



Influences of Celebrity Endorsement on Thai Male Consumers’ Attitudes and Purchase Intention of Male Cosmetics: The Case of Lee Dong Wook in Boy de CHANEL

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Abstract

Purpose: This study examines the influences of celebrity endorsement on Thai male consumers’ attitudes which lead purchase intentions of male cosmetics, using Korean famous male celebrity Lee Dong Wook as an endorser. **Design/Methodology/Approach:** PATER (Popularity, Attractiveness, Trustworthiness, Expertise and Relevance) Model is used in this study, coupled with the measurement of consumers’ attitudes toward the product and the advertisement. A self-administered survey is used to collect the primary data. The inferential analysis uses Multiple Linear Regression (MLR) to test the hypotheses. **Results:** The results reveal partial support of hypotheses, such that trustworthiness and relevance are the only 2 factors in celebrity’s attributes that influence attitudes toward advertisements and attitudes toward products. Both attitudinal variables are significantly linked with male cosmetics purchase intentions. **Limitations/Implication:** Relatively novel in terms of the industry for male cosmetics, the study experiences a scarcity articles related to male cosmetic products and Asian male celebrities with the use of PATER model. Further works on male cosmetics with male celebrity endorsement are encouraged.

Keywords: Celebrity Endorsement, PATER model, Male Cosmetics, Male Consumers, Attitudes toward the advertisement, Attitudes toward the product, Purchase Intention.

JEL Classification Code : D83, M31, M37

1. Introduction

The cosmetics industry is globally growing in market size, with expecting CAGR of 5.3% from 2021 to 2027 (Chouhan et al., 2021) The majority sub-group of cosmetics include skincare, haircare and colour cosmetics. Despite the previous feminine nature of cosmetics, male consumers in postmodern era start to take care of themselves cosmetically to improve their images and appear confidence by using skincare and makeup (Zhou & Niyomsilp, 2021). Figure 1.1 demonstrates data collected from US consumers that shown growth in male personal care market, which supports the argument [Insert Figure 1.1 here]. Even though male cosmetics was started in Western culture, the growing potential customers for this industry are now in Asian countries [Insert Figure 1.2 here] including in Thailand (Hsu & Chanthapratheep, 2018). There is an

increase in Thai market share for male beauty products thanks to more acceptance and changes of urban Thai male preferences (Mahanakorn Partners Group, 2022). Thai male consumers are reported to be more self-monitoring, concerning about status and appearance, fashionable and self-expressive (Lertwannawit & Gulid, 2010), which lead to male customers interesting in beauty product more and more. Not only existing consumers, but also new customers are becoming open-minded and have tendency to use cosmetics.

The influencer marketing and celebrity endorsement appear to be the way for cosmetics brands to communicate with targeted customers—male consumers. Several cosmetic brands employ male beauty bloggers to educate skincare routine to male and even encourage them to put on color cosmetics (Hsu & Chanthapratheep, 2018). Moreover, many cosmetics brands utilize male celebrity in their advertisement to



capture consumers' attentions (Yadav, Agrawal & Tripathi, 2012). This is not limited to skincare or haircare, but also the color cosmetics, like foundation, lipstick and eyebrow pencil. For example, international brand Estee Lauder employs Li Xian, Chinese male celebrity, to endorse its foundation. Thai celebrities are also involved in male cosmetics advertisement. BamBam, who are Thai idol, has represented YSL cosmetics recently. Lastly, the renowned South Korean actor, Lee Dong-Wook, has endorsed the first male cosmetics line of CHANEL, called Boy de CHANEL [Insert Figure 1.3 here]. There are various types of endorsed advertising for the latter case, such as fashion video and still photographs.

Previous research (Yadav et al., 2018; Ampofo, 2014; Hennayake, 2017; Silvera & Austad, 2003) suggests the benefits of using celebrity in advertisement, including positively influencing consumers' attitudes and creating brand awareness. Further, male consumers tend to look at the endorsed celebrities and infer their popularity in product's value, leading to purchasing behavior (Ampofo, 2014). Nevertheless, the deliberation of using celebrity plays an important role in creating positive effect as carelessly choosing endorser can yield negative consequences (Erdogan, 1999). Studies have explored the attributions of chosen celebrity to see the influential impacts on endorsement effectiveness and suggested them as the determinants of celebrity endorsement (For example, Ohanian, 1991; Silvera & Austad, 2003). The attempts to explain celebrity characteristics' influence result in many models, such as TEARS model, No-Tears model, the source credibility model, and PATER model (Gupta, et al., 2017), which are used continuously in research studies of endorsement marketing. Hence, the practitioners are encouraged to examine celebrity attributions before choosing in order to create a strategic promotion of their brands.

From the rising in male cosmetics industry combining with celebrity endorsement branding in this market, this study aims to explore the influence of celebrity attributions in the ads, using PATER model (Gupta et al., 2017), towards consumer's attitudes and purchase intentions. The practitioners in this market can utilize the results in order to choosing the appropriate celebrity for their brands. The case of "Lee Dong-Wook as the face of Boy de CHANEL" represents target advertisements to measure variables in this study as both the brand and celebrity featured in this campaign are

popular, such that it has been mentioned throughout the media (Leigh, 2018). Target respondents to this study are Thai men who have seen the ads of Boy de CHANEL with Lee Dong Wook (LDW), whether in his still images or video form. Identification of the correlations and influences between celebrity characters and endorsement effectiveness, leading to purchase intention, will serve as guide for any male beauty brands to capture their target customers.

1.1 Research Questions

- [RQ1] What constitutes attributes of LDW in PATER model with regards to Thai male consumer's attitudes towards product and advertisement in male cosmetics industry?
- [RQ2] To what extent do LDW's attributes influence Thai male consumers' purchase intention of Boy de Channel cosmetics?

1.2 Research Objectives

- [RO1] To describe attributes of endorsers in PATER model with regards to Thai male consumer's attitudes towards product and advertisement in male cosmetics industry.
- [RO2] To identify the extent to which endorsers' attributes via PATER model influence Thai male consumers' purchase intention of Boy de Channel cosmetics.

1.3 Statement of Problem

Male beauty product is an emerging trend among Asian countries, including in Thailand. Despite the traditional outlook of being feminine, cosmetics are crawling into male consumers' attention, with the recent report suggests lipstick and foundation as the popular items for Thai male customers (Rittapirom, 2021), thanks to "Metrosexual" trend. Also, male opinions tend to be more appearance-oriented [Insert Figure 1.4 here], which lead to the growth in cosmetics industry. To promote this particular category, many brands have attempted to use celebrity as the endorser [Insert Figure 1.5 here]. With the deliberate use of celebrities, the brands become known, gain positive attitudes, and perceived as interesting (Hennayake, 2017). Hence, it is



a prevalent strategy for the brands to use celebrity endorsers in order to advertise themselves. Advertisers or any practitioners relating to cosmetics industry should concern about the important characteristics to employ celebrities in endorsing the brands.

This study employs quantitative research design by conducting online questionnaire to 150 respondents, who are Thai men living in Thailand and being familiar with male cosmetics advertising. By using PATER model (Gupta et al., 2017), this study explores attributes of the endorser (Lee Dong Wook) that lead to the consumers' positive attitude, thereby influencing their purchase intention of Boy de CHANEL. Endorser's attributes from PATER model—Popularity, Attractiveness, Trustworthiness, Expertise, and, Relevance) should identify the degree of influence on the consumers toward their intention to purchase the cosmetics. Hence, practitioners in male cosmetics business can employ the right strategy when managing celebrity endorsers, which in turn will be advantageous to their promotional activities and increase the sales.

1.4 Scope of Research

This research study focuses on celebrity attributes in PATER model, which consists of popularity, attractiveness, trustworthiness, expertise, and relevance, and their relationship with Thai male consumer's attitudes and purchase intention. Attitude towards product and advertisement are dependent variables for celebrity endorsement, while purchase intention serves as dependent variable for attitudes.

This research study is conducted in Thailand as the primary target market. The respondents are Thai men, and must be familiar with Lee Dong Wook and his role in Boy de CHANEL cosmetic. Only a total of 150 questionnaires are distributed online to the target population.

1.5 Limitations of the Study

Even though this study fills the gap by exploring male cosmetics industry, which are an emerging market in Thailand, it examines the celebrity endorsement's influence on consumer's attitudes, there are still some limitations worth mentioning.

First, the endorser—Lee Dong Wook—in this study is from South Korea, employing South Korean actors,

which is considered foreigner to Thai respondents. Despite his popularity and the Korean wave fever in Thailand, this Korean celebrity may possess a certain cultural difference with minimal the familiarity to Thais. This study omits the respondents' views on cultural issues.

Secondly, as this study employs a self-report survey, on which respondents reflect their views and minds into the scale items. The results are unable to fathom the respondents' orientation to use of cosmetics or the degree to which their exposure to Korean celebrity can be impartial or not.

1.6 Significance of the Study

The use PATER model, as a novel model that combine different factors from extensive literature review, in examining celebrity endorsement. This study will therefore serve as another contribution to the validity of the model, which further researchers can use for more studies.

The results are expected to provide recommendation to practitioners in the male cosmetics business, such as advertisers or marketers, to choose the appropriate brand endorser for their brands in order to yield the effective advertisement. Moreover, celebrity managers can observe the degree to which the artists under their responsibility should behave to be congruent with the market's expectation.

2. Literature Review

2.1 Theories

2.1.1 Celebrity Endorsement

Despite the economic benefits of employing non-celebrity models in advertisements to promote products, many brands still use celebrities as their endorsers. Millions of investments are put in hiring celebrity to feature the product (Hennayake, 2017). Andita et al. (2021) find that celebrity endorsement is one of the most popular ways to promote products; firms use it to maintain sales in the cosmetic industry. Another study (Khan, 2018) suggests the advantages of using famous people in promotion as they enhance consumer interest more than using an average person in modeling. Celebrities can also imply their fame, characters, or



positive meanings to the brands, which will positively affect consumers' intentions (McCracken, 1989). However, there appear to be both pros and cons to ineffective celebrity endorsement. Erdogan (1999) has described several hazardous consequences of using celebrity endorsers. For example, celebrities can overshadow the brand, thus consumers will be more focused on the celebrities rather than the brand. Also, the image of celebrities can change over time, or even worse, thus becoming a negative influence. White, et al. (2008) results support this statement as they find that celebrity's negative information has an adverse effect on consumers' perception of brands.

Several studies on celebrity endorsement have been conducted in order to determine the function of the celebrity and the best way to select the celebrity and increase promotional performance (Erdogan, 1999; Keel & Natarajan, 2012). To study the degree of persuasiveness of celebrity endorsements, previous scholars have used celebrities' attributions, such as source-credibility model (Ohanian, 1991) or source-attractiveness (McGuire, 1985), as well as the fit between products and celebrities (Singh & Banerjee, 2018). Attitudinal measurements towards advertisements, brands, and products are among the variables used to identify the effectiveness of the ads (Singh & Banerjee, 2018; Hennayake, 2017), along with recalling (Misra & Beatty, 1990), purchase intention (Ohanian, 1991) and others.

2.1.2 PATER Model

Several models have been developed to identify celebrity attributions in relation to advertisement effectiveness. From an exhaustive review of previous research as well as interviews of the sample group, Gupta et al. (2017) have suggested a new model, called the PATER model, that attempts to identify significant attributes that affect promotional performance. This model combines variables in the previous models (Ohanian, 1991; McGuire, 1985) and others, as well as collections of qualitative results, thereby resulting in 5 attributes in total: Popularity (from interview), Attractiveness, Trustworthiness, Expertise, and Relevance.

Popularity: In the PATER model, popularity derives from qualitative approach and has included likability attribute, such that popularity is referred to

affection of consumers towards celebrities based on their physical appearance and behavior (Erdogan, 1999). It is one of the factors for management to use in selecting celebrities to endorse their products. One might include this attribute in attractiveness, similar to McGuire (1985), however, popularity is separated in Gupta et al. (2017) and statistically tested to be different from attractiveness. Popular endorsers, with good image and likable personality, is beneficial for gaining attentions and enhancing recalling because of the familiarity that consumers have toward them

Attractiveness: Attractiveness in PATER model is referred to physical attractiveness, unlike this attribute in McGuire (1985)'s model of source-attractiveness, which includes other elements, like "familiarity", "likability", and "similarity" (Ohanian, 1990). According to Freeman and Chen (2015), attractive celebrities can enhance persuasion in ads through identification as consumers are satisfied with the beliefs that they are like the celebrities, hence have positive attitudes and behaviors towards that advertisement. To put it simply, consumers would like to be attractive as the endorsers that they see. Moreover, organizations tend to use attractive celebrities to create "stopping-power", where the endorsers have power to engage people and draw more attention with their visuals (Paek, 2005). Attractive faces are also found to be recognized and processed faster than their counterparts (Li et al., 2019).

Trustworthiness: Ohanian (1990; 1991) has included this attribute in scale development for measuring celebrity endorsement effectiveness. Trustworthiness is referred to degree of trust and confidence in speakers, which influence the acceptance in messages. Celebrities are widely chosen, sometimes, based on their characteristics of being dependable, honest, and believable (Erdogan, 1999). Consumers can be more willing to use affective judgement, which are readily available, when perceiving endorsers/speakers. This is the case where people accept messages from trusted speakers rather than from expert ones (Lui & Standing, 1989). Trustworthy celebrities can even minimize the critical review of product and message in the ads because trustworthiness is served as a shortcut, making consumers to believe in them easily (Priester & Petty, 2003).

Expertise: Expertise is defined as the extent to which the speakers are perceived as being valid sources of information (Erdogan, 1999). Expertise of the



speakers are expected to be peripheral cues for recipients to process the messages that is less relevant to them, and to judge whether or not believing in the information (Clark et al., 2011). To be considered as expert, the endorsers should endorse the products that are related to their field, such as high-technology products endorsed by experts in IT or models endorsed beauty products (Biswas, Biswas & Das, 2006). Celebrities or any speakers, who are perceived to have many knowledge, skills, or experiences about the endorsed products, are correlated with the validity of the claims that they make, thus influence acceptance of consumers (Silvera & Austard, 2004)

Relevance: Lastly, relevance in this model is derived from match-up hypothesis (Kamins, 1990), which suggests the congruency between messages conveyed by image of the endorsers and the products attributes. The “fit” between celebrities and endorsed product enhance connectedness between two subjects, in this case is celebrities and products/brands. The associated link like this is the source of endorsement effectiveness, according to Till and Busler (2000). Erdogan (1999) argues that the adaptation degree of messages, created by meaningful link between endorsers and products, can prompt the idea that consumers will get the results from the products similar to that endorser in advertisement have said.

2.1.3 Attitude Towards Advertisement

In this study attitude toward the advertisement (AAd) will be defined as “the evaluation of the particular advertising stimuli in favorable or unfavorable manner after a particular exposure occasion” (MacKenzie, et al., 1986, 130). It is assumed that many elements of advertisement; including contents, visual stimulus, vibe in that ads and others used to deliver the information, conjointly forming AAd (Hudha & Hidayat, 2009). AAd is believed to be an important indicator to measure advertising effectiveness as it reflects cognition and affection of consumers when seeing the targeted ad, leading to degree of acceptance (Ling, et al., 2010; MacKenzie et al., 1986). Both older (Gardner, 1985) and more recent (Sallam & Algamash, 2016) research studies argue that favorable advertisement can transfer the positive affection to advertised brand.

2.1.4 Attitude Towards Product

Attitudes, in general, means degree of positive or negative feeling (like or dislikes) that people have towards object in target (Ajzen & Fishbein, 1977). It plays a crucial role in intention and behavior of person, when decide on doing something, as attitude represents evaluation of that subject (Ajzen & Fishbein, 1977). According to the above definition, attitude towards product (AP) refers to evaluation of the products whether to be likable or dislikable. Jiang and Benbasat (2007) argues that consumer’s perception of the product is relevant to product display, placement, and presentation methods. These factors can influence beliefs about the product, which allow the affective and cognitive judgements of consumers, then leading to purchase intention.

2.1.5 Purchase Intention

Purchase intention refers to the possibility of attempting to buy certain product after overall evaluation that comes from emotional reaction of attitudes toward object (Wu & Lee, 2012). According to theory of planned behavior (Ajzen, 1991), intention will capture motivations, which can determine willingness and effort that people put into performing the behavior. Hence, it is argued that intentions can lead to actual behavior, including in business implication, such that purchase intention is the important indicator of purchasing behavior. (Wee et al., 2004; Peña-García et al., 2020)

2.2 Conceptual framework

The conceptual framework of current study is developed with the concept from 3 previous articles, in which study similar topic (Andita et al., 2021; Lim et al., 2017; Sing & Banerjee, 2018) (see Figure 2.1)

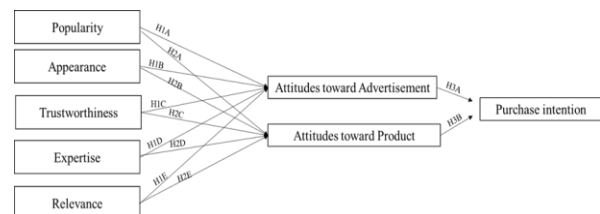


Figure 2.1: The modified conceptual framework of current research

2.3 Hypotheses

[H1]. Lee Dong Wook (LDW)'s attributes; including popularity (H1A), attractiveness (H1B), trustworthiness (H1C), expertise (H1D), and relevance (H1E) have statistically significant influences on Thai men's attitudes toward the advertisement.

[H2]. Lee Dong Wook's attributes; including popularity (H2A), attractiveness (H2B), trustworthiness (H2C), expertise (H2D), and relevance (H2E) have statistically significant influences on Thai men's attitudes toward the products.

[H3]. Thai men's attitudes toward advertisement featured LDW (H3A) and attitudes toward products endorsed by LDW (H3B) have significant influences on their purchase intention.

3. Research Methodology and Materials

3.1 Methods of Research Used

This research employs descriptive research to identify the relationship between celebrity attributes, attitudes, and purchase intentions among Thai male consumers in male cosmetics industry. Descriptive research tries to "paint a picture" of the questions that the researchers set and describe the situation (Zickmund et al., 2009). Also, questionnaire, which is the medium used in this study, is the common method for this type of research (Zickmund et al., 2009). The results from this study can identify the attributes that influence consumers attitudes, leading to purchase intention, which can assist practitioners in Thai male cosmetics business to choose the proper strategies in using celebrity endorsement.

Moreover, to collect data, this study uses nonprobability sampling (Zickmund et al., 2009), which is suitable for market research and more pragmatic than probability sampling. A self-administrative online questionnaire is distributed to reach Thai male potential consumers. Self-administered survey gives the time and space for respondents to answer truthfully, also it is cost and time efficient (Zickmund et al., 2009), hence it is used in this study. The survey includes 6 parts in total, and using 5-point Likert-scale to measure differences in opinion of each respondent. Likert-scale allows the

researcher to evaluate to what extent does the respondent agree with the statement, which is suitable for measuring attitudes and intentions.

3.2 Respondents and Sampling Procedures

3.2.1. Target Population

Population is referred to the entire group of targeted people, situation, or object that certain study intends to explore. In this particular study, Thai male consumers, age between 20 to 60, who have known Lee Dong-Wook and been exposed to the advertisements of Boy de CHANEL (Figure 3.1), will be the population. The approximate number of populations is 65,000 based on Instagram follower and proportion of Thai male population. Boy de CHANEL was first introduced in 2018, and Lee Dong-Wook was chosen to be the face of the collection. It was debuted in South Korea, and then spread to Thailand in 2019 (Rungreang, 2020). The importance of this collection is that it creates a new image for CHANEL and encourages fluidity of cosmetics among luxury beauty brands (Niven-Phillip, 2018). Thus, this research utilizes the iconic collection to be the case study of using celebrity endorsement in male cosmetics.



Figure 3.1: Examples of advertisements by Boy de CHANEL, featured Lee Dong-Wook

3.2.2. Sample Size

The number of samples, which the study acquires to explore, is called sample size (Kumar, 2011). There is the assumption that the larger the sample size, the more



generalizable it is to the population (Kumar, 2011). Wilson VanVoorhis and Morgan (2007) suggests several rules to decide on sample size. This research employs rules of thumb for regression equations suggested in Wilson VanVoorhis and Morgan (2007), which is $N > 104 + M$ (M is the number of independent variables). In this study, there are 7 IVs in total (i.e., popularity, attractiveness, trustworthiness, expertise, relevance, attitudes toward product, attitudes toward advertisement), hence the minimum number of participants is 112. However, in the previous research in celebrity endorsement field, the minimum participants are 150 people (Hudha & Hidayat, 2009). Thus, this research attempted to approach 150 respondents, and appeared to gain 186 participants at the end of the collection period. Nevertheless, twenty-four are excluded and 163 are valid responses.

3.2.4. Sampling Procedure

To select samples and collect data for this study, the researchers identify the population as Thai male consumers, age 20 - 60, who are familiar with Lee Dong-Wook and Boy de CHANEL advertisement that featured LDW. This study applies nonprobability sampling procedure.

Step 1: Convenience sampling

Convenience sampling refers to procedure of obtaining information from samples or units that are “conveniently available”. This method is normally used to yield a lot of responses in a short time and cost efficiently (Zikmund et al., 2009). The researcher has recruited 186 participants from online sites, such as posting on relating Facebook pages (cosmetics and Korean stars pages), and distributed through people in the industry. Participants who are willing to respond will be asked to fill in all the questions online via google form.

3.3 Research Instruments / Questionnaire

This study uses questionnaire as a research tool to reach participants and collect data, in order to explore all variables, including PATER model elements, attitude towards product, attitude towards advertisement and purchase intention for male cosmetics in the advertisements (Boy de CHANEL). In this questionnaire, multiple-choice and category scale are

used in screening questions, demographic information and general information parts. The five-point Likert Scale was used to measure the 8 variables from the conceptual framework. The original version of questionnaire is in English, but the researcher has translated into Thai to capture the targeted population. It is distributed mainly through online channels, such as FB pages. A total of 43 questions, excluding 3 screening questions, is presented to respondents.

Table 3.1: Summary of research instrument design

Part	Types of Questions	Number of questions	Questionnaire Scale
1	Screening questions	3	Simple Category Scale
2	PATER model (celebrity attributions)	25	Five Point Likert Scales
3	Consumers' attitudes	6	Five Point Likert Scales
4	Purchase intention	3	Five Point Likert Scales
5	General information (Demographics)		
	Age	1	Multiple Choice, (Single-response)
	Occupation	1	Multiple Choice (Single-response)
	Monthly Income	1	Multiple Choice (Single-response)
	Educational level	1	Multiple Choice (Single-response)
6	General information (Lifestyle)	4	Category scales (multiple responses)
Total		45	



3.4 Collection of Data / Gathering Procedures

This study analyzes data derived from primary source, which is the information gathered from self-administered questionnaire, to test the hypotheses.

The questionnaire is distributed to online channels, including Facebook pages that are related to cosmetics and marketing research, to reach the samples that might be familiar with LDW and male cosmetics collection. Also, the questionnaire is passed along through connections of people in cosmetics field, such as models or marketers in cosmetics company. The questionnaire contains 45 items, and conducts by google form as it is convenient and effective. This questionnaire is prepared to launch on 1st of June 2022 and end at 30th of June 2022, a total 1-month period for data collection. Respondents can answer the survey at any time according to their convenience. This research aims for 150 participants to reach the rule of thumbs in sample size. After finishing the survey, the responses will be automatically sent to researcher via google form and will be further analyzed by SPSS program.

3.5 Statistical Treatment of Data

Descriptive analysis will be performed on all the items to explore mean and frequency (where applicable), as well as standard deviation. Descriptive analysis can provide the first glance into the data, also might highlight some interesting findings that can link to this research topic.

For inferential analysis, multiple linear regression (MLR) is employed to identify the relationship between independent variables and dependent variables. MLR can assess the relationship when there are several independent variables, also it allows the researcher to observe how dependent variable changes when independent variables increase. The results will show the relationship, strength and to what extent does PATER model elements (popularity, attractiveness, trustworthiness, expertise, relevance) influence on attitudes toward advertisement and toward product. Consequently, MLR is used for measuring the relationship between consumers attitudes and purchase intention.

4. Data Analysis

4.1 Reliability Test

Reliability test is a measurement of consistency and stability in each variable item. It assists researchers to assess whether their items consistently measure the same concept across the questions. It also measures the “goodness” of scales. The lower error the scales have, the higher reliability scores the scales will get. Hence, this test is important in the research. The researchers use Cronbach’s alpha test to measure the reliability, in which alpha higher or equal to .6 will be determined as reliable. Table 4.1 shows results of Cronbach’s alpha test of this study’s scales.

Table 4.1: Reliability of the questionnaire

	Cronbach’s Alpha	Strength of Association
PATER Model		
Popularity	.931	Excellent
Attractiveness	.935	Excellent
Trustworthiness	.954	Excellent
Expertise	.928	Excellent
Relevance	.912	Excellent
Attitude towards Advertisement (AAd)	.875	Excellent
Attitude towards Product (AP)	.851	Excellent
Purchase Intentions (PI)	.801	Excellent

The results of Cronbach’s alpha analysis show that all variables are reliable, with $\alpha > .6$. PATER model attributes yield following values; Popularity, which has 5 items, gets $\alpha = .931$. Attractiveness, which has 6 items, obtains $\alpha = .935$, while trustworthiness, 6 items, gets $\alpha = .954$ (the highest reliability). Expertise, 5 items, and Relevance, 3 items, yields $\alpha = .928$ and $.912$ consecutively. Furthermore, attitudinal variables, including AAd and AP, which each have 3 items, gets $\alpha = .875$ and $\alpha = .851$. Lastly, dependent variable, like purchase intention (3 items), has alpha score of $.801$. In summary, all of the variables are excellent in strength of association.



4.2 Hypothesis Testing Inferential Analysis

Table 4.2: Regression Analysis Summary for Attitudes toward Advertisement and PATER Model elements (H1A – H1E)

	Mean	SD	B	R
Popularity	2.90	0.99	.069	.681
Attractiveness	2.90	1.00	-.188	.703
Trustworthiness	2.80	0.97	.434	.735**
Expertise	2.67	1.03	.111	.712
Relevance	2.94	1.03	.355	.735**

Note: $R^2 = .574$ (N = 163, $p < .05$)
** $p < .05$

Multiple linear regression (MLR) is conducted to examine the influence of independent variables (PATER model), in this case are popularity, attractiveness, trustworthiness, expertise, and relevance, on attitudes toward advertisement. The linear combination of PATER elements has statistically significant association with AAd; $F(5, 157) = 42.31$, $p < .001$. The multiple correlation; $R = .758$, in which $R^2 = .574$, such that 57.4% of AAd variance is accounted by the combination of PATER elements.

Table 4.2 demonstrates the results of MLR and strength of each predictor. Not all elements are significantly correlated, when measured individually. Only trustworthiness ($R = .735$, $p < .05$) and relevance ($R = .735$, $p < .05$) are statistically significant. Trustworthiness accounts for 54%, as well as relevance that accounts for 54% of attitudes toward advertisements variance. The formula for predicting attitudes toward advertisements using celebrity characteristics is as follow:

$$\hat{Y} = .434(\text{Trustworthiness}) + .355(\text{Relevance})$$

Table 4.3: Regression Analysis Summary for Attitudes toward Products and PATER Model elements (H2A – H2E)

	Mean	SD	B	R
Popularity	2.90	0.99	-.034	.603
Attractiveness	2.90	1.00	-.029	.633
Trustworthiness	2.80	0.97	.452	.674**
Expertise	2.67	1.03	.194	.661
Relevance	2.94	1.03	.390	.678**

Note: $R^2 = .49$ (N = 163, $p < .05$)
** $p < .05$

Multiple linear regression (MLR) is also used to examine the influence of independent variables (PATER model) on attitudes toward products endorsed by LDW. The linear combination of PATER elements has statistically significant association with AP; $F(5, 157) = 30.426$, $p < .001$. The multiple correlation: $R = .702$, in which $R^2 = .492$, such that 49.2% of AP variance is accounted by the combination of PATER elements.

Table 4.3 shows the results of MLR and strength of each predictor. Not all elements are significantly correlated, when measured individually. Similar to table 4.2, only trustworthiness ($R = .674$, $p < .05$) and relevance ($R = .678$, $p < .05$) are statistically significant. Trustworthiness accounts for 45.4%, while relevance accounts for 46% of attitudes toward advertisements variance. The formula for predicting attitudes toward products using celebrity characteristics is as follow:

$$\hat{Y} = .452(\text{Trustworthiness}) + .390(\text{Relevance})$$

Table 4.4: Regression Analysis Summary for Purchase Intention and Attitudes toward Advertisement and Attitudes toward Products (H3A – H3B)

	Mean	SD	B	R
Attitudes toward advertisement	3.53	0.83	.363	.783***
Attitudes toward products	3.39	0.79	.517	.812***

Note: $R^2 = .704$ (N = 163, $p < .05$)
*** $p < .001$

To examine the relationship between consumer attitudes and purchase intention, MLR is also conducted in SPSS. The linear combination of attitudes toward advertisement and attitudes toward product has statistically significant association with purchase intention; $F(2, 160) = 190.34, p < .001$. The multiple correlation; $R = .839$, in which $R^2 = .704$, such that 70.4% of PI variance is accounted by the combination of consumer attitudes.

Table 4.4 demonstrates the strength of individual predictors. Both AAd and AP have significant correlations with purchase intention; $R = .783, p < .001$ and $R = .812, p < .001$ consecutively. Attitudes toward advertisements have accounted for 61.3% from purchase intention variance, while attitudes toward endorsed products have accounted for 65.9%. Hence, AP is a stronger predictor than AAd. The formula for predicting purchase intention using consumers attitudes is as follows:

$$\hat{Y} = .363(AAD) + .517(AP)$$

Figure 4.1 shows a summary of hypotheses analysis results, which indicate that the results partially supported hypotheses.

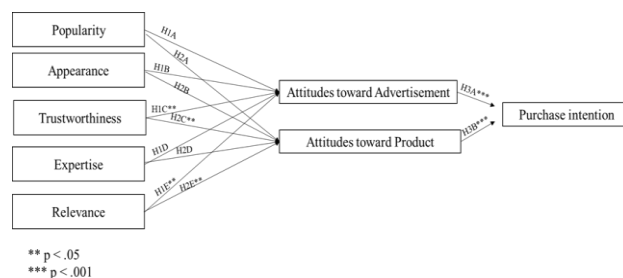


Figure 4.1: The result of structural model

5. Conclusion and Recommendations

5.1 Discussion and Implications

The results derived from inferential analysis using multiple linear correlation show that the hypotheses are partially supported. Only trustworthiness and relevance significantly influence Thai male consumers' attitudes toward advertisement and attitudes toward products. However, both attitudinal variables are significantly linked with Thai male consumers' purchase intention.

5.1.1. PATER model and Attitudes toward Advertisements

This research has hypothesized that all elements of PATER model — popularity, attractiveness, trustworthiness, expertise, relevance — have significant relationship with attitudes toward advertisements (H1A – H1E). However, the results from MLR show that only trustworthiness and relevance have significant influence on AAd. The significant link between trustworthiness and AAd partially supports previous research (Chakima et al., 2020; Mansour & Diab, 2016), but contrasts with Sallim (2011). This suggests that Thai male consumers put importance in affective judgement on speakers' credibility, rather than cognitive judgement, which are used in perceiving expertise (Lui & Standing, 1989), when seeing the ads. Relevance also is a significant variable, thus supporting previous research (Roy, 2012; Mishra, 2015). The congruency between LDW and endorsed products in the research is consistent with the “match-up” hypothesis (Kamins, 1990), where the appearance-related products endorsed by attractive celebrity is positively related to favorable attitudes. Looking at the mean of attractiveness elements ($\bar{x} = 2.9$), the researcher can assume that LDW is perceived as attractive. Even though, attractiveness doesn't have a direct influence on AAd, it might play a role by implying an “appearance fit” instead. Furthermore, the results also indicate the strengths of prediction among significant variables, such that trustworthiness is stronger than relevance in influencing AAd.

This study does not support hypotheses suggesting influence of attractiveness and expertise on advertisement evaluation. The explanation might be gender congruity between consumers and model (Gilal et al., 2019), which suggested that the influence of attractiveness and expertise will be more salient if the model and consumer are in different gender. There are 101 males participated in this study, which is the majority of the respondents, hence the influence of these two variables is not significant.

The absence of significant link between popularity and attitude towards advertisement might be caused by the nature of samples that are not familiar with South Korean celebrity. The judgement of perceived popularity requires some knowledge about LDW; for example, performance track record, fan following, and public image, thus Thai male consumers might not use this



attribute to evaluate the advertisement. Further study should acquire more familiar celebrity to examine this element. Overall, the results suggest that Thai male consumers will see the intention and congruency of the models to evaluate advertisement.

5.1.2. PATER model and Attitudes toward Products

Hypotheses 2A, 2B, 2C, 2D, and 2E have suggested the relationship between PATER elements (popularity, attractiveness, trustworthiness, expertise, relevance) and attitudes toward products (AP). However, the results from MLR come out to be partially supporting the significance of PATER model, such that only trustworthiness and relevance are significantly influence AP. The significant of trustworthiness is consistent with another research (Chekima et al., 2020; Muda et al., 2013), while relevance is significantly related to AP in previous studies (Ha & Lam, 2017; Silvera & Austard, 2004) as well. The results suggested that Thai male consumers will relay the positive image of celebrity into endorsed products, hence the congruency with favorable celebrity will positively influence AP (Silvera & Austard, 2014).

The explanation of failing to reject null hypotheses in this section is similar to the reason why attractiveness and expertise don't have significant relationship with AAd. Gender congruity (Gilal et al., 2019) minimize the impacts of both attractiveness and expertise in influencing AP. As the majority of the respondents is reportedly straight men, they might perceive less about attractiveness and expertise, especially seeing male model in cosmetics advertisement. Lastly, popularity also show non-significant relationship with AP, which may be caused by the lack of knowledge with LDW. Overall, Thai male consumers focus on affective judgment on credibility and the transferred meanings between celebrity-products to evaluate the endorsed male cosmetics products. The strength of prediction was trustworthiness, followed by relevance.

5.1.3. Attitudes toward Advertisements, Attitudes toward Products and Purchase Intention

Consistent with Hypotheses 3A and 3B, the results from MLR suggest significant influences of attitudes toward advertisements and attitudes toward product on male cosmetics purchase intention of Thai male

consumers. The results support previous research regarding consumers' attitudes and purchase intention (Singh & Banerjee, 2018; Tran & Nguyen, 2020). According to theory of planned behavior (Ajzen, 1991), attitude is one of the key elements to influence behavioral intention as it gives both affective and cognitive information about the behavior. Also, expectancy-value theory (Atkinson, 1957, as cited in Wigfield, et al., 2009) argues similarly that behavior happens after individual perceives attractiveness or expects favorable outcomes of the behavior, which has derived from attitudes formation. In this study, Thai male consumers' attitudes significantly influence their buying intention of Boy de CHANEL cosmetics. Moreover, the strength of attitudes toward products is higher than attitudes toward advertisement, suggesting Thai male consumers acquire the information for behavioral judgement from the products/brands more than from advertisement context, including celebrity in the ads. This might be due to the brand of cosmetics used in this study, CHANEL, which ranks number one in most used beauty brand by the consumers, hence becoming a salient source of data for Thai male consumers.

5.2 Recommendations

The outcomes of this study are useful for both scholars in advertising field and practitioners in male cosmetics business. The PATER model has incorporated several valid theories from previous research, including source credibility, source attractiveness and match-up theory, to develop the more contemporary model. As an unconventional topic, a study of male cosmetics with male endorser provides a fresh discovery to the beauty industry, especially in Southeast Asia.

This research embodies insights of male consumers upon their purchase of beauty or grooming products for practitioners, particularly those involved in the male cosmetics industry or advertising. Brand strategists can choose endorsers for their products based on the preference and the impact that endorsers will have on the advertising performance. In this research, suggestions are made for marketers or advertisers to choose celebrities that have a similar image to the brand and build the perception of good intention for them in advertising for successful ads. Also, advertisers should emphasize building positive attitudes toward both advertisements and products themselves to create



consumers' purchase intention. Brands can create advertisements that promote positive attitudes by showing the good expected outcomes of using the products.

5.3 Further Study

Despite the thorough design and advantageous discussions from the results, this study still has limitations, upon which further study can be developed. First, the respondents' familiarity with the model and advertisements is impetus to their answering on attitudes. A future study may need to measure the respondents' degree of orientation to the endorsers and the products, or to adjust the stimulus to be more similar to the consumers' nature (e.g., Thai consumers with Thai ads). Second, experimental design research should be conducted to investigate in-depth causal results of celebrity endorsement and purchase intention. Further study can manipulate different stimulus, with various types of models, in male cosmetics industry. This design might eliminate this study's limitation for using self-administered survey as a collection tool.

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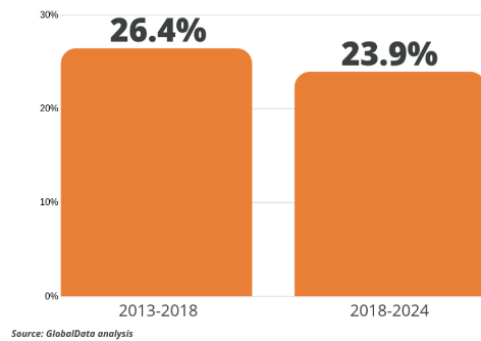
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Figures

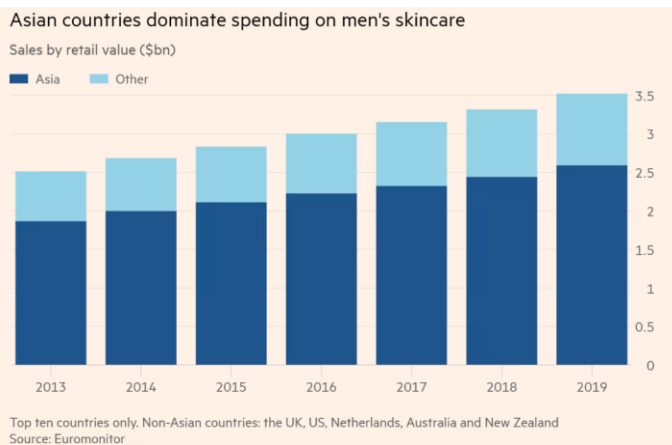
Figure 1.1: Growth Rates for Male Personal Care and Grooming Spend

Growth rates for male personal care and grooming spend
US data



Source: Saunders, N. (2019, May 21). *Capitalizing on disruption in Male Personal Care & Grooming*. OneSpace. Retrieved August 19, 2022, from <https://www.onespace.com/blog/2018/12/capitalizing-on-disruption-in-male-personal-care-grooming/>

Figure 1.2: Asian Countries Dominate Spending on Men’s Beauty Products



Source: Song, J.-a. (2020, January 24). *South Korean groups look to take make-up for men mainstream*. Financial Times. Retrieved August 19, 2022, from <https://www.ft.com/content/62d4e232-304c-11ea-9703-eea0cae3f0de>

Figure 1.3: Examples of Male Cosmetics Advertisement Featured Male Celebrity

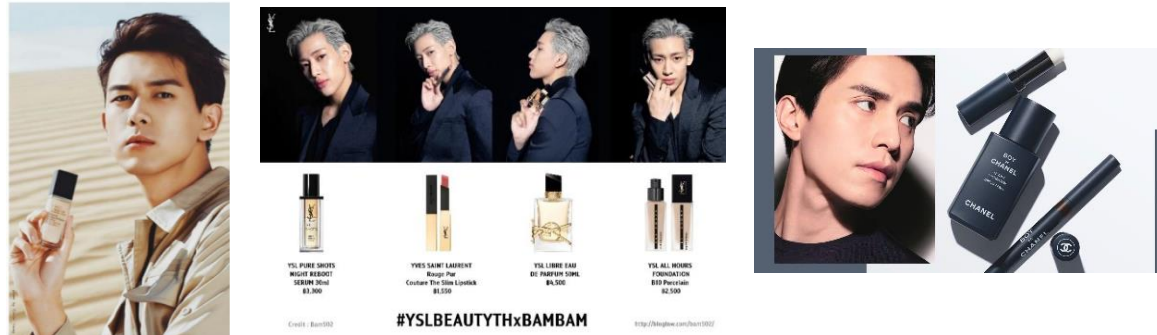


Figure 1.4: Male opinions on personal care & grooming, 2013 vs. 2018.

Male opinions on personal care & grooming, 2013 vs. 2018

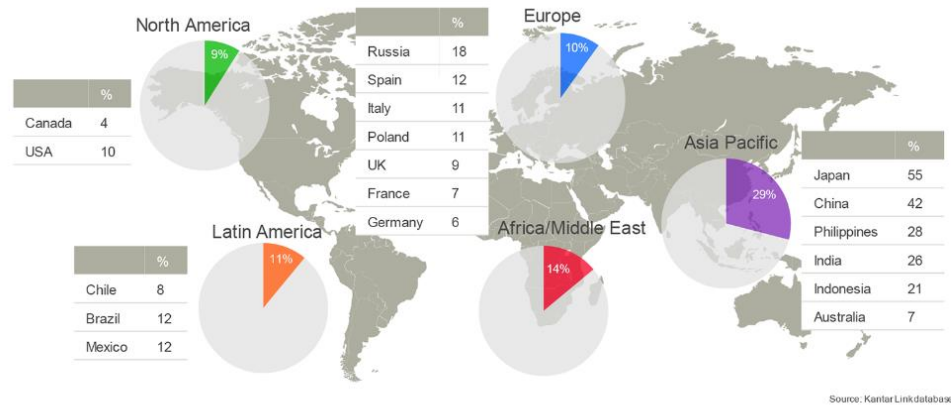
Percentage of male consumers agreeing with each statement

STATEMENT	2013	2018
• How I look matters	53.5%	60.8%
• I am interested in personal care products	44.7%	57.1%
• Retaining a youthful appearance is important to me	35.6%	43.7%
• I like to pamper myself	26.1%	40.7%
• I spend a lot of time on grooming	28.6%	35.0%

Source: GlobalData consumer research, August 2013 and September 2018

Source: Saunders, N. (2019, May 21). *Capitalizing on disruption in Male Personal Care & Grooming*. OneSpace. Retrieved August 19, 2022, from <https://www.onespace.com/blog/2018/12/capitalizing-on-disruption-in-male-personal-care-grooming/>

Figure 1.5: The Proportion of Ads which Include Celebrities.



Source: Jones, P. W. (2021, August 18). *How can celebrities help to maximise the brand impact of advertising?* Kantar. Understand People. Inspire Growth. Retrieved August 19, 2022, from <https://bit.ly/3c3SfZ3>