiyapong and Anchalee Jongkhadeekij to be presenters because they are examples of Christians who are successful in their careers and lives. Therefore, they are able to convince people to have faith in God more than missionaries can (Thanyawat Chaitrakulchai. 2004 : B9).

Using celebrity endorsements for product advertising has several benefits. Khatri (2004 : Online) states that celebrity endorsements can build up credibility and brand image, increase trust, and attract attention which all will eventually lead to higher sales. Moreover, since many new products are launched, celebrity endorsements can also help differentiate them in today's competitive environment. Consequently, employing celebrities in advertising is quite an effective strategy to attract the public's attention, stimulate associated feeling towards the products and encourage purchase behaviour.

Statement of Problem

The use of celebrity endorsements to sell products can be done through various kinds of media such as television, radio, newspaper, magazine, internet, posters, brochures, etc. Magazines, one effective form of media, are considered by the advertisers a significant part of the advertising marketplace today (Leiss; Kline; & Jhally. 1990 : 100). Magazines have offered many great benefits to advertisers. They are able to reach a number of people

especially the specific targets, provide high-quality visuals to attract consumers' attention and enhance brand awareness. They can give descriptive information of the product better than any other media. They also have a long life span, and can be passed along to family, friends and colleague (Cherdchai Chawarat. 2520 : unpagged). In short, magazines are one of the best media to advertise to consumers because they are collected and reread as sources of information. Therefore, advertisements in magazines can keep reminding people of products and brands most of the time.

From the reasons mentioned earlier, many advertisers decide to use magazines as the means to have celebrities endorse the products. At present, celebrity endorsements are widely employed in various types of magazines. However, in this study, variety magazines will be focused on for they provide a wide range of information and are not only designed to appeal to specific groups of readers, but also everybody for entertainment. Because variety magazines offer various types of products advertised, the use of celebrity endorsements and the ways celebrities present the products or endorsing modes are varied. Although, people generally perceive celebrities as entertainment people only, in fact, celebrities can be either stars or sports figures or high status people. Hence, this study is aimed at studying the celebrity endorsements in Thailand's variety magazines in order to observe the types and roles of celebrities presented in magazine advertising.

Research Questions

This study attempts to answer the following research questions:

1. What types of celebrities endorse brands in Thailand's best-selling variety magazines?
2. What celebrities' endorsing modes are presented in those magazine advertisements?
3. Which type of celebrities is mostly used to endorse each product category and why?

Objectives of the Study

The following are the specific purposes of this study:

1. To identify the types of celebrities that endorse brands in Thailand's best-selling variety magazines.
2. To examine the celebrities' endorsing modes presented in those magazine advertisements.
3. To study the type of celebrities that is mostly used to endorse each different product category and the reason for choosing that type.

Scope of the Study

This study will focus on celebrity endorsements in Thailand's best-selling variety magazines. According to the poll from SE-Education Plc. (Online), CLEO and FHM were Thailand's best-selling variety magazines in 2003 for women and men respectively. So, CLEO and FHM magazines will be selected as the sources of the study. The data will be obtained from the advertisements endorsed by celebrities only.

Significance of the Study

The results of this study will be beneficial for advertisers to gain knowledge of celebrity endorsements which they can make use of as guidelines to create and develop effective celebrity advertisements. For those interested in advertising, this will provide insight into celebrity endorsements in print media such as magazines and the reason for using celebrities to endorse products, so that they are able to predict the trend of celebrity endorsement and be aware of being manipulated by celebrity advertising. Lastly, this study will benefit other researchers as a source for further study that is related to celebrity endorsements in the future.

Definition of Terms

The following definitions are provided in order to clarify particular terms that are used in this study.

A celebrity is a famous person of any career known to the public for his/her outstanding talent.

A celebrity endorsement is a strategy using a well-known person e.g. a star, a sports figure and other well-known people in advertisement to approve or speak about the product.

An endorsing mode is a way a celebrity presents a product in an advertisement.

CHAPTER 2

RELATED LITERATURE REVIEW

The researcher has reviewed related literature in order to use concepts and theories as guidelines for the study as the following:

1. Advertising and Brand
2. Celebrity Endorsements
3. Observational Learning
4. Previous Research

1. Advertising and Brand

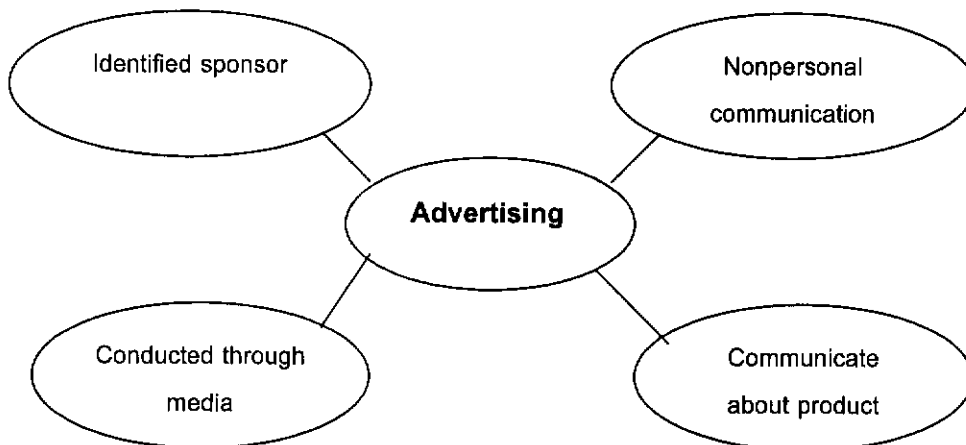
Boone and Kurtz (1992 : 56) define advertising as a nonpersonal communication by firm, organization or even an individual person, whose identity is presented in the advertising message, expecting to inform or persuade target audiences through various paid media.

Advertising is a crucial element of the marketing function as it helps increase sales by making the product or service known to the wider audience and by highlighting its superior qualities (Lannon; Tullis; & Trappe. 1996).

Advertising or mass selling is used when a sponsor who is generally known as the owner of the product wants to communicate with a number of people who cannot be reached effectively through personal means about the goods. Thus, advertising is simply

about creating enough awareness and positive attitudes for the product to register a top-of mind brand when consumers are faced with a purchase choice. In other words, advertising makes people aware of what is available now. Consequently, advertising is perhaps the most powerful method which functions to inform, persuade and remind the consumers of the product.

FIGURE 1 COMPONENTS OF ADVERTISING



Advertising, according to Arens (1996 : 24), serves several functions. It helps aid sales by identifying and differentiating the product from others, reveals information and product use, encourages consumers to try and repurchase the product, and builds brand awareness, preference and loyalty.

Jones (1999 : 57) classifies the role of advertising into four main functions: to create awareness, to offer crucial information, to establish brand image, and lastly to remind consumers to try, buy or use the brand.

"A brand is more than the object. It is the relationship between the brand as object and the consuming public, a relationship that derives from a unique combination of associations attached to a product (name, package, history, advertising, promotion, and so on) by which consumers differentiate one product from another." (Jones. 1999 : 26)

Dolchai Boonyaratavetch (2002 : 6-8) cites that brand is the total impression towards a firm, product, service, name, communication, culture and experience. It is intangible. Consumers cannot touch it, but feel it. Brand enhances product value in the consumer's mind. When a brand plays a part in the consumer's heart, the possibility of purchase is likely to increase.

Advertising's greatest contribution to business is its ability to build brand. It provides product's functional benefits whereas brand offers emotional benefits adding to the functional ones. Effective advertising must distinguish the brand from its competitors and establish it as a top choice. A successful brand will build a preference in the minds of consumers which encourage them to buy the brand repeatedly.

Brand is a long-term effect of advertising. The advertisers can build a great relationship into advertising in order to create association to the brand. Jones (1999 : 26-58) narrates that product changes as market condition changes. Whether the product is still popular or not, what remains the same is the sense of brand. The stronger the relationship the advertising creates, the clearer the sense of brand and the greater the loyalty that arises.

Brand image is the perception in people's minds that they have of the product or brand. It acts like a mirror that reflects the brand's personality or product being (www.marketingpower.com). Apart from building brand image, advertising also creates brand awareness, the consumer's recognition of a particular brand when considering purchasing options (Clow; & Baack. 2002 : 237-238). Brand awareness plays a crucial role in turning interest into the product and makes it more recognizable and preferable among its competitors.

To sum up, advertising attempts to create favourable attitudes towards the product by bringing in emotional association of brand image and brand awareness, and improve the prospect that consumers will buy a particular product or service.

2. Celebrity Endorsements

2.1 The Meanings of Celebrities

Srikanya Mongkolsiri (2004 : 4-9) cites that celebrities are real people who are currently successful in particular areas not restricted to only stars, but also politicians, sport figures, businesspeople, etc. They are centers of attention that people always want to know about, for example, how they live their lives and some try to imitate their lifestyles.

A celebrity refers to a well-recognized person who owns dynamic qualities-attraction, sexiness and likeability. His or her image is prominent and can be transferred to build a strong image for the product he or she endorses (Erdogan; & Kitchen. 1998 : online).

“A celebrity is a person widely known to the public for accomplishments in domains unrelated to the product class.” (Atkin; & Block. 1983 : 7; citing Friedman; Termini; & Washington. 1977. *The Effectiveness of Advertisements Utilizing Four Types of Endorsers.*)

Consequently, celebrities are famous people in any career known to the public for their outstanding talents and achievements. They are considered successful, trustworthy, skilful and highly likeable. Using them in advertising, they are able to attract people’s attention, create credibility and persuade individuals to take some action towards the advertised products.

2.2 Types of Celebrities

The celebrities employed in advertising can be categorized into several types according to the following theories.

Boorstin shows that in the past, a celebrity did not mean a famous person himself but the condition to make him well-known. The celebrities of that time could be divided into two types (Chinnaree Songprayoon. 1994 : 5-8; citing Boorstin. 1973. *The Image.*):

1. Hero or Big Man was a person who was born great and made a great achievement or so-called “a great man.” He or she was known to the public for his or her own achievement.

2. Celebrity or Big Name was a person the media had made famous, sometimes called “a famous man.” His or her fame depended on how the media presented him or her to audiences.

A big man created his own fame while a big name was created by mass media.

Unfortunately, a hero type has gradually declined because it takes such a long time to build

up his or her achievement. A celebrity's fame can be created faster and more effectively through media than a hero one. Since the heroes rarely exist, media creates celebrities to remind people of those heroes. Therefore, it can be said that heroes and celebrities are apparently the same types of people nowadays.

Atkin and Block (1983 : 57) describe that "the most widely used celebrity endorsers are sports figures, actors, or other types of entertainers."

Srikanya Mongkolsiri (2004 : 153-195) states that there are three types of celebrities presented in advertisements.

1. Star Endorsers

Star endorsers are entertainment people. They can be the TV stars, movie stars, singers, models, Masters of Ceremonies (MCs), Queens of beauty, disk jockeys (DJs), comedian, etc. They are mostly famous for their physical appearance and talents. Some star endorsers even possess sex appeal that can effectively draw consumers' attention to themselves, and thereby to the advertised products.

2. Sports Endorsers

Sports endorsers mean sports figures or athletes. They are famous for their sports competence. This group of endorsers are gifted and have a particular ability that normal people cannot possess. They are perceived as icon of success.

3. High Profile Endorsers

High profile or status endorsers refer to people who possess high social and financial status. Sometimes, they are called "high society people" or "hi-so". These status endorsers' characters are closer to normal consumers than those in other types. Since they

have better purchasing power, education and taste, consumers tend to follow high profile endorsers because they are viewed as smart consumers.

All in all, the types of celebrities employed in advertisements are changing through time. The current characteristic of celebrities is a combination of a great man and a famous man as mentioned earlier. They create their own success while media helps make them known to the public. Hence, the types of celebrities nowadays include the stars, sports figures and high status people.

2.3 Celebrity Endorsements

Celebrity endorsement is the way in which an individual recognized as a celebrity expresses a preference or an experience with an advertised product (Advertising Research Center. 1998 : 92).

Pornthip Sampattavanich (2003 : 111-113) suggests that celebrity endorsement is one of the most effective advertising strategies. It refers to the use of celebrity in advertisement to create association and persuade target audiences to use the advertised product.

Erdogan and Kitchen (1998 : online) point out that there are a number of advantages of using celebrity endorsements. Celebrity endorsement can capture consumers' attention which makes the product stand out from its competitors. It builds brand and instant credibility to the product as consumers believe in the celebrity or endorser. Celebrity endorsement can help brand introduction and brand repositioning. The celebrity's image can be transferred to the product or brand so that consumers can get to know and be aware of it easily.

Endorsing modes are the ways celebrities are presented in advertising and can be classified into three distinctive modes as follows (Srikanya Mongkolsiri. 2004 : 129-132);

1. Explicit Mode (I endorse this product)

In this mode, celebrities only endorse the product but do not state if they have used it. They may not be real users. They perform only to confirm the good quality of the product described in the advertisement to the consumer.

2. Implicit Mode (I use this product)

This mode is also called "testimonial mode". In this mode, the celebrities are product users. They appear in ads and tell how they use and like the product. They also include the product's functional benefits as well as how the product can benefit the target consumers. This endorsing mode is widely employed in advertising because it works. The celebrities convey the feeling that you (consumer) should use this product because I (celebrity) use it. Consumers hope that if they use the product, they will be more like the celebrities or at least attain the positive outcome. In this case, consumers tend to follow endorsers' choice.

3. Co-Present Mode

In this mode, the relationship between the celebrities and the product are less relevant. They only appear in the ads but may not provide anything. The consumers may have to interpret the hidden message themselves. This mode works with campaign that emphasizes the brand image or brand positioning.

Celebrity endorsement acts like a signpost to product quality. If the product has a celebrity association, consumers are likely to get extra value that can enhance favour towards the brand instead of its competitors.

3. Observational Learning

Chinnaree Songprayoon (1994 : 11) mentions that knowledge of human behaviour is not only obtained from direct experiences, but also from observing other's. A person tends to think that if other people can perform some particular behaviour, he or she should be able to do so.

Bandura (1986) explains that observational learning or learning through observation is a learning process based on a vicarious basis that a person learns to form behaviour pattern by observing a model being rewarded or punished for the same behaviour. According to this theory, modelling is the key of observational learning which can be perceived as a guide to actions.

Observational learning is governed by four interrelated processes.

Attentional process – a person perceives the model's behaviour.

Retention process – the person recalls what the model did.

Motor reproduction process – the person translates the stored information of model's behaviour into response pattern.

Motivational process – the person puts model's behaviour into action if there is reinforcement.

TABLE 1 COMPONENTS PROCESSES GOVERNING OBSERAVTIONAL LEARNING

Attentional Process	Retention Process	Motor Reproduction Process	Motivational Process
Perceiving the model	Remembering the model	Translate memory into behaviour	Turning modelled behaviour into actual behaviour if reinforcement is presented.

Source: Hjelle; & Ziegler. 1992 : 343; citing Bandura. 1989. Social Cognitive Theory.
Annals of Child Development. Vol. 6.

Solomon (2002 : 81-82) also insists that four conditions of observational learning must be met in order to create a consumer's action . (1) The consumer's attention must be led to the appropriate model. (2) The consumer must remember what is told or performed by the model. (3) The consumer must transform this information into action. (4) The consumer must be motivated to perform this action.

In short, observational learning takes place when a consumer performs a particular behaviour as a result of seeing someone's behaviour and its consequence for him or her. In this theory, the consumer observes and stores someone's behaviour in his or her memory. Once the stored information is accumulated, the consumer's behaviour will be guided by imitating that reinforcement. The process of imitating someone's behaviour is called "modelling".

Applying this theory to purchasing behaviour, initially, the consumer's attention is captured by the model or presenter in the ads. Then, he or she forms a belief and establishes a feeling towards an advertised product or brand. After that, the consumer stores the information in mind. Once the consumer is motivated, this person recalls the stored information and imitates it which results in the purchasing action or supporting the product or brand in some way.

4. Previous Research

In order to achieve the objectives of the study, the researcher has collected previous research related to this study as follows:

Atkin and Block (1983) studied the effectiveness of celebrity endorsers in promoting alcohol products. They provided the respondents three versions of nearly identical pairs of advertisements featured between celebrities and noncelebrities. The study showed that advertisements with celebrity figures produced more favourable impact than the noncelebrity ones. The product image was also rated higher in celebrity condition. Celebrities were perceived by respondents as more trustworthy, competent and attractive than noncelebrities. Thus, the use of famous faces to endorse alcohol products tended to be highly effective in promoting this type of drink.

In Chinnaree Songprayoon's research (1994) entitled *A Study of the Use of Celebrities in Television Commercial Advertisement 1992-1993*, she attempted to study the type of celebrities and how they were used in television commercial. The result revealed that the celebrities most often used in television commercials were entertainment people who had

more than one talent. The celebrities who had ability to perform other roles besides their main jobs were likely to be employed as television commercials' presenters. Another type of celebrities presented in television commercial was high social status people.

Furthermore, the celebrities generally played one of these two roles: playing themselves or playing invented roles.

According to the study on *Thai Artists and Political Participation* by Alongkorn Na Ranong (1994), famous artists' opinions, values and attitudes could be influential to the public. The artists, in this study, were celebrities who were singers and actors. They were perceived as efficient presenters to encourage public interest in electoral campaigns, voting, demonstrations, protests or they even inspired others to become politicians themselves.

CHAPTER 3

METHODOLOGY

This chapter demonstrates the methodology used in this study. There are two sections to be discussed. The first section describes the samples of analysis and the other section explains the procedures of the study.

Data

The data of this study were the advertisements endorsed by celebrities collected from Thailand's best-selling variety magazines. CLEO and For Him (FHM) Magazines were selected for they were Thailand's best-selling variety magazines in 2003 for women and men respectively according to the poll from SE-Education Plc. (Online).

Procedures

Since this study focused on content analysis, a self-study method was employed to gather the data of the study in order to examine the use of celebrity endorsements in magazines.

1. Data Collection

The researcher collected the data or the advertisements from every issue of CLEO and FHM during the year 2004. Since they were published monthly, there were 12 issues

of each from January 2004 to December 2004. The researcher selected only the advertisements that had celebrities endorse the products or brands. These could be identified by having well-known figures appearing in the advertisements with their names attached in most cases or at least their names could be found on the Internet. The celebrities could be either national or international presenters. However, if the same celebrity endorsed the same brand as appeared in the previous issue, only the original advertisement was counted.

2. Data Analysis

The collected data were alphabetically classified into 67 brands for CLEO and 10 brands for FHM. They were firstly analyzed in two areas which were the celebrities' types and their endorsing modes employed in CLEO and FHM based on Srikanya Mongkolsiri's theory mentioned in chapter 2. The most popular type of celebrities and the most popular endorsing modes were also included. Next, the collected data were categorized into product categories. The researcher studied further which type of celebrities was mostly used to endorse each product category.

3. Analysis Presentation

The findings of the study were calculated in percentage and shown in tabular forms. The illustrations of collected celebrities' advertisements and the frequency of occurrences of each celebrity's type presented in CLEO and FHM and each product category, and each endorsing mode were attached in the Appendix section.

Finally, the conclusion was drawn and some recommendations were provided for further studies.

CHAPTER 4

FINDINGS

This chapter is aimed to reach the objectives of the study. Two main sections are divided to present: 1) an analysis of sales-promotions currently provided by the burger business, and 2) an analysis of customer's satisfaction on the sales-promotions of burger business based on the provided questionnaire.

I. An Analysis of Sales-Promotions Currently Provided by the Burger Business

To be successful in the market place, businessmen have to concentrate not only on the product's / service 's quality and the brand's image, but an effective promotion is very necessary to reach customer's buying decision. Unsurprisingly, there are new marketing sales-promotions including operating all along to meet the highest customer's needs. Various factors should be concerned while planning strategic devises; for example, a kind of product / service, a target group of business and a brand image of product / service in the market place, etc.

The purpose of this section is to gather the marketing sales-promotions currently provided by the burger business from 3 famous burger restaurants; McDonald's, Burger King and A&W's.

TABLE 2 THE TYPES OF CELEBRITIES ENDORSED BRANDS IN CLEO 2004

(CALCUALTED IN PERCENTAGE).

Types of Celebrities	Number of Occurrences	Percentage (%)
1. Star Endorsers	111	86.72
2. Sports Endorsers	1	0.78
3. High Profile Endorsers	9	7.03
4. Other Endorsers (Star & High Profile Endorsers)	7	5.47
Total	<u>128</u>	<u>100.00</u>

As presented in Table 2, the results indicated that there were four types of celebrities who endorsed brands in CLEO. Star Endorsers were the most popular type of celebrities (86.72%), followed by High Profile Endorsers (7.03%) and Other Endorsers (5.47%); whereas Sports Endorsers were the least popular type of celebrities (0.78%) that appeared in CLEO. The Other Endorsers were the new trend of celebrity endorser that was not mentioned in Srikanya Mongkolsiri's theories. She explained that there were only three types of celebrities presented in advertisements; Star Endorsers, Sports Endorsers and High Profile Endorsers (2004 : 153-195). From the collected data (See Appendix B), it was likely that the Other Endorsers were a combination of Star and High Profile Endorsers. These celebrities were from high social class, well educated and successful in career and lives, and at the same time, had other careers as entertainers. Therefore, the consumers

would be familiar with them more than the High Profile type alone. Due to their talents and their status as role-models, these celebrities are effective trendsetters for consumers.

TABLE 3 THE TYPE OF CELEBRITIES ENDORSED BRANDS IN FHM 2004
(CALCULATED IN PERCENTAGE).

Type of Celebrities	Number of Occurrences	Percentage (%)
1. Star Endorsers	13	56.52
2. Sports Endorsers	8	34.78
3. High Profile Endorsers	2	8.70
Total	<u>23</u>	<u>100.00</u>

According to Table 3, Star Endorsers (56.52%) were the most popular type of celebrities that endorsed brands in FHM, the same as those in CLEO. The second rank was Sports Endorsers which achieved 34.78% of the population. Unlike the number of Sports Endorsers in CLEO, nearly half of the celebrities which endorsed brands in FHM were sports figures. This might be because FHM was a variety magazine for men, so the sports figures could well present strength, smartness and masculinity to the male consumers. High Profiles Endorsers (8.70%) were the type of celebrities that were not employed much in FHM.

To sum up, Star Endorsers were the most popular type of celebrities that endorsed brands in both CLEO and FHM which were Thailand's best-selling variety magazines. The consumers were familiar with this type of celebrities the most as Star Endorsers could be seen easily through many media channels which made them widely known to public. Thus, the advertisers tended to select these Star Endorsers to endorse brands because their physical attraction and talents were more successful in changing consumers' beliefs than the unknown ones. This was similar to what Roobina Ohanian described in Journal of Advertising Research that the message broadcasted to consumers by well-known figures gained the high degree of attention and recall (1991: 46).

4.2 The celebrities' endorsing modes presented in Thailand's best-selling variety magazine.

The endorsing modes are the strategies by which the endorsers presented the advertised products in the advertisements. The advertisers used these endorsing modes to convey the messages of product information to consumers. According to table 4 and 5, there were three endorsing modes found in CLEO and FHM.

TABLE 4 THE CELEBRITIES' ENDORSING MODES IN CLEO 2004 (CALCULATED IN PERCENTAGE).

The Celebrities' Endorsing Modes	Number of Occurrences	Percentage (%)
1. Explicit Modes (I endorse this product.)	55	42.97
2. Implicit Modes (I use this product)	52	40.62
3. Co-Present Modes	21	16.41
Total	<u>128</u>	<u>100.00</u>

From Table 4, the endorsing modes of celebrities' advertisements in CLEO were Explicit Modes (42.97%), Implicit Modes (40.62%) and Co-Present Modes (16.41%).

Explicit Modes were widely used to inform the product features and approve the quality of the brands. Implicit Modes were highly found in CLEO also especially for the advertisements of personal care products because they were effective (see appendix 2, table 8). The endorsers of this mode were the real users so that they appeared in the advertisements to tell how they used and appreciated the products. According to Srikanya, this endorsing mode could be called "Imperative Mode" since the conveyed message in this type of advertisement sounded like a command (2004: 130). However, this worked because the consumers would feel that they should use it because the celebrity used it.

Co-Present Modes were the least famous endorsing mode since they provided nothing to consumers. There might be only the endorsers and products, which sometimes got nothing

to identify what brands they were at all, appeared in the advertisements. The consumers had to imagine the relationship between the endorsers and brands themselves. These findings were quite similar to those presented in Table 5. Explicit Modes were mostly found in FHM which gained 78.26% of the population while Implicit and Co-Present Modes received 17.39% and 4.35% respectively. Nevertheless, in FHM, the advertisements that employed Implicit Modes were mostly business facilities that were different from those in women magazines.

TABLE 5 THE CELEBRITIES' ENDORSING MODES IN FHM 2004 (CALCULATED IN PERCENTAGE).

The Celebrities' Endorsing Modes	Number of Occurrences	Percentage (%)
1. Explicit Modes (I endorse this product.)	18	78.26
2. Implicit Modes (I use this product)	4	17.39
3. Co-Present Modes	1	4.35
Total	<u>23</u>	<u>100.00</u>

4.3 The type of celebrities that was mostly used to endorse each different product category.

Sixty-seven brands from CLEO and ten brands from FHM were classified into eight and five product categories respectively. Both of them had the following product categories:

Personal Care, Clothes and Accessories, Vehicles, Technologies and Others, in common while Skincare and Cosmetics, Pets, and Food and Beverages were additional categories for CLEO.

TABLE 6 THE TYPES OF CELEBRITIES ENDORSED PRODUCT CATEGORIES IN CLEO 2004 (PRESENTED ONLY THE NUMBER OF OCCURENCE).

Product Categories	Types of Celebrities			
	Star Endorsers	Sports Endorsers	High Profile Endorsers	Other Endorsers
1. Personal Care	22	-	1	1
2. Skincare and Cosmetics	53	-	5	3
3. Pets	-	-	3	2
4. Food and Beverages	10	-	-	-
5. Clothes and Accessories	7	1	-	1
6. Vehicles	1	-	-	-
7. Technologies	3	-	-	-
8. Others	15	-	-	-
Total	<u>111</u>	<u>1</u>	<u>9</u>	<u>7</u>

For nearly every product category except Pets, Star Endorsers were used to endorse products the most. The advertisements for Personal Care products, which consumers used

in daily lives such as soap or shampoo, Skincare and Cosmetics, Food and Beverages, and Clothes and Accessories products used Star Endorsers to endorse products for the same reason. It could be seen that the Star Endorsers who endorsed these product categories had physical attractiveness in common such as good physique and pretty faces. Hence, the advertisers attempted to set these endorsers as role models of attractiveness to turn consumers' behaviours to use the advertised products. They intended to send the messages to consumers that they should use the products so that they would be good looking like those celebrities.

High Profiles Endorsers were the most popular type of celebrities to be employed to endorse Pets products. Moreover, some Skincare & Cosmetics products such as SK-II or PAYOT used this type of celebrity as well (see Appendix B, table 12) because they were more expensive than other brands of the same categories. High Profile Endorsers were able to convince people that the advertised products were good though the prices were quite high. This was because the high profile endorsers were just like ordinary people but lived well and spent well. All choices they made must be the best. In addition, people had a stereotype that "the good quality products are always expensive". Thus, they felt that they had close relationship to this type of celebrities who were viewed as smart consumers so that they tended to follow the High Profile Endorsers' choices.

Vehicles and Technology products also used Star Endorsers to present their products to customers. Almost all endorsers of this type looked young and trendy. Thus, they could best represent the high technology devices as their images of being new generation people were passed to the images of the advertised products. Lastly, there were various types of products in Others product categories which could not be classified into any particular one.

However, the type of celebrities which endorsed the products in this category was all the Star Endorsers.

TABLE 7 THE TYPES OF CELEBRITIES ENDORSED PRODUCT CATEGORIES IN FHM
2004 (PRESENTED ONLY THE NUMBER OF OCCURRENCE).

Product Categories	Types of Celebrities			
	Star Endorsers	Sports Endorsers	High Profile Endorsers	Other Endorsers
1. Personal Care	1	-	-	-
2. Clothes and Accessories	3	8	-	-
3. Vehicles	7	-	-	-
4. Technologies	1	-	2	-
5. Others	1	-	-	-
Total	<u>13</u>	<u>8</u>	<u>2</u>	<u>0</u>

In FHM, Star Endorsers were mostly used to endorse Personal Care, Vehicles and Others product categories for the same reason as stated in those products in CLEO. However, there was a difference between the endorsers of Clothes and Accessories products in CLEO and FHM. Sports Endorsers were the most popular type of celebrities which endorsed Clothes and Accessories products in FHM. It could be noticed that most of the products in this category were sportswear (see Appendix B, table 13). Therefore, the

celebrities who were sports figures were mostly used to endorse the products as their target group were likely the consumers who had interests in sports. According to Srikanya (2004 : 63), the messages would be effectively conveyed to consumers when using the celebrities the consumers were familiar with the most. In other words, sportsmen were selected to be the endorsers for this type of products as they could be able to convince consumers to use them since there created credibly relevant links between the advertised products and themselves. Technology products in FHM were endorsed by High Profile Endorsers the most. Since the advertised products related to business communication; AIS and TRUE, the businesspersons or well-educated people were selected for being product endorsers in order to confirm the quality of the high technology products. This would lead the consumers to think further that if even the businesspersons used this product, why did they not?

Consequently, celebrity endorsements were widely applied in celebrities' advertisements to endorse brands in Thailand's best-selling variety magazines. The type of celebrities that mostly appeared in celebrity advertisements in CLEO and FHM was Star Endorsers. Being attractive, they were able to gain public interest in the products they endorsed. The most popular endorsing mode employed in CLEO and FHM was the Explicit Mode in which the endorsers only described the products' function in the advertisements. Lastly, the most popular type of celebrities that endorsed almost all product categories in the magazines was Star Endorsers. There were some product categories such as Pets and Clothes and Accessories products for men that, however, used High Profile and Sports Endorsers to present the advertised products the most.

CHAPTER 5

CONCLUSION AND DISCUSSION

This chapter presents a conclusion of the study. In addition, recommendations for further studies are also provided.

Conclusion

At present, every company is competing in a highly competitive market. A new product is launched nearly everyday so that the consumers are offered a range of product choices. In order to gain the consumers' attention, advertising has been applied to introduce the product to the public and differentiate it from its competitors. This has led celebrities to be employed in advertising strategy to promote the brand and help approve the good quality of the product. Since the celebrities are centers of attention and role models for people, they are able to create awareness and tend to influence consumers to change their perception to favour the brands.

Celebrity endorsements has been widely employed in advertisements nowadays. However, when mentioning "celebrities", people always perceive them as entertainers only. Hence, this study was aimed at studying the types of celebrity endorsers, the ways they presented products or the endorsing modes in the advertisements and the type of celebrities that are mostly used to endorse each product category. In this study, the data were collected from every issue of CLEO and FHM, which were Thailand's best-selling

variety magazine, during the year 2004. They were divided into sixty seven brands endorsed by one hundred and twenty eight celebrities for CLEO and ten brands endorsed by twenty three celebrities for FHM.

The finding revealed that there were four types of celebrity endorsed brands in CLEO which were Star Endorsers, Sports Endorsers, High Profile Endorsers, and Other Endorsers - a combination of Star and High Profile Endorsers. For FHM, there were found to be three types of endorsers that were Star endorsers, Sports Endorsers and High Profile Endorsers. Star Endorsers were the most popular types of celebrity endorsers that appeared in both magazines. They were considered attractive, successful, skilful and highly likeably so that they were able to attract consumers' attention, build up credibility and thus encourage purchasing behaviour.

It could be concluded from the study that the celebrities were not restricted to only entertainers. They could also be sports figures, society figures or even a mixture between types. Thanyawat Chaitrakulchai (2004: B9) mentioned in Manager Weekly that the celebrities could be not only the entertainers but also people of any career who were well liked by the public. Their fame was the selling point which could transfer to the products they endorsed since anything they did would always attract people's attention. Moreover, Thai society is now becoming the celebrity society where celebrities are given more value than ordinary people. Consequently, the advertisers tended to use them to be the presenters because they can efficiently draw consumers to the products and later stimulate purchasing behaviour.

There were three endorsing modes presented in celebrities' advertisements in both magazines. Explicit Modes were mostly applied to convey products' information to

consumers though the endorsers may only perform to approve the products' quality in the advertisements. They might not be real users as the ones that appeared in Implicit Modes which really worked well for the costly products. The endorsers of this mode would share their experience as product users to convince others that those products were good and worth purchasing. Co-Present Modes were the least popular endorsing mode since they provided none of the products' information to consumers. However, they were used to strengthen the brand image as the endorser's image would be transferred to the brand. All in all, the significant purpose of the endorsing mode was to create the association between products and the consumers. Once the consumers were familiar with the products, the purchasing possibility may arise.

The advertised products could be divided into eight product categories for CLEO and five product categories for FHM. Star Endorsers was the most popular type of celebrities to endorse products namely Personal Care, Skincare and Cosmetics, Food and Drinks, Motors, and Others categories. Both Star Endorsers and Sports Endorsers were mostly used to endorsed Clothes and Accessories categories in CLEO and FHM respectively. High Profile Endorsers were used to endorse costly or extravagant products such as Pets and Technologies.

From the researcher's observation, it seems that the business owners and the advertisers try all sorts of tactics to get the consumers' attention and money. Sometimes these attempts involve illegal or dirty tricks which reflect the lack of morality of the business owners. They only concentrate on making money and overlook the safety of consumers. They feed the illusion of the celebrities' beauty to consumers by using celebrities to be the presenter of the products. Hence, the consumers are convinced to purchase the products

not only because of their quality but also the beauty of the celebrities. In other words, they buy it because they want to look good like the presenters. If any consumer is unaware of this trick, he or she will easily be deceived by those pretty faces.

Moreover, it is obvious that people nowadays tend to focus on images of beauty which is the main reason why celebrities are employed to endorse products. They want to be as good looking as those celebrities, so the advertisers utilize this point to sell their products. This is a dangerous trend as people will become more superficial. They focus on only physical appearance and tend to ignore what is inside. This results in people being insincere. Hence, people should be careful and bear in mind at all times that those celebrities just appear in the advertisements to sell their beauty in addition to the quality of the products. Consumers should purchase products because of their quality instead of the beauty of presenters.

Recommendations for Further Studies

The present study recommends the following further studies:

1. A study of celebrity endorsements in other types of media such as television should be conducted as it is one of the most highly effective media channels that can reach a number of people. The results might be somehow different from those celebrity endorsements in magazines especially the ways they present the products through verbal communication.

2. Since the celebrities can help draw the consumers' attention to the advertised products, it would be interesting to study further whether the products will still be able to

catch public attention or not if the unknown but attractive endorsers are selected to endorse the products. If not, it should be explored more how to succeed without depending on celebrities.

3. Sometimes, some celebrities are appointed to be the endorsers for many brands. A further study should focus on the impact of using the same celebrities to endorse different brands. As the celebrities' images are likely to transfer to the brand image, this might weaken the image of another brand the celebrities endorsed later or these celebrities might not be strong enough to convince the consumers anymore.

4. There are many products using famous stars to be product endorsers at present. Though celebrity endorsements work well in attracting attention, some people do not take the product endorsers into account when purchasing the products. Thus, it is recommended to observe what types of people care about having celebrities endorsing products and why.

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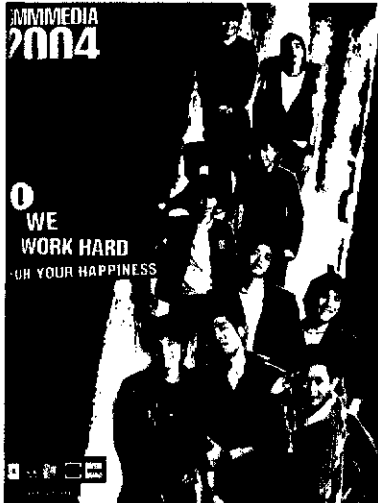
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APPENDIX A

CELEBRITIES ADVERTISEMENTS FROM CLEO 2004

1. atimemedia



1.1. Akkarapon Thanavitilas

Sunisa Sookboonsung

Ake Krissanawarin

Vissava Kijtanjorn

Piyawat Khempetch

Krit Sripoomsate

Puwanart Kunpalin

Wuthithorn Milinthajinda

Samapol Piyapongsiri



1.2. Sunisa Sookboonsung

Nithichai Yotamornsunthorn

Laila Boonyasak

Samapol Piyapongsiri

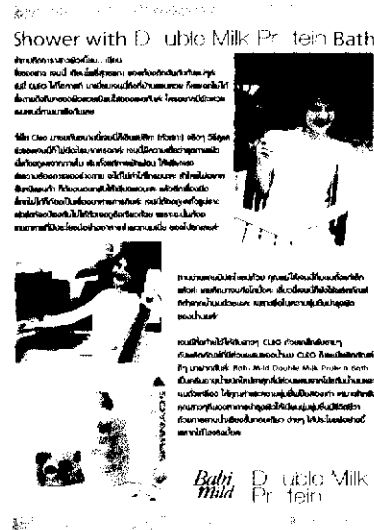
Source: 1.1. (2004. January). *CLEO*. (84): 105.

1.2. (2004. January). *CLEO*. (84): 141.

2. Babi Mild



2.1. Jamie Bouher



2.2. Janie Thienphosuvan

Source: 2.1. (2004, October). *CLEO*. (93): 179

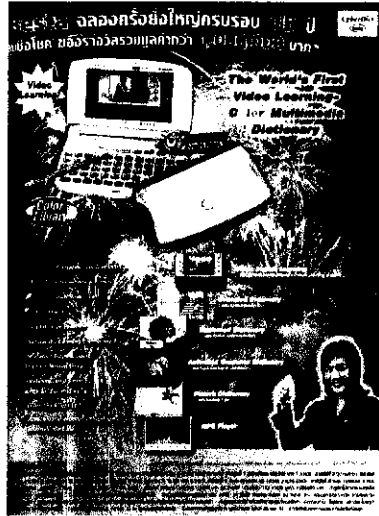
2.2. (2004, December). *CLEO*. (95): 253

3. BEAUTE de KOSE



Source: (2004, September). *CLEO*. (92): 331.

4. Besta



Natepreeya Chumchaiyo

Source: (2004, August). *CLEO*. (91): 269

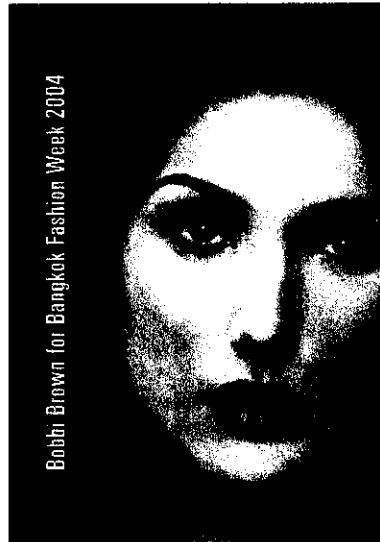
5. Bigen



Myria Benedetti

Source: (2004, January). *CLEO*. (84): 87.

6. Bobbi Brown



Sirinya Berbridge

Source: (2004, October). *CLEO*. (93): 55.

7. Calvin Klein



Charlize Theron

Source: (2004, November). *CLEO*. (94): 49.

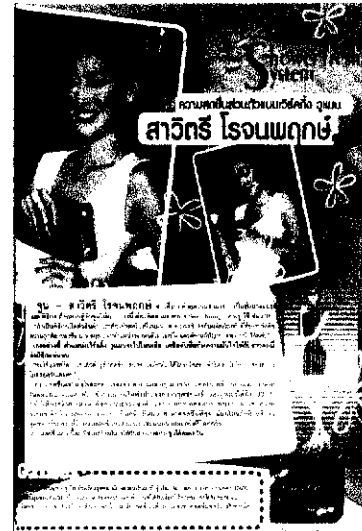
8. Carefree



8.1. Orn-anong Senawong



8.2. Passaree Kungwanpong



8.3. Sawitree Rojanapruerk

Source: 8.1. (2004, June). CLEO. (89): 131.

8.2. (2004, July). CLEO. (90): 131.

8.3. (2004, August). CLEO. (91): 125.

9. Cesar



9.1. Monlada Pongpanich



9.2. ML.Trinuch Chakrabandu



9.3. Tipanun Krairuek



9.4. Changnoi Kunchorn Na Ayudhaya

Source: 9.1. (2004, March). *CLEO*. (86): 239.

9.2. (2004, April). *CLEO*. (87): 415.

9.3. (2004, June). *CLEO*. (89): 291.

9.4. (2004, October). *CLEO*. (93): 367.

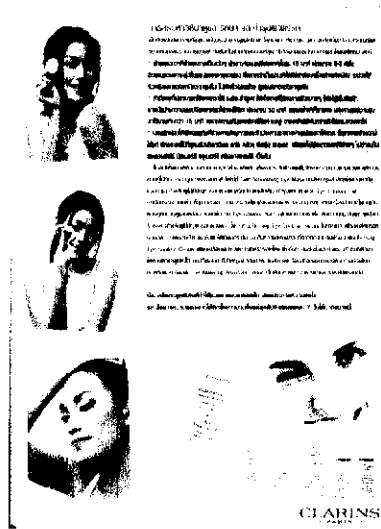
10. Chainguard



Orathai Thanajaro

Source: (2004, April). *CLEO*. (87): 417.

11. CLARINS



Pitchanart Sakakorn

Source: (2004, August). *CLEO*. (91): 81.

12. Click Entertainment



Tynie Klinnium

Source: (2004, July). *CLEO*. (90): 359.

13. CLINIC



Namthip Jongrachatawiboon

Source: (2004, December). *CLEO*. (95): 153.

14. Clorets



Jessadaporn Pholdee

Source: (2004, May). *CLEO*. (88): 135.

15. Cute Press



15.1. Araya A Harget



15.2. Angie Hesting



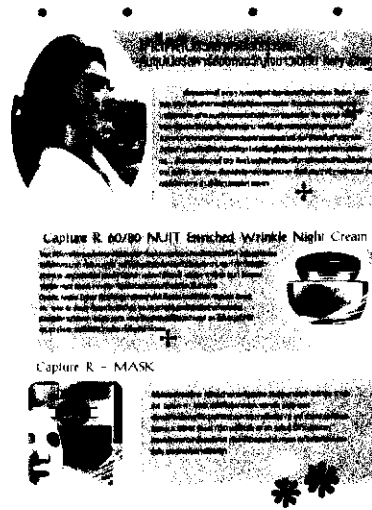
15.3. Nusaba Vanichangkul

Source: 15.1. (2004, February). *CLEO*. (85): 134-135.

15.2. (2004, March). *CLEO*. (86): 97.

15.3. (2004, June). *CLEO*. (89): 111.

16. Dior



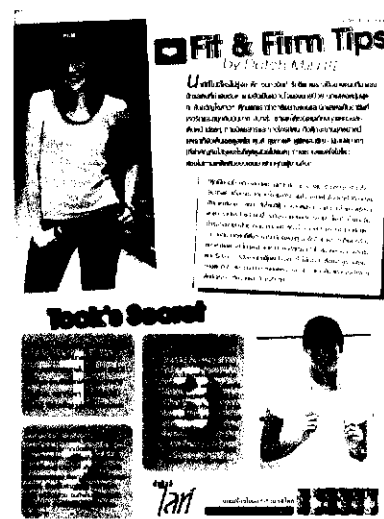
Kelly Chen

Source: (2004, October). CLEO. (93): 36.

17. Dutch Mill



17.1. Ploy Chindachote

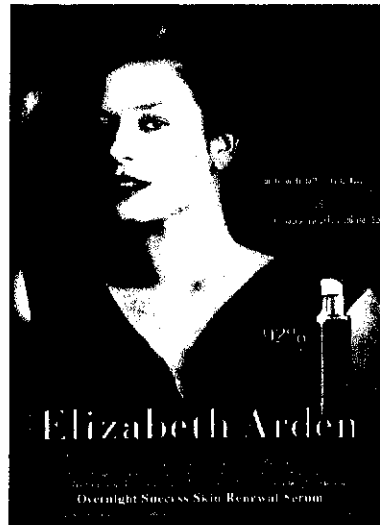


17.2. Chanokwanun Rakcheep

Source: 17.1. (2004, November). CLEO. (94): 265.

17.2. (2004, December). CLEO. (95): 145.

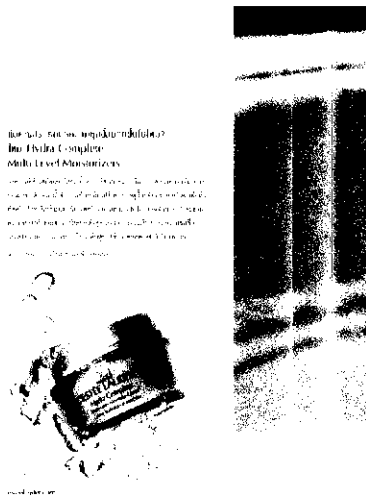
18. Elizabeth Arden



Catherine Zeta-Jones

Source: (2004, March). *CLEO*. (86): 87.

19. ESTEE LAUDER



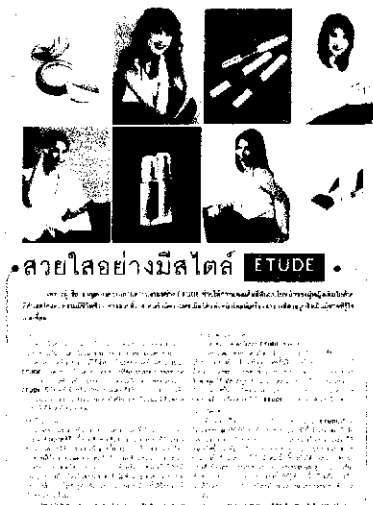
ESTEE LAUDER

19.1. Carolyn Murphy

21. ETUDE



21.1. Song Hye Kyo



21.2. Paula Taylor

Kamol Chatsen

Source: 21.1. (2004, January). *CLEO*. (84): 3721.2. (2002, March). *CLEO*. (86): 45.

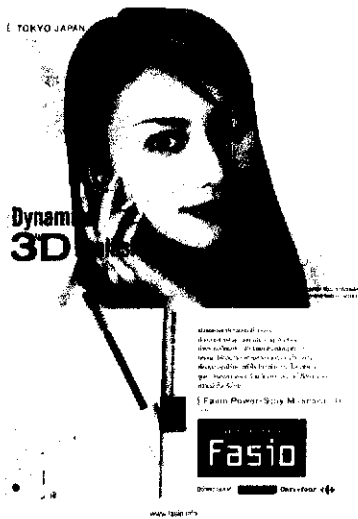
22. exte



Michelle Hunziker

Source: (2004, April). *CLEO*. (87): 157.

23. Fasio



23.1. Kuo Shibusaki



23.2. Orathai Suesrisawas



23.3. Boa

Source: 23.1. (2004, June). CLEO. (89): 301.

23.2. (2004, June). CLEO. (89): 303.

23.3. (2004, December). CLEO. (95): 177.

24. FITNE



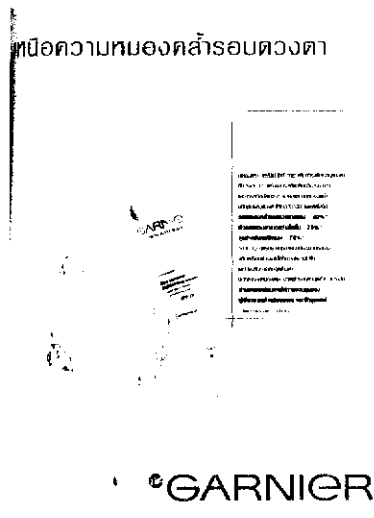
Myria Benedetti

Source: (2004, May). CLEO. (88): 369.

25. GARNIER



Wannalai Posayanont



Source: (2004, January). *CLEO*. (84): 46-47.

26. GATEAUX



Chalita Fueng-arom

Source: (2004, December). *CLEO*. (95): 167.

27. GUESS



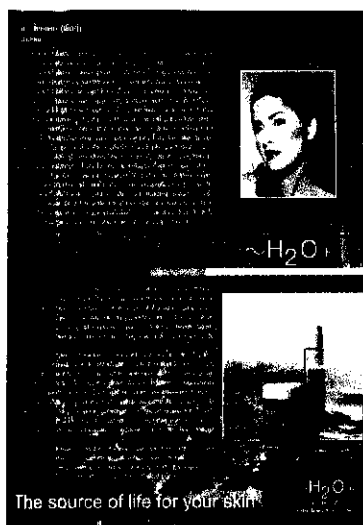
Paris Hilton

Source: (2004, November). *CLEO*. (94): 41.

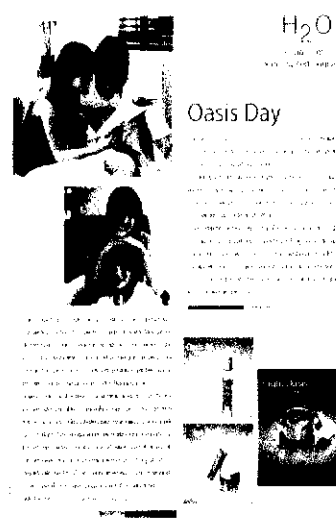
28. H2O+



28.1. Siriphan Limvijit



28.2. Savika Chaidetch



23.3. Janie Thienphosuvan

Source: 28.1. (2004, February). *CLEO*. (85): 40.

28.2. (2004, February). *CLEO*. (85): 119.

28.3. (2004, August). *CLEO*. (91): 23.

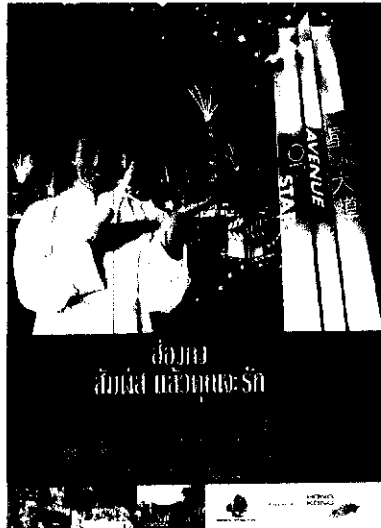
29. Hirudoid



Tanyares Ramnarong

Source: (2004, September). *CLEO*. (92): 143.

30. Hong Kong Tourism Board



Jackie Chan

Source: (2004, November). *CLEO*. (94): 231.

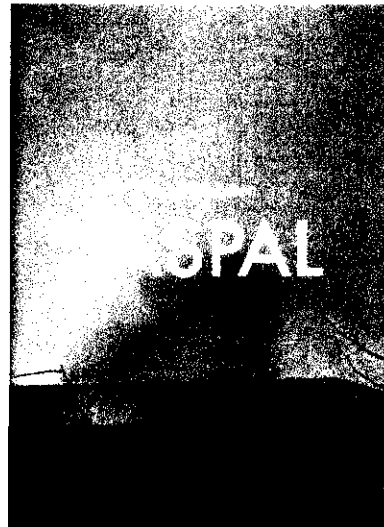
31. JASPAL



31.1. Kate Moss



31.2. Gisele Bündchen



Source: 31.1. (2004, April). *CLEO*. (87): 190-191.

31.2. (2004, October). *CLEO*. (93): 182-183.

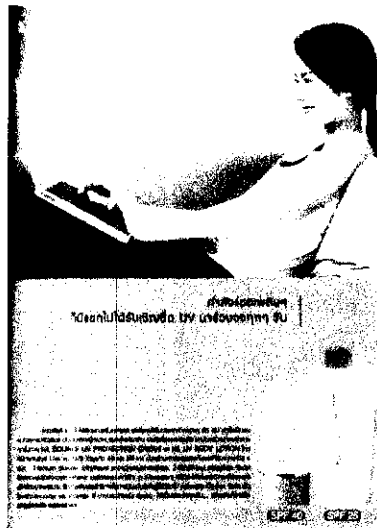
32. Jele



Woranuch Wongsawan

Source: (2004, July). *CLEO*. (90): 143.

33. KA



Khemapsorn Sirisuka

Source: (2004, January). *CLEO*. (84): 71.

34. Kanebo



34.1. Yu Yamada



34.2. Mika Nakashima



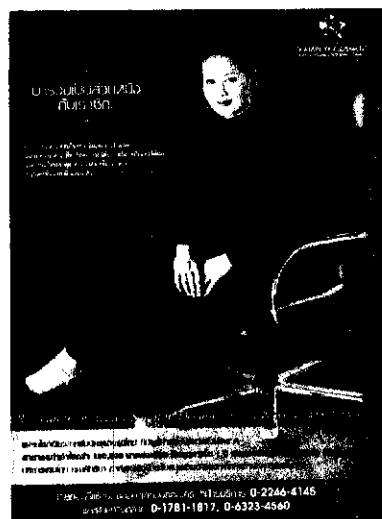
34.3. Laila Boonyasak

Source: 34.1. (2004, May). *CLEO*. (88): 35.

34.2. (2004, April). *CLEO*. (87): 35.

34.3. (2004, August). *CLEO*. (91): 275.

35. Katareya Cosmed



Katareya Karnjanaroj

Source: (2004, April). *CLEO*. (87): 437.

38. Laurier



Sujira Aroonpipat

Source: (2004, August). *CLEO*. (91): 157.

39. Lay's



Katheleeya McIntosh

Source: (2004, November). *CLEO*. (94): 349.

40. Levi's



Namthip Jongrachatawiboon

Source: (2004, July). CLEO. (90): 163.

41. Listerine

1 Day in my life
with Listerine Mouthwash

My Activity
I wake up every day with a fresh breath. I brush my teeth and use Listerine Mouthwash. I feel great and ready for my day. I go to work and meet my friends. I have a great time and enjoy every moment. I come home and take a shower. I use Listerine Mouthwash again. I feel so fresh and clean. I go to bed and dream of a bright future.

Always with me
I always have Listerine Mouthwash with me. I use it every day. I feel so fresh and clean. I love the taste and the way it makes me feel. I always have a fresh breath. I feel so good. I love Listerine Mouthwash.

Charm and Clean
I love the way Listerine Mouthwash makes me feel. I feel so fresh and clean. I love the taste and the way it makes me feel. I always have a fresh breath. I feel so good. I love Listerine Mouthwash.

Day in my life
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Always with me
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Charm and Clean
I love the way Listerine Mouthwash makes me feel. I feel so fresh and clean. I love the taste and the way it makes me feel. I always have a fresh breath. I feel so good. I love Listerine Mouthwash.

41.1. Chartydom Hirunyathiti

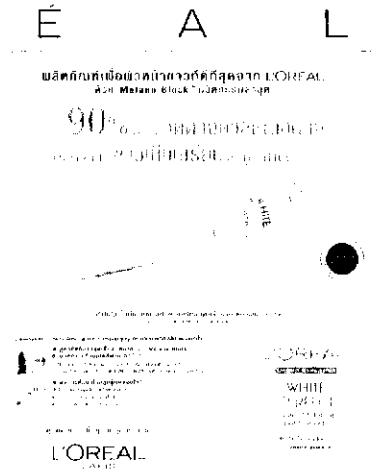
41.2. Kriteera Inponvichit

41.3. Puwanart Kunpalin

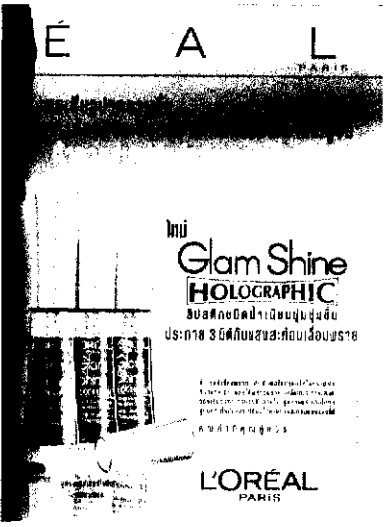
43. L'OREAL



43.1. Areeya Sirisoda

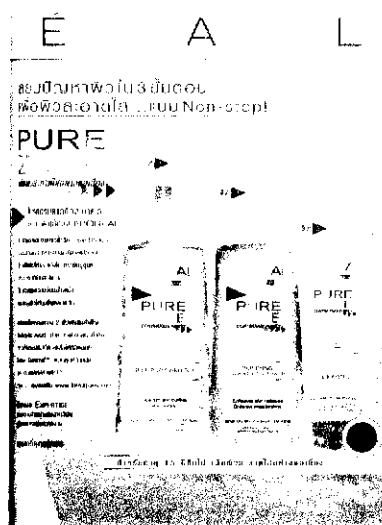


43.2. Laetitia Casta

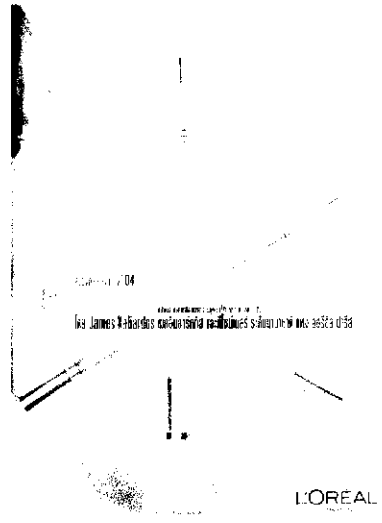


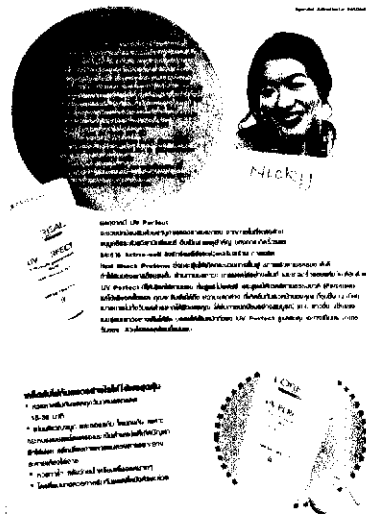


43.3. Natalia Vodianova



43.4. Virginia Ledoyen





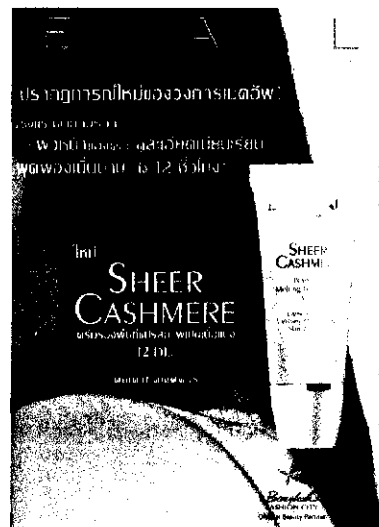
43.5. Garanick Thongpium



43.6. Ajchariya Sinrachatnon



43.7. Natalie Imbruglia

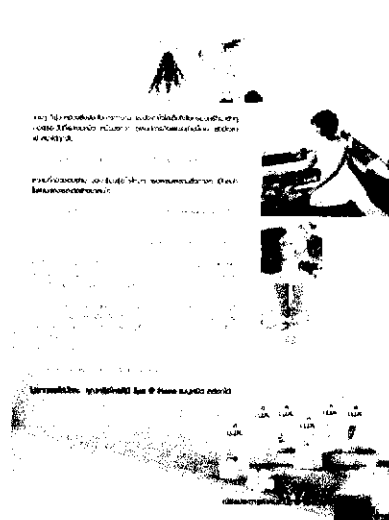


- Source: 43.1. (2004, February). *CLEO*. (85): 48-49.
 43.2. (2004, February). *CLEO*. (85): 66-67.
 43.3. (2004, March). *CLEO*. (86): 88-89.
 43.4. (2004, April). *CLEO*. (87): 40-41.
 43.5. (2004, April). *CLEO*. (87): 261.
 43.6. (2004, September). *CLEO*. (92): 199.
 43.7. (2004, September). *CLEO*. (92): 194-195.

44. LUX



Lalita Sasiprapa



Source: (2004, February). *CLEO*. (85): 122-123.

45. MAJOR BOWL



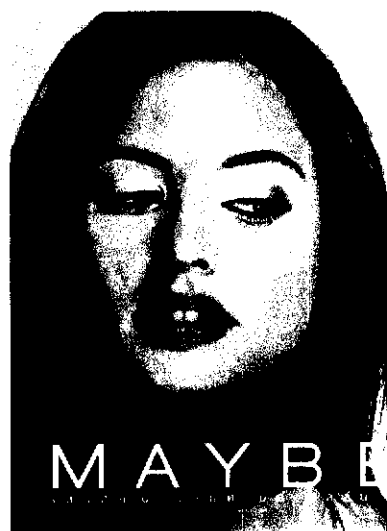
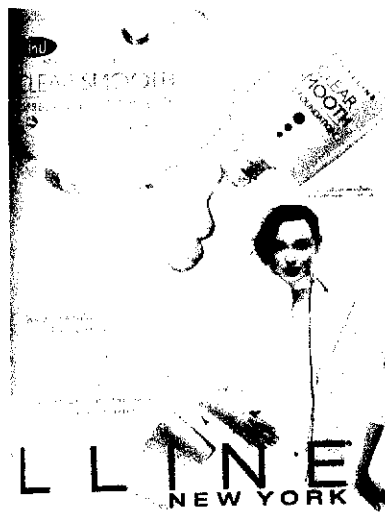
Paula Taylor

Source: (2004, September). *CLEO*. (92): 221.

46. MAYBELLINE



46.1. Alexa Vega



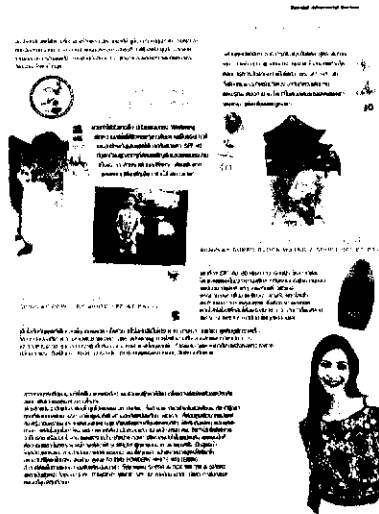
46.2. Josie Marun



Source: 46.1. (2004, February). *CLEO*. (85): 106-107.

46.2. (2004, September). *CLEO*. (92): 36-37.

47. MENTHOLATUM



Intira Dangjumroon

Source: (2004, May). *CLEO*. (88): 291.

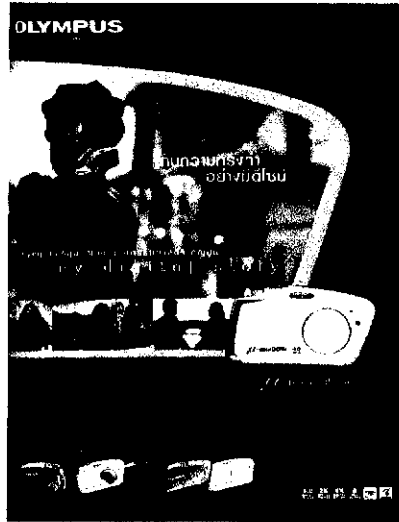
48. OAKLEY



James Stewart

Source: (2004, April). *CLEO*. (87): 323.

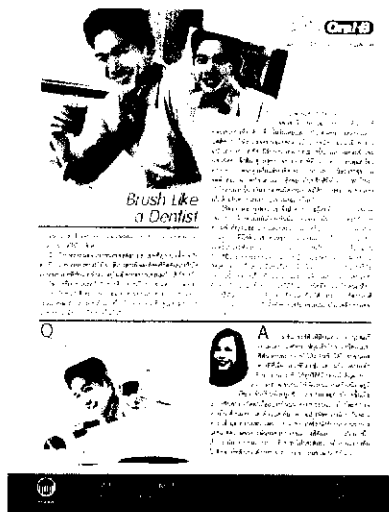
49. OLYMPUS



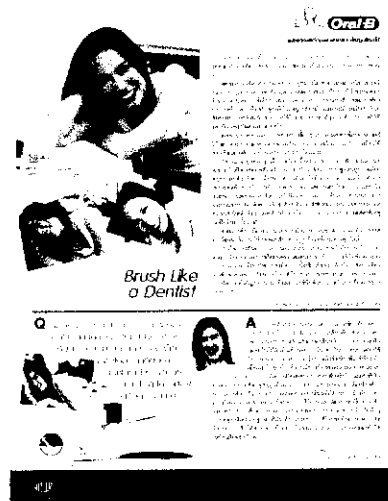
Jun Jihyun

Source: (2004, December). *CLEO*. (95): 43.

50. Oral B



50.1. Nop Pornchamni



50.2. Ploy Chindachote

Source: 50.1. (2004, April). *CLEO*. (87): 413.

50.2. (2004, May). *CLEO*. (88): 145.

51. ORIENTAL PRINCESS



Monlada Pongpanich

ผลิตภัณฑ์จากธรรมชาติ

ผลิตภัณฑ์จากธรรมชาติที่คัดสรรมาอย่างดีจากธรรมชาติที่อุดมไปด้วยวิตามินและแร่ธาตุที่มีประโยชน์ต่อผิวของคุณ

(Panasonic G-men)

- ให้ความชุ่มชื้น - ช่วยเพิ่มความชุ่มชื้นให้กับผิวของคุณ
- ให้ความอ่อนนุ่ม - ช่วยเพิ่มความอ่อนนุ่มให้กับผิวของคุณ
- ให้ความนุ่มนวล - ช่วยเพิ่มความนุ่มนวลให้กับผิวของคุณ
- ให้ความนุ่มนวล - ช่วยเพิ่มความนุ่มนวลให้กับผิวของคุณ
- ให้ความนุ่มนวล - ช่วยเพิ่มความนุ่มนวลให้กับผิวของคุณ
- ให้ความนุ่มนวล - ช่วยเพิ่มความนุ่มนวลให้กับผิวของคุณ

Source: (2004, May). *CLEO*. (88): 108-109.

52. Panasonic

นวัตกรรม

Panasonic X66 2 ล้านพิกเซล... ไร้ขีดจำกัด

66

Panasonic

Jay Chou

Source: (2004, June). *CLEO*. (89): 183.

53. PAYOT

Advertisement for Payot featuring three women's faces at the top. Below them is a row of various Payot product bottles. The text is in Thai, describing the benefits of the products for skin care.

53.1. Chalita Fueng-arom
Indhira Kotcharug

Advertisement for Payot featuring a woman's face on the left and a product bottle on the right. The text is in Thai, highlighting the effectiveness of the product.

53.2. ML. Trinuch Chakrabandu

Advertisement for Payot featuring a woman's face on the right and a product bottle on the left. The text is in Thai, providing information about the product's ingredients and usage.

53.3. Wannasa Thongviset
Premsinee Ratanasopa
Pakamon Juengpaisarn

Advertisement for Payot featuring a woman's face on the right and a product bottle on the left. The text is in Thai, emphasizing the product's benefits for skin health.

53.4. Sirinuch Rojanasthien

Top 5 Products

2

PAYOT

3

PAYOT

4

PAYOT

5

PAYOT

53.5. Siriphan Limvijit

PAYOT

PAYOT

PAYOT

PAYOT

PAYOT

Akhamsiri Suwanasuk

Source: 53.1. (2004, April). *CLEO*. (87): 145.

53.2. (2004, July). *CLEO*. (90): 63.

53.3. (2004, August). *CLEO*. (91): 109.

53.4. (2004, November). *CLEO*. (94): 87.

53.5. (2004, December). *CLEO*. (95): 132-133.

54. POND'S

2

POND'S

54.1. Charina Sirisinha

Girl's Spy

POND'S

54.2. Taksorn Paksookcharoen

Source: 54.1. (2004, March). *CLEO*. (86): 298-299.

54.2. (2004, June). *CLEO*. (89): 290.

55. PURE&MILD



Woranuch Wongsawan

Source: (2004, February). *CLEO*. (85): 137.

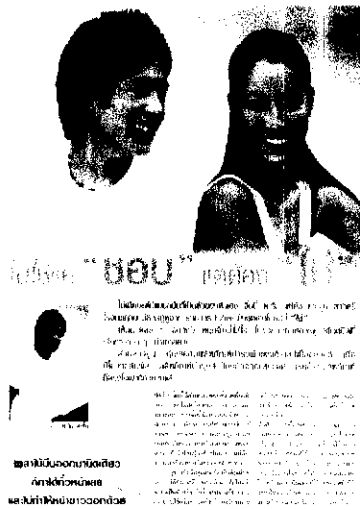
56. Rexona



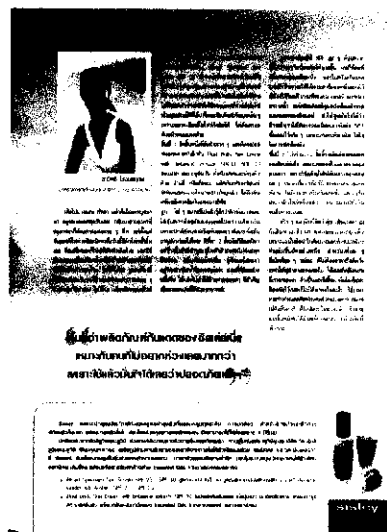
Nadia Nimitvanich

Source: (2004, May). *CLEO*. (88): 112.

57. sisley



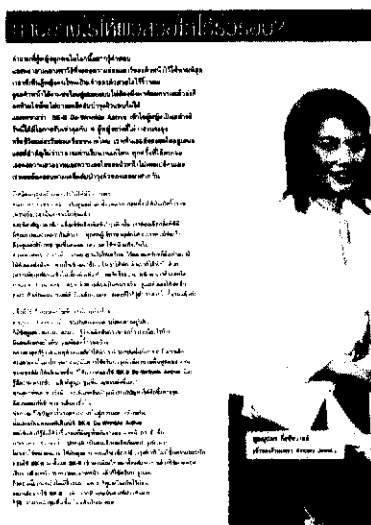
Tawan Sae-Tang



Sawitree Rojanapruerk

Source: (2004, April). CLEO. (87): 38-39.

58. SK-II

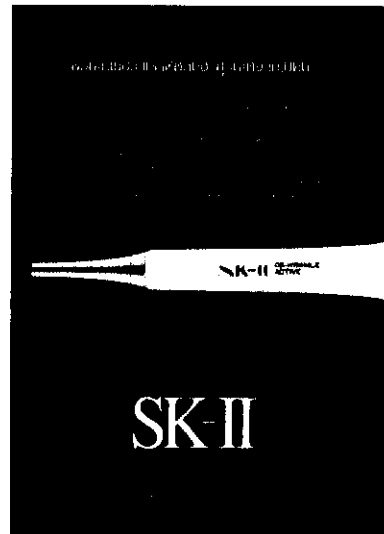


58.1. Buppha Kingchatchawal
Supornthip Choungangsri
Inthira Thanavisut





58.2. Kaori Momoi



58.3. Sopicdnapa Dabbaransi



Source: 58.1. (2004, January). *CLEO*. (84): 78-79.

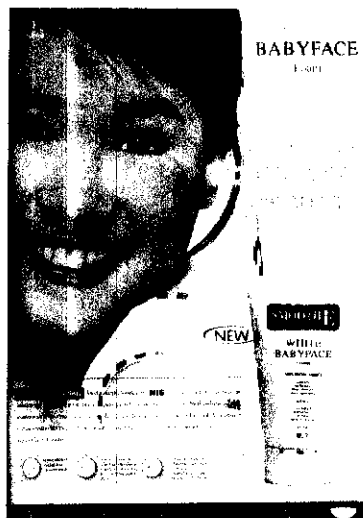
58.2. (2004, January). *CLEO*. (84): 80-81.

58.3. (2004, March). *CLEO*. (86): 182-183.

59. SMOOTH E



59.1. Kathaleeya McIntosh



59.2. Siriyakorn Pukkaves



59.3. Marsha Wattanapanich

Source: 59.1. (2004, January). *CLEO*. (84): 49.

59.2. (2004, March). *CLEO*. (86): 141.

59.3. (2004, November). *CLEO*. (94): 81.

60. still



Jennifer Lopez

Source: (2004, February). *CLEO*. (85): 339.

61. SWENSEN'S



61.1. Mike Kingpayom



61.2. Tawan Sae-Tang

Source: 61.1. (2004, May). *CLEO*. (88): 349.

61.2. (2004, September). *CLEO*. (92): 381.

62. SYSTEMA

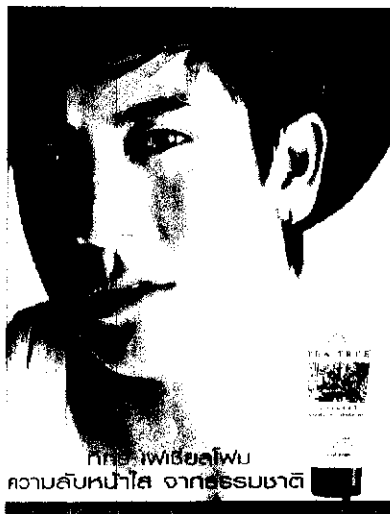


Myria Benedetti

Somchai Khemklad

Source: (2004, November). *CLEO*. (94): 187.

63. TEA TREE



Jessadaporn Pholdee

Source: (2004, August). CLEO. (91): 55.

64. TOYOTA



Pitta Na Ranong

Source: (2004, December). CLEO. (95): 406-407.

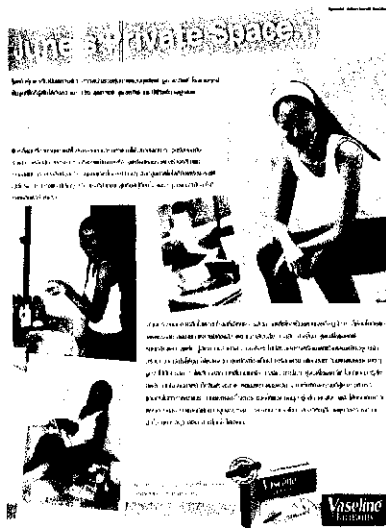
65. TOMMY HILFIGER



Beyonce Knowles

Source: (2004, October). *CLEO*. (93): 31.

66. Vaseline



Sawitree Rojanapruek

Source: (2004, September). *CLEO*. (92): 313.

67. Za NEW YORK



Clare Danes

Source: (2004, February). *CLEO*. (85): 59.

CELEBRITIES ADVERTISEMENTS
FROM FOR HIM MAGAZINE (FHM) 2004

1. adidas



David Trezeguet

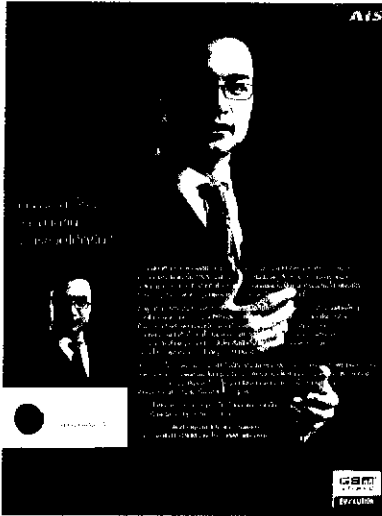
Djibril Cisse

Javier Saviola

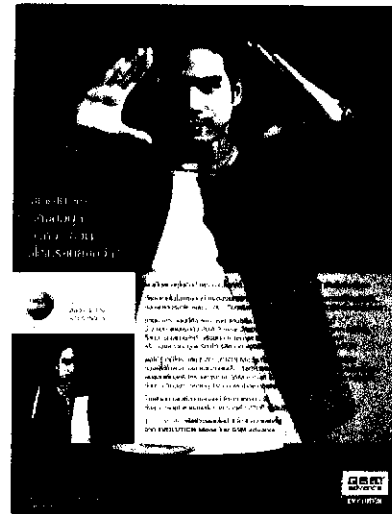
Hernan Crespo

Source: (2004, February). *FOR HIM MAGAZINE*. (10): 5.

2. AIS



2.1. Jate Sopidpongsathorn



2.2. Teerapat Satjakul

Source: 2.1. (2004, July). *FOR HIM MAGAZINE*. (15): 69.

2.2. (2004, July). *FOR HIM MAGAZINE*. (15): 71.

3. HONDA



3.1. Patcharapa Chaichue
Rattapoom Tokongsub



3.2. Sornram Thepphitak
Somchai Khemklad

Source: 3.1. (2004, May). *FOR HIM MAGAZINE*. (13): 6.

3.2. (2004, June). *FOR HIM MAGAZINE*. (14): 4.

4. MAJOR BOWL



Paula Taylor

Source: (2004, July). *FOR HIM MAGAZINE*. (15): 203.

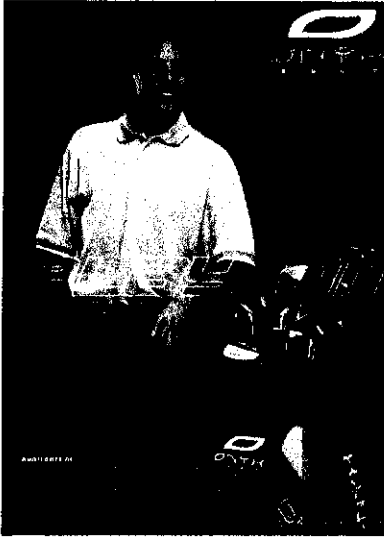
5. OAKLEY



James Stewart

Source: (2004, July). *FOR HIM MAGAZINE*. (15): 35.

6. ONYX



6.1. Phasson Sarinthu



6.2. Angsana Buranant

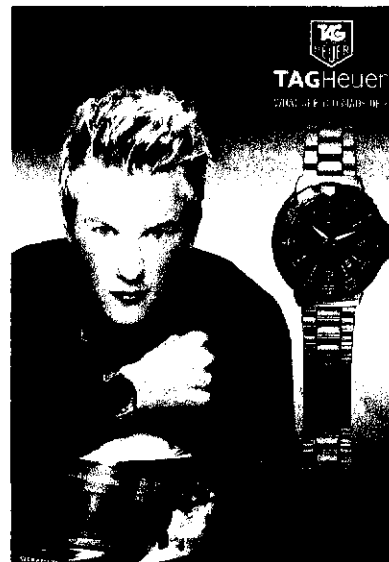
Source: 6.1. (2004, January). *FOR HIM MAGAZINE*. (9): 8.

6.2. (2004, March). *FOR HIM MAGAZINE*. (11): 145.

7. TAG Heuer



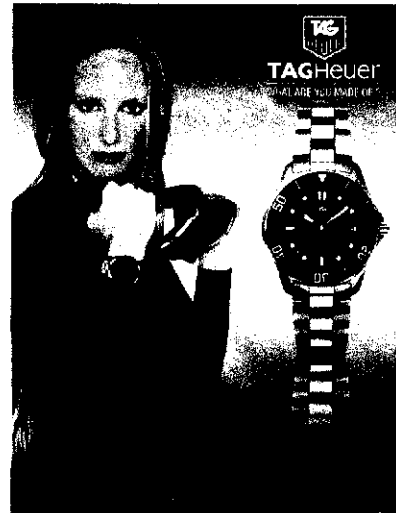
7.1. Tiger Wood



7.2. Kimi Raikkonen



7.3. Ines Sastre



7.4. Tanya Steeter

Source: 7.1. (2004, January). *FOR HIM MAGAZINE*. (9): 164.

7.2. (2004, February). *FOR HIM MAGAZINE*. (10): 164.

7.3. (2004, March). *FOR HIM MAGAZINE*. (11): 196.

7.4. (2004, May). *FOR HIM MAGAZINE*. (13): 212.

8. TOYOTA



8.1. Charkrit Yamnam



8.2. Saharat Sangkhapreecha

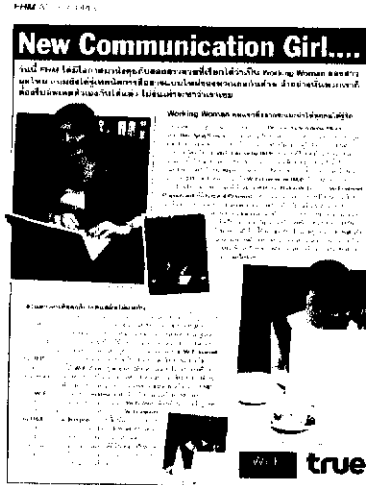


Sarah Malakul Lane

Source: 8.1. (2004, January). *FOR HIM MAGAZINE*. (9): 69.

8.2. (2004, March). *FOR HIM MAGAZINE*. (11): 2.

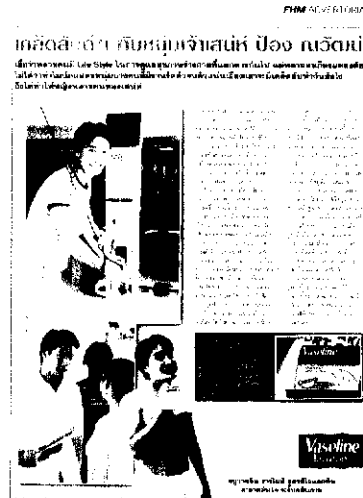
9. TRUE



Tipayanipa Samalabha

Source: (2004, October). *FOR HIM MAGAZINE*. (18): 90.

10. Vaseline



Nawat Kulrattanak

Source: (2004, August). *FOR HIM MAGAZINE*. (16): 117.

APPENDIX B

TABLE 8 THE TYPES OF CELEBRITIES ENDORSED BRANDS IN CLEO 2004.

No.	Brands	No.	Celebrities	Types of Celebrities				Remark
				ST	SP	HP	OT	
1.	atimemedia	1.	Akkarapon Thanavitvilas	/				DJ, TV Host
		2.	Sunisa Sookboonsung	/				DJ, TV Host
		3.	Ake Krissanawarin	/				DJ
		4.	Vissava Kijtankajorn	/				DJ
		5.	Piyawat Khempetch	/				DJ
		6.	Krit Sripoonsate	/				DJ, MC, Singer
		7.	Puwanart Kunpalin	/				DJ, Singer
		8.	Wuthitorn Milinhajinda	/				DJ, TV Host
		9.	Samapol Piyapongsiri	/				DJ, TV Host
		10.	Nitichai Yotamornsunthorn	/				DJ, Actor
		11.	Sherman Boonyasak	/				DJ, Actress, Model
2.	Babi Mild	12.	Jamie Bouher	/				Actress
		13.	Janie Thienphosuvan	/				Actress
3.	BEAUTE de KOSE	14.	Hana Kaposawa	/				Model
4.	Besta	15.	Natepreeya Chumchaiyo	/				TV Host
5.	Bigen	16.	Myria Benedetti	/				TV Host, Singer, Actress
		17.	Sirinya Berbridge	/				Model, Actress
7.	Calvin Klein	18.	Charlize Theron	/				Actress
8.	Carefree	19.	Orn-anong Senawong			/		Columnist
		20.	Passaree Kungwanpong	/				Model, Actress
		21.	Sawitree Rojanapruet	/				TV Host
		22.	Monlada Pongpanich			/		Furniture Shop Owner
9.	Cesar	23.	ML.Trinuch Chakrabandu				/	Officer, TV Host
		24.	Tipanun Krairuek			/		Designer
		25.	Changnoi Kunchorn Na Ayudhaya				/	Account Executive, DJ
10.	Chainguard	26.	Orathai Thanajaro			/		Politician
11.	CLARINS	27.	Pitchanart Sakakorn	/				Actress, TV Host
12.	Click Entertainment	28.	Tynie Klinnium	/				Actress
13.	CLINIC	29.	Namthip Jongrachatawiboon	/				Actress, Singer, Model
		30.	Jessadaporn Pholdee	/				Actor
14.	Clorets	31.	Araya A Harget	/				Actress
		32.	Angie Hesting	/				Actress, VJ

TABLE 8 (continued)

No.	Brands	No.	Celebrities	Types of Celebrities				Remark
				ST	SP	HP	OT	
		33.	Nusaba Vanichangkul	/				Actress
16.	Dior	34.	Kelly Chen	/				Actress
17.	Dutch Mill	35.	Ploy Chindachote	/				Actress
		36.	Chanokwanun Rakcheep	/				Actress, Model
18.	Elizabeth Arden	37.	Catherine Zeta- Jones	/				Actress
19.	ESTEE LAUDER	38.	Carolyn Murphy	/				Model
		39.	Liya Kebede	/				Model
20.	ettusais	40.	Passaree Kungwanpong	/				Model, Actress
21.	ETUDE	41.	Song Hye Kyo	/				Actress
		42.	Paula Taylor	/				Model, Actress, VJ
		43.	Kamol Chatsen	/				Make-up Artist
22.	exte	44.	Michelle Hunziker	/				Model
23.	Fasio	45.	Kuo Shibasaki	/				Actress
		46.	Orathai Suesrisawas	/				Actress
		47.	Boa	/				Singer
24.	Fitne	48.	Myria Benedetti	/				TV Host, Singer
								Actress
25.	GARNIER	49.	Wanvalai Posayanont	/				Actress
26.	GATEAUX	50.	Chalita Fueng-arom	/				Actress
27.	GUESS	51.	Paris Hilton				/	Hotel Owner, Model
28.	H2O+	52.	Siriphan Limvichit	/				Actress
		53.	Savika Chaidetch	/				Actress
		54.	Janie Thienphosuvan	/				Actress
29.	Hirudoid	55.	Tanyares Ramnarong	/				Actress
30.	Hong Kong Tourism Board	56.	Jackie Chan	/				Actor
31.	JASPAL	57.	Kate Moss	/				Model
		58.	Gisele Bündchen	/				Model
32.	Jele	59.	Woranuch Wongsawan	/				Actress
33.	KA	60.	Khemapsorn Sirisukha	/				Actress
34.	Kanebo	61.	Yu Yamada	/				Actress, Model
		62.	Mika Nakashima	/				Singer
		63.	Sherman Boonyasak	/				DJ, Actress
35.	Katareya Cosmed	64.	Katareya Karnjanaraj	/				Actress, TV Host

TABLE 8 (continued)

No.	Brands	No.	Celebrities	Types of Celebrities				Remark	
				ST	SP	HP	OT		
36.	LACTACYD	65.	Angie Hesting	/				Actress, VJ	
		66.	Sandra Mavro	/				Singer	
		67.	Sririt Jensen	/				Actress, Model	
37.	LANCOME	68.	Elizabeth Jagger	/				Model	
38.	Laurier	69.	Sujira Aroonpipat	/				Miss Thailand, TV Host, Actress	
39.	Lay's	70.	Katheleeya McIntosh	/				Actress, Model, TV Host	
40.	Levi's	71.	Namthip Jongrachatawiboon	/				Actress, Singer, Model	
41.	Listerine	72.	Chatyodom Hirunyathiti	/				Actor	
		73.	Kritteera Inponvichit	/			/	Hi-so + TV Host	
		74.	Puwanart Kunpalin	/				DJ, Singer	
		75.	Teeradetch Wongpuapan	/				Actor	
		76.	Sarah Malakul Lane	/				Model, Actress	
42.	Lite Sugar	77.	Nana Reibena	/				DJ, Actress	
43.	L'OEAL	78.	Areeya Sirisoda	/				Miss Thailand, Columnist	
		79.	Laetitia Casta	/				Model	
		80.	Natalia Vodianova	/				Model	
		81.	Virginie Ledoyen	/				Model	
		82.	Garanick Thongpiam	/				VJ	
		83.	Ajchariya Sinratchatanon	/				DJ	
		84.	Natalie Imbruglia	/				Singer	
		44.	LUX	85.	Lalita Sasiprapa	/			Actress, Model
		45.	Major Bowl	86.	Paula Taylor	/			Model, Actress, VJ
		46.	MAYBELLINE	87.	Alexa Vega	/			
88.	Josie Marun			/				Model	
47.	MENTHOLATUM	89.	Intira Dangjumroon	/				Actress	
48.	OAKLEY	90.	James Stewart		/			Racer	
49.	OLYMPUS	91.	Jun Jihyun	/				Actress	
50.	Oral B	92.	Nop Pornchamni	/				Singer	
		93.	Ploy Chindachote	/				Actress	
51.	ORIENTAL PRINCESS	94.	Monlada Pongpanich			/		Furniture shop Owner	
52.	Panasonic	95.	Jay Chou	/				Singer	

TABLE 8 (continued)

No.	Brands	No.	Celebrities	Types of Celebrities				Remark
				ST	SP	HP	OT	
53.	PAYOT	96.	Chalita Fueng-arom	/				Actress
		97.	Indhira Kotcharug			/		Officer
		98.	ML.Trinuch Chakrabandu				/	Officer, TV Host
		99.	Wannasa Thongviset	/				Actress
		100.	Premsee Ratanasopa	/				Actress
		101.	Pakamon Juengpaisarn	/				Actress
		102.	Sirinuch Rojanasthien				/	School Owner, DJ
		103.	Sirphan Limvijit	/				Actress
		104.	Akhamsiri Suwanasuk	/				Actress
		54.	POND' S	105.	Charina Sirisinha	/		
106.	Taksaorn Paksookcharoen			/				Actress
55.	PURE & MILD	107.	Woranuch Wongsawan	/				Actress
56.	Rexona	108.	Nadia Nimitvanich	/				Actress, VJ
57.	sisley	109.	Tawan Sae-Tang	/				TV Host, Actor
		110.	Sawitree Rojanapruet	/				TV Host, Model
58.	SK-II	111.	Buppha Kingchatchawal			/		Jewellery shop Owner
		112.	Supornthip Choungangsri			/		PR
		113.	Inthira Thanavisut			/		Website Owner
		114.	Kaori Momoi	/				Actress
		115.	Sopidnapa Dabbaransri				/	PR, Actress
59.	SMOOTHE E	116.	Kathaleeya McIntosh	/				Actress, TV Host
		117.	Siriyakorn Pukkaves	/				Actress, TV Host
		118.	Marsha Wathanapanich	/				Actress, Singer
60.	still	119.	Jennifer Lopez	/				Singer, Actress
61.	SWENSEN'S	120.	Mike Kingpayom	/				Model
		121.	Tawan Sae Tang	/				TV Host, Actor
62.	SYSTEMA	122.	Myria Benedetti	/				TV Host, Singer
								Actress
		123.	Somchai Khemklad	/				Actor
63.	TEA TREE	124.	Jessadaporn Pholdee	/				Actor
64.	TOYOTA	125.	Pitta Na Ranong	/				VJ, Model
65.	TOMMY HILFIGER	126.	Beyonce Knowles	/				Singer
66.	Vaseline	127.	Sawitree Rojanapruet	/				TV Host
67.	Za New York	128.	Clare Danes	/				Actress
			TOTAL	111	1	9	7	<u>128</u>

TABLE 9 THE TYPES OF CELEBRITIES ENDORSED BRANDS IN FHM 2004.

No.	Brands	No.	Celebrities	Types of Celebrities			Remark
				ST	SP	HP	
1.	adidas	1.	David Trezeguet		/		Soccer Players
		2.	Djibril Cisse		/		Soccer Players
		3.	Javier Saviola		/		Soccer Players
		4.	Hernan Crespo		/		Soccer Players
2.	AIS	5.	Jate Sopidpongsathorn			/	Business Owner
		6.	Teerapat Satjakul	/			Actor, Singer
3.	HONDA	7.	Patcharapa Chaichue	/			Actress
		8.	Rattapoom Tokongsub	/			Model
		9.	Sornram Thepphitak	/			Actor
		10.	Somchai Khemklad	/			Actor
4.	MAJOR BOWL	11.	Paula Taylor	/			Model, Actress, VJ
5.	OAKLEY	12.	James Stewart		/		Racer
6.	ONYX	13.	Phasson Sarinthu	/			Actor
		14.	Angsana Buranant	/			Model
7.	TAG Heuer	15.	Tiger Wood		/		Golfer
		16.	Kimi Raikkonen		/		Karting Championship
		17.	Ines Sastre	/			Model
8.	TOYOTA	18.	Tanya Steeter		/		Free diver
		19.	Charkrit Yamnam	/			Actor, TV Host
		20.	Saharat Sangkhapreecha	/			Singer, Actor
		21.	Sarah Malakul Lane	/			Model, Actress
9.	TRUE	22.	Tipyanipa Samalabha			/	Lecturer
10.	Vaseline	23.	Nawat Kulrattanak	/			Actor
			TOTAL	13	8	2	<u>23</u>

Note: ST - Star Endorsers

SP - Sports Endorsers

HP - High Profile Endorsers

OT - Other Endorsers

TABLE 10 THE CELEBRITIES' ENDORSING MODES IN CLEO 2004.

No.	Brands	No.	Celebrities	Endorsing Modes		
				Explicit Mode	Implicit Mode	Co-Present Mode
1.	atimemedia	1.	Akkarapon Thanavitvilas			/
		2.	Sunisa Sookboonsung			/
		3.	Ake Krissanawarin			/
		4.	Vissava Kijtanjorn			/
		5.	Piyawat Khempetch			/
		6.	Krit Sripoomsate			/
		7.	Puwanart Kunpalin			/
		8.	Wuthitorn Milinthajinda			/
		9.	Samapol Piyapongsiri			/
		10.	Nitichai Yotamornsunthorn			/
		11.	Sherman Boonyasak			/
2.	Babi Mild	12.	Jamie Bouher	/		
		13.	Janie Thienphosuvan	/		
3.	BEAUTE de KOSE	14.	Hana Kaposawa	/		
4.	Besta	15.	Natepreeya Chumchaiyo	/		
5.	Bigen	16.	Myria Benedetti	/		
6.	Bobbi Brown	17.	Sirinya Berbridge			/
7.	Calvin Klein	18.	Charlize Theron			/
8.	Carefree	19.	Orm-anong Senawong		/	
		20.	Passaree Kungwanpong		/	
		21.	Sawitree Rojanapruek		/	
		22.	Monlada Pongpanich		/	
		23.	ML.Trinuch Chakrabandu		/	
9.	Cesar	24.	Tipanun Krairuek		/	
		25.	Changnoi Kunchorn Na Ayudhaya		/	
		26.	Orathai Thanajaro	/		
11.	CLARINS	27.	Pitchanart Sakakorn		/	
12.	Click Entertainment	28.	Tynie Klinnium	/		
13.	CLINIC	29.	Namthip Jongrachatawiboon	/		
14.	Clorets	30.	Jessadaporn Pholdee		/	
15.	Cute Press	31.	Araya A Harget	/		
		32.	Angie Hesting	/		
		33.	Nusaba Vanichangkul	/		
16.	Dior	34.	Kelly Chen		/	

TABLE 10 (continued)

No.	Brands	No.	Celebrities	Endorsing Modes		
				Explicit Mode	Implicit Mode	Co-Present Mode
17.	Dutch Mill	35.	Ploy Chindachote	/		
		36.	Chanokwanun Rakcheep	/		
18.	Elizabeth Arden	37.	Catherine Zeta- Jones	/		
19.	ESTEE LAUDER	38.	Carolyn Murphy	/		
		39.	Liya Kebede	/		
20.	eltusais	40.	Passaree Kungwanpong		/	
21.	ETUDE	41.	Song Hye Kyo	/		
		42.	Paula Taylor		/	
		43.	Kamol Chatsen		/	
22.	exte	44.	Michelle Hunziker	/		
23.	Fasio	45.	Kuo Shibasaki	/		
		46.	Orathai Suesrisawas		/	
		47.	Boa	/		
24.	Fitne	48.	Myria Benedetti	/		
25.	GARNIER	49.	Wanvalai Posayanont	/		
26.	GATEAUX	50.	Chalita Fueng-arom		/	
27.	GUESS	51.	Paris Hilton			/
28.	H2O+	52.	Siriphan Limvichit		/	
		53.	Savika Chaidetch		/	
		54.	Janie Thienphosuvan		/	
29.	Hirudoid	55.	Tanyares Ramnarong	/		
30.	Hong Kong Tourism Board	56.	Jackie Chan	/		
31.	JASPAL	57.	Kate Moss			/
		58.	Gisele Bündchen			/
32.	Jele	59.	Woranuch Wongsawan	/		
33.	KA	60.	Khemapsorn Sirisukha	/		
34.	Kanebo	61.	Yu Yamada	/		
		62.	Mika Nakashima	/		
		63.	Sherman Boonyasak	/		
35.	Katareya Cosmed	64.	Katareya Karnjanaroj		/	
36.	LACTACYD	65.	Angie Hesting			/
		66.	Sandra Mavro			/
		67.	Sririt Jensen	/		
37.	LANCOME	68.	Elizabeth Jagger	/		
38.	Laurier	69.	Sujira Aroonpipat		/	

TABLE 10 (continued)

No.	Brands	No.	Celebrities	Endorsing Modes		
				Explicit Mode	Implicit Mode	Co-Present Mode
39.	Lay's	70.	Katheleeya McIntosh	/		
40.	Levi's	71.	Namthip Jongrachatawiboon		/	
41.	Listerine	72.	Chatyodom Hirunyathiti		/	
		73.	Kritteera Inponvichit		/	
		74.	Puwanart Kunpalin		/	
		75.	Teeradetch Wongpuapan		/	
		76.	Sarah Malakul Lane		/	
42.	Lite Sugar	77.	Nana Reibena		/	
43.	L'OEAL	78.	Areeya Sirisoda	/		
		79.	Laetitia Casta	/		
		80.	Natalia Vodianova	/		
		81.	Virginie Ledoyen	/		
		82.	Garanick Thongpam	/		
		83.	Ajchariya Sinratchatanon	/		
		84.	Natalie Imbruglia		/	
44.	LUX	85.	Lalita Sasiprapa		/	
45.	MAJOR BOWL	86.	Paula Taylor	/		
46.	MAYBELLINE	87.	Alexa Vega	/		
		88.	Josie Marun	/		
47.	MENTHOLATUM	89.	Intira Dangjumroon		/	
48.	OAKLEY	90.	James Stewart	/		
49.	OLYMPUS	91.	Jun Jihyun	/		
50.	Oral B	92.	Nop Pornchamni	/		
		93.	Ploy Chindachote	/		
51.	ORIENTAL PRINCESS	94.	Monlada Pongpanich		/	
52.	Panasonic	95.	Jay Chou	/		
53.	PAYOT	96.	Chalita Fueng-arom		/	
		97.	Indhira Kotcharug		/	
		98.	ML.Trinuch Chakrabandu		/	
		99.	Wannasa Thongviset		/	
		100.	Premsee Ratanasopa		/	
		101.	Pakamon Juengpaisarn		/	
		102.	Sirinuch Rojanasthien		/	
		103.	Siriphan Limvijit		/	
		104.	Akhamsiri Suwanasuk		/	

TABLE 12 THE TYPES OF CELEBRITIES ENDORSED PRODUCT CATEGORIES IN CLEO 2004

Product Categories	Brands	No.	Celebrities	Types of Celebrities			
				ST	SP	HP	OT
PERSONAL CARE	Babi Mild	1.	Jamie Bouher	/			
		2.	Janie Thienphosuvan	/			
	Bigen	3.	Myria Benedetti	/			
		Carefree	4.	Orn-anong Senawong			/
	5.		Passaree Kungwanpong	/			
	CLINIC	6.	Sawitree Rojanapruek	/			
		LACTACYD	7.	Namthip	/		
				Jongrachatawiboon			
		8.	Angie Hesting	/			
		9.	Sandra Mavro	/			
	Laurier	10.	Sriritra Jensen	/			
		Listerine	11.	Sujira Aroonpipat	/		
	12.		Chatyodom Hirunyathiti	/			
		13.	Kritteera Inponvichit				/
		14.	Puwanart Kunpalin	/			
		15.	Teeradetch Wongpuapan	/			
	LUX	16.	Sarah Malakul Lane	/			
		Oral B	17.	Lalita Sasiprapa	/		
	18.		Nop Pornchamni	/			
	Rexona	19.	Ploy Chindachote	/			
	SYSTEMA	20.	Nadia Nimitvanich	/			
		21.	Myria Benedetti	/			
	TEA TREE	22.	Somchai Khemklad	/			
		Vaseline	23.	Jessadaporn Pholdee	/		
24.	Sawitree Rojanapruek		/				
			<u>22</u>	<u>0</u>	<u>1</u>	<u>1</u>	
SKINCARE AND COSMETICS	BEAUTE de KOSE	1.	Hana Kaposawa	/			
		2.	Sirinya Berbridge	/			
	CLARINS	3.	Pitchanart Sakakorn	/			
		Cute Press	4.	Araya A Harget	/		
	5.		Angie Hesting	/			
		6.	Nusaba Vanichangkul	/			
	Dior	7.	Kelly Chen	/			
	Elizabeth Arden	8.	Catherine Zeta- Jones	/			
	ESTEE LAUDER	9.	Carolyn Murphy	/			
		10.	Liya Kebede	/			

TABLE 12 (continued)

Product Categories	Brands	No.	Celebrities	Types of Celebrities				
				ST	SP	HP	OT	
SKINCARE AND COSMETICS (continued)	ettusais	11.	Passaree Kungwanpong	/				
		ETUDE	12.	Song Hye Kyo	/			
	Fasio	13.	Paula Taylor	/				
		14.	Kamol Chatsen	/				
		15.	Kuo Shibusaki	/				
		16.	Orathai Suesrisawas	/				
		17.	Boa	/				
		GARNIER	18.	Wanvalai Posayanont	/			
		H2O+	19.	Siriphan Limvichit	/			
	Hirudoid	20.	Savika Chaidetch	/				
		21.	Janie Thienphosuvan	/				
		22.	Tanyares Ramnarong	/				
	KA	23.	Khemapsorn Sirisukha	/				
	Kanebo	24.	Yu Yamada	/				
		25.	Mika Nakashima	/				
		26.	Sherman Boonyasak	/				
		LANCOME	27.	Elizabeth Jagger	/			
			L'OREAL	28.	Areeya Sirisoda	/		
		MAYBELLINE	29.	Laetitia Casta	/			
			30.	Natalia Vodianova	/			
			31.	Virginie Ledoyen	/			
			32.	Garanick Thongpiam	/			
			33.	Ajchariya Sinratchatanon	/			
	34.		Natalie Imbruglia	/				
	35.		Alexa Vega	/				
	36.		Josie Marun	/				
	37.		Intira Dangjumroon	/				
	38.		Monlada Pongpanich			/		
	ORIENTAL PRINCESS	39.	Chalita Fueng-arom	/				
		40.	Indhira Kotcharug			/		
	PAYOT	41.	ML.Trinuch Chakrabandu				/	
		42.	Wannasa Thongviset	/				
		43.	Preminee Ratanasopa	/				
		44.	Pakamon Juengpaisarn	/				
		45.	Sirinuch Rojanasthien				/	
		46.	Siriphan Limvijit	/				
		47.	Akhamsiri Suwanasuk	/				

TABLE 12 (continued)

Product Categories	Brands	No.	Celebrities	Types of Celebrities				
				ST	SP	HP	OT	
SKINCARE AND COSMETICS (continued)	POND'S	48.	Charina Sirisinha	/				
		49.	Taksaorn Paksookcharoen	/				
	PURE & MILD	50.	Woranuch Wongsawan	/				
		sisley	51.	Tawan Sae-Tang	/			
	52.		Sawitree Rojanapruek	/				
	SK-II	53.	Buppha Kingchatchawal			/		
		54.	Supornthip Choungangsri			/		
		55.	Inthira Thanavisut			/		
	SMOOTHE E	Za New York	56.	Kaori Momoi	/			
			57.	Sopidnapa Dabbaransri				/
		58.	Kathaleeya McIntosh	/				
59.		Siriyakorn Pukkaves	/					
60.		Marsha Wathanapanich	/					
		61.	Clare Danes	/				
				<u>53</u>	<u>0</u>	<u>5</u>	<u>3</u>	
PETS	Cesar	1.	Monlada Pongpanich			/		
		2.	ML.Trinuch Chakrabandu				/	
		3.	Tipanun Krairuek			/		
		4.	Changnoi Kunchorn Na Ayudhaya				/	
	Chainguard	5.	Orathai Thanajaro			/		
				<u>0</u>	<u>0</u>	<u>3</u>	<u>2</u>	
FOOD & BEVERAGES	Clorets	1.	Jessadaporn Pholdee	/				
	Dutch Mill	2.	Ploy Chindachote	/				
		3.	Chanokwanun Rakcheep	/				
		4.	Myria Benedetti	/				
	Fitne	5.	Chalita Fueng-arom	/				
	GATEAUX	6.	Woranuch Wongsawan	/				
	Jele	7.	Katheleeya McIntosh	/				
	Lay's	8.	Nana Reibena	/				
	Lite Sugar	9.	Mike Kingpayom	/				
	SWENSEN'S	10.	Tawan Sae Tang	/				
				<u>10</u>	<u>0</u>	<u>0</u>	<u>0</u>	
CLOTHES AND ACCESSORIES	Calvin Klein	1.	Charlize Theron	/				
	exte	2.	Michelle Hunziker	/				
	GUESS	3.	Paris Hilton				/	

TABLE 12 (continued)

Product Categories	Brands	No.	Celebrities	Types of Celebrities			
				ST	SP	HP	OT
CLOTHES AND ACCESSORIES (continued)	JASPAL	4.	Kate Moss	/			
		5.	Gisele Bündchen	/			
	Levi's	6.	Namthip Jongrachatawiboon	/			
	OAKLEY	7.	James Stewart		/		
	still	8.	Jennifer Lopez	/			
	TOMMY HILFIGER	9.	Beyonce Knowles	/			
				<u>7</u>	<u>1</u>	<u>0</u>	<u>1</u>
VEHICLES	TOYOTA	1.	Pitta Na Ranong	/			
				<u>1</u>	<u>0</u>	<u>0</u>	<u>0</u>
TECHNOLOGIES	Besta	1.	Natepreeya Chumchaiyo	/			
	OLYMPUS	2.	Jun Jihyun	/			
	Panasonic	3.	Jay Chou	/			
				<u>3</u>	<u>0</u>	<u>0</u>	<u>0</u>
OTHERS	atimemedia	1.	Akkarapon Thanavitvilas	/			
		2.	Sunisa Sookboonsung	/			
		3.	Ake Krissanawarin	/			
		4.	Vissava Kijtanjorn	/			
		5.	Piyawat Khempetch	/			
		6.	Krit Sripoomsate	/			
		7.	Puwanart Kunpalin	/			
		8.	Wuthitorn Milinthajinda	/			
		9.	Samapol Piyapongsiri	/			
		10.	Nitichai Yotamornsunthorn	/			
		11.	Sherman Boonyasak	/			
	Click Entertainment	12.	Tynie Klinnium	/			
	Hong Kong Tourism Board	13.	Jackie Chan	/			
	Katareya Cosmed	14.	Katareya Karnjanaroj	/			
	Major Bowl	15.	Paula Taylor	/			
				<u>15</u>	<u>0</u>	<u>0</u>	<u>0</u>

TABLE 13 THE TYPES OF CELEBRITIES ENDORSED PRODUCT CATEGORIES IN FHM 2004

Product Categories	Brands	No.	Celebrities	Types of Celebrities			
				ST	SP	HP	OT
PERSONAL CARE	Vaseline	1.	Nawat Kulrattanak	/			
				<u>1</u>	<u>0</u>	<u>0</u>	<u>0</u>
CLOTHES AND ACCESSORIES	adidas	1.	David Trezeguet		/		
		2.	Djibril Cisse		/		
		3.	Javier Saviola		/		
		4.	Hernan Crespo		/		
	OAKLEY	5.	James Stewart		/		
	ONYX	6.	Phasson Sarinthu	/			
		7.	Angsana Buranant	/			
	TAG Heuer	8.	Tiger Wood		/		
		9.	Kimi Raikkonen		/		
		10.	Ines Sastre	/			
		11.	Tanya Steeter		/		
				<u>3</u>	<u>8</u>	<u>0</u>	<u>0</u>
VEHICLES	HONDA	1.	Patcharapa Chaichue	/			
		2.	Rattapoom Tokongsub	/			
	TOYOTA	3.	Sornram Thepphitak	/			
		4.	Somchai Khemklad	/			
		5.	Charkrit Yamnam	/			
		6.	Saharat Sangkhapreecha	/			
		7.	Sarah Malakul Lane	/			
			<u>7</u>	<u>0</u>	<u>0</u>	<u>0</u>	
TECHNOLOGIES	AIS	1.	Jate Sopidpongsathorn			/	
		2.	Teerapat Satjakul	/			
	TRUE	3.	Tipayanipa Samalabha			/	
				<u>1</u>	<u>0</u>	<u>2</u>	<u>0</u>
OTHERS	MAJOR BOWL	1.	Paula Taylor	/			
				<u>1</u>	<u>0</u>	<u>0</u>	<u>0</u>

VITAE

VITAE

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A STUDY OF CELEBRITY ENDORSEMENTS
IN THAILAND'S BEST-SELLING VARIETY MAGAZINES

AN ABSTRACT

BY

MONTAKARN THANİYACHAN

3 B.A. 2549

Presented in Partial Fulfilment of the Requirements for the
Master of Arts Degree in Business English for International Communication
at Srinakharinwirot University

March 2006

Montakarn Thaniyachan. (2006). *A Study of Celebrity Endorsements in Thailand's Best-Selling Variety Magazines*. Master's Project, M.A. (Business English for International Communication). Bangkok: Graduate School, Srinakharinwirot University. Advisor: Asst. Prof. Dr. Amporn Srisermbhok.

This study was attempted to identify the types of celebrities employed in Thailand's best-selling variety magazines, the celebrities' endorsing modes and the type of celebrities that was mostly used to endorse each different product category. CLEO and For Him Magazine (FHM) were selected as sources for the study. There were 67 brands endorsed by 128 celebrities for CLEO and 10 brands endorsed by 23 celebrities for FHM.

The findings of the study revealed that there were four types of celebrities who endorsed brands in CLEO: Star Endorsers, Sports Endorsers, High Profiles Endorsers and Other Endorsers that were a combination of Star and High Profile Endorsers. In FHM, Star Endorsers, Sports Endorsers and High Profile Endorsers were found to be employed to endorse brands. There were three endorsing modes namely Explicit Modes, Implicit Modes and Co-Present Modes presented in CLEO as well as in FHM. Lastly, all brands were classified into product categories. Star Endorsers was the most famous type of celebrities that was used to endorse nearly every product category; whereas; High Profile Endorsers were employed in advertisements for costly products such as Pets' food and Technologies. The results of this study would be beneficial for advertisers and those interested in advertising to see the trend of using celebrities and to plan how to use them in advertisements. Moreover, this study would be useful for consumers to educate them to be aware of how individuals can be manipulated by celebrity endorsements.

การศึกษาการโฆษณาโดยใช้บุคคลที่มีชื่อเสียงในนิตยสารวาไรตี้ที่ขายดีของเมืองไทย

บทคัดย่อ

ของ

มนทกานติ ธานีจันทร์

เสนอต่อบัณฑิตวิทยาลัย มหาวิทยาลัยศรีนครินทรวิโรฒ เพื่อเป็นส่วนหนึ่งของการศึกษา

ตามหลักสูตรปริญญาการศึกษามหาบัณฑิต

สาขาวิชาภาษาอังกฤษธุรกิจเพื่อการสื่อสารนานาชาติ

มีนาคม 2549

มณฑกานติ ธานีจันทร์. (2549). การศึกษาการโฆษณาโดยใช้บุคคลที่มีชื่อเสียงในนิตยสารวาไรตี้
ที่ขายดีของเมืองไทย. สารนิพนธ์ ศศ.ม. (ภาษาอังกฤษธุรกิจเพื่อการสื่อสารนานาชาติ).
กรุงเทพฯ: บัณฑิตวิทยาลัย มหาวิทยาลัยศรีนครินทรวิโรฒ. อาจารย์ที่ปรึกษาสารนิพนธ์:
ผศ.ดร.อัมพร ศรีเสริมโภค.

การศึกษาวิจัยนี้มีจุดมุ่งหมายเพื่อจำแนกประเภทของบุคคลที่มีชื่อเสียง ลักษณะของการ
โฆษณาสินค้าของบุคคลที่มีชื่อเสียง และประเภทของบุคคลที่มีชื่อเสียงที่ใช้มากที่สุดในการโฆษณา
สินค้าแต่ละประเภทที่ปรากฏในนิตยสารวาไรตี้ที่ขายดีของเมืองไทย ซึ่งแหล่งข้อมูลโฆษณานั้นมา
จากนิตยสารคลีโอ เป็นจำนวนทั้งสิ้น 67 ตราสินค้า โฆษณาโดยบุคคลที่มีชื่อเสียง 128 คน และ
นิตยสารเอฟ เอช เอ็ม แบ่งได้เป็น 10 ตราสินค้า โฆษณาโดยบุคคลที่มีชื่อเสียง 23 คน

ผลการศึกษาวิจัย แสดงให้เห็นว่ามีบุคคลที่มีชื่อเสียงทั้งหมด 4 ประเภทโฆษณาสินค้าใน
นิตยสารคลีโอ ได้แก่กลุ่มดารา กลุ่มนักกีฬา กลุ่มชนชั้นสูง และกลุ่มอื่นๆ ซึ่งเป็นกลุ่มผสมระหว่าง
ดาราและชนชั้นสูง ส่วนนิตยสารเอฟ เอช เอ็มมี กลุ่มดารา กลุ่มนักกีฬา และกลุ่มชนชั้นสูง เป็นผู้
โฆษณาดราสินค้า สำหรับลักษณะของการโฆษณาสินค้าของบุคคลที่มีชื่อเสียงนั้น พบว่ามีอยู่ 3
ลักษณะคือ การโฆษณาโดยตรง การโฆษณาโดยนัย และการโฆษณาร่วม ทั้งในนิตยสารคลีโอและ
เอฟ เอช เอ็ม โดยหลังจากที่จัดโฆษณาเข้าเป็นหมวดหมู่ตามประเภทสินค้าแล้วพบว่า กลุ่มดารา
เป็นประเภทของบุคคลที่มีชื่อเสียงที่เป็นผู้โฆษณาดราสินค้ามากที่สุดในเกือบทุกประเภทของสินค้า
ในขณะที่กลุ่มชนชั้นสูงจะโฆษณาให้กับสินค้าประเภทที่มีราคาแพงเช่น อาหารสัตว์เลี้ยง และ
อุปกรณ์เทคโนโลยี ซึ่งผลการวิจัยครั้งนี้มีประโยชน์ต่อนักโฆษณาและผู้สนใจ ในการสำรวจ
แนวโน้มและวางแผนการใช้บุคคลที่มีชื่อเสียงในการโฆษณา นอกจากนี้ การศึกษาวิจัยครั้งนี้ยังมี
ประโยชน์ต่อผู้บริโภค เพื่อให้รู้เท่าทันกลการใช้บุคคลที่มีชื่อเสียงในการโฆษณา