

The Influence of Marketing of Celebrity Endorsement on Brand Value Perception from NUVO Brand Users in Bangkok

Tanakitta Rotjanakittika, Dr. Watchara Yeesoontes

Abstract— This study examines (1) the influence of celebrity endorsement on NUVO brand marketing, (2) the impact of celebrity brand attitude on NUVO brand equity, (3) a comparison of brand equity across different demographic groups, and (4) the effect of celebrity endorsement marketing strategies on NUVO brand equity. The research used an online questionnaire distributed to 400 respondents. Statistical analyses included frequency, percentage, mean, T-test, F-test (one-way ANOVA), and multiple linear regression.

The findings indicate that the majority of respondents were female, aged 21–30, single, held a bachelor's degree or equivalent, employed in private companies, and earning an average monthly income of 20,001–30,000 THB. This study revealed that James Jirayu Tangsrisuk's attractiveness, professionalism, and engaging personality were highly significant factors in shaping brand perception. His credibility, dedication, and expertise were rated the most influential attributes. James Jirayu's endorsement as a brand ambassador strongly aligned with NUVO's slogan, "Make me happy: The more you stick, the more you love," and was perceived as highly effective. Key attributes, such as respectability, fame, effective communication, public admiration, role model status, and success in various domains, were also identified as crucial contributors to brand equity. The study further demonstrated that the key dimensions of celebrity endorsement, including attractiveness, credibility, expertise, respectability, and similarity, had a statistically significant impact on brand equity at a level of 0.05.

Keywords— Celebrity Endorsement, Brand Equity, NUVO Adhesive Tape.

I. BACKGROUND

In today's competitive landscape, consumer behavior is changing rapidly, driven by the increasing role of technology in daily life. (Bettis, & Hitt, 1995) Technology is an important social network used to search and share information on various matters as well as communication, which affects consumer perception. (Stephan, Et al 2012). When searching for information through various platforms on the Internet and selling products and services today, it is necessary to be able to design products and services that match consumer behavior at that time because consumer behavior is important in deciding to buy products and services, both in the present and in the

future. (Mahamud, Et al 2021) Another marketing strategy is influencer marketing (Influencer Marketing or Influential Marketing), which has attracted the attention of many leading brands in the United States, with 65% turning to this strategy instead of online advertising. (Ali, & Anwar, 2021) This strategy attempts to reach social influencers because they see value in their ability to effectively distribute information about products and services Research on celebrities who endorse brands (Celebrity Endorsement) (Wang, & Liu, 2022) with other factors explains that the increase in all sectors that use celebrities for brand endorsement (Celebrity Endorsement) in advertising and marketing has a positive effect on brand attitudes. (Schouten, Et al 2021) In addition, found that endorsers with strong personality traits have good brand confidence. Additionally, consumers trust the brand. It also connects these to the brand. Marketing communications reflect newness Through the NUVO brand, which is one of the main brands Cabrick cares about in terms of brand building to be known and memorable. Through marketing that focuses on the concept of "NUVO Adhesive Tape, the more you stick, the more you love it" to reflect the identity of the brand that can meet the lifestyles (Scozzese, & Gelli, 2023) of people today more. By investing in machinery that can meet the quality of the product, a variety of product specifications can be chosen. The brand image is built by bringing in a famous actor like to be a presenter for the brand to represent communication with the new generation.

For the reasons mentioned above, the researcher wants to study marketing through celebrities that affects the perception of brand value in the NUVO adhesive tape business in Bangkok. All five characteristics were studied: attractiveness, credibility, expertise, respect, and similarity All five aspects may lead to positive brand awareness. And brand awareness, brand association, quality awareness, and brand loyalty (Aaker, 2010) To use the results of the study as a guideline for creating brand awareness of the NUVO brand to increase the opportunity to sell adhesive tape products

II. OBJECTIVES OF THE STUDY

To study celebrity marketing in the NUVO tape business To study brand perception in the NUVO tape business To compare

brand perception in the NUVO tape business classified by personal data. To study celebrity marketing that affects brand perception in the NUVO tape business

A. Scope of the study

Content: To study celebrity marketing that affects brand perception in the NUVO tape business using This study was conducted on five characteristics: attractiveness, credibility, expertise, respect, and similarity, and theory of brand perception, including brand awareness, brand association, quality perception, and brand loyalty. The population and sample used in the study were consumers of adhesive tape products in Bangkok, where the exact population is unknown. A sample size of 400 participants was selected for this study. Duration of the study June 2024 – September 2024.

B. Literature Review

A study of celebrity marketing that affects brand equity perception in the NUVO adhesive tape business. The researcher studied documents, concepts, theories, and related research to determine the conceptual framework and guidelines for the study as follows: Concepts and theories on the use of celebrities to endorse brands

The meaning of celebrities endorsing brands proposed important elements for the use of celebrities. Product endorsements using celebrities must take into account 5 important elements: 1) attractiveness, 2) trustworthiness, 3) expertise, 4) respect, and 5) similarity. In 2010, Shimp further explained that trust and expertise are elements of trustworthiness, whereas attractiveness, respect, and similarity are elements of attractiveness. Considering the elements of the model, this research found that there are three elements that affect the effectiveness of using celebrities: 1) trustworthiness, 2) expertise, and 3) attractiveness. (Chiu, & Ho 2023) stated that celebrities are people who most consumers trust. The information received from celebrities and experts in that subject matter is because the information received from celebrities is true, not direct advertising from the product owner. This is information from users, so they are willing to accept media without bias. Consumers believe that a celebrity is using a product or service that they follow, so they will use it as well. (Febrian, & Fadly, 2021) To support and be willing to tell people close to them to try that product. In addition to public relations through websites, fan pages, and advertisements, sales promotions can also stimulate consumer interest. Advertising celebrities by presenting the characteristics of the presenter is a way to build confidence, trust, confidence, and attractiveness for the brand. In addition, using the image of a celebrity to build confidence, trust, and confidence attracts consumers. said that the importance that marketers see in using these people to help in advertising is because the thoughts and behaviors of the presenters have an effect on the thoughts of the target group in the following important ways: (Mahamud, & Shuyue)

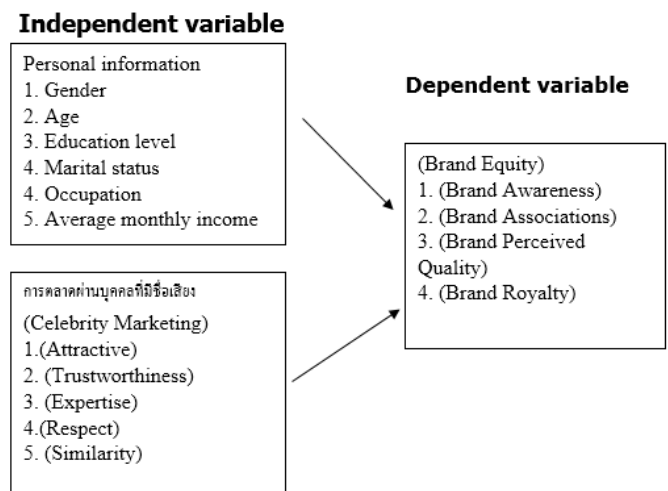
1. Celebrities who are trend-setters Whether it is dressing, meaning hairstyles, handbags, personal items, and lifestyles, many consumers watch the dressing of stars in dramas, watch singers in concerts and observe how these celebrities dress. Of course, when there is an opportunity, they will immediately dress, similar to their favorite celebrity. (Pokapanit, & Mahamud, 2024)

2. Celebrities who are opinion leaders (Opinion-Leaders) and influence the dressing and expressions of consumers also have an important influence on consumers' thoughts, such as campaigns from the government, campaigns on Anti-Narcotics Day often use celebrities to help publicize the campaign so that the famous people can help change the minds of the admirers of the target group (Sawai, K., & Mahamud.)

3. Inspiration (They are the Mirror of Self-Aspiration) with beautiful faces and good personalities, celebrities are ideal people for consumers. Consumers tend to assume that they are the same as celebrities. (Hussain, Et al 2024)

C. Conceptual Framework

Based on the above research, the researcher used the concept of celebrity marketing theory and brand value perception. Summarized and integrated into a conceptual framework to study celebrity marketing that affects brand value perception in the NUVO brand adhesive tape business in Bangkok are as follows:



III. METHODOLOGY

The study of celebrity marketing that affects brand value perception in the NUVO tape business is a quantitative study using a questionnaire to collect and analyze statistical data. The study methodology is as follows.

A. Population and sample used in the study

The population used in this study is a group of people who have seen the advertisement of NUVO tape products using Mr. James Jirayu Tangsrisk, a famous brand endorser. This study used a non-probability sample size calculation. (nonprobability sampling) of (W.G.. Cochran,1953) at a confidence level of 95 percent and an error level of 0.5 percent. The samples were selected as follows: (Li, & Chantakit, (2023, July)

Formula $n = \frac{P(1-P)Z^2}{e^2}$
 n = the number of samples required
 P = the proportion of the population to be randomly selected
 0.5
 Z = the confidence level at a statistical significance level of 0.05 is equal to 1.96
 e = the proportion of error that can be allowed to be 0.05
 Substitute $n = \frac{(.50)(1-.50)(1.96)^2}{(.05)^2}$

n = 384.16

In the calculation, the sample size was 385 people; however, for the convenience of data analysis and evaluation, a sample size of 400 people was used.

B. Results of the study

A study of marketing through celebrities that affect brand equity perception in the NUVO brand adhesive tape business. The sample group studied was 400 members of the general public who answered the questionnaire as a tool for data collection and received 400 sets back, accounting for 100 percent. The results of the study are divided into Marketing through celebrities that affect brand equity perception in the

As shown in celebrity marketing affects brand equity perception in the NUVO brand tape business, and attractiveness, expertise, and respectability affect brand equity perception in the NUVO brand tape business at a statistically significant level of .05.

IV. SUMMARY, DISCUSSION AND RECOMMENDATIONS

A. Summary

The study of celebrity marketing affecting the perception of brand equity in the NUVO tape business aims to study celebrity marketing in the NUVO tape business, compare the perception of brand equity classified by personal data, and study celebrity marketing affecting the perception of brand equity in the NUVO tape business. A total of 400 questionnaires were used as data collection tools and statistics were used to analyze the data, namely percentage, mean, t-test, One-Way ANOVA and Multiple Regression Analysis. The results of the data analysis can be summarized as follows:

B. Personal Data

From the study on celebrity marketing affecting the perception of brand equity in the NUVO tape business in Bangkok, it was found that most of the respondents were female, aged 21-30 years, single, bachelor's degree or equivalent, and private company employees. Average monthly income 20,001 – 30,000 baht

C. Information on Celebrity Marketing in NUVO Tape Business

From the study of the importance level of Celebrity Marketing in NUVO Tape Business, it was found that the attractiveness, trustworthiness, expertise, respect, and similarity aspects of celebrity marketing are at a very important level. The details are as follows. Attractive: The results of the study showed that it was at a very important level. There were two items at the most important level: the person used as the presenter was professional. Jem Jirayu Tangsrisuk is interesting. This is important. Three items were included: the appearance of a famous person made people interested in the tape product. The person used as a presenter has attracted attention. The fact that NUVO Tape uses a famous person who is currently popular can create an interest.

NUVO brand adhesive tape business.

Celebrity Marketing	B	Std. Error	Beta	t	Sig.	test
(Constant)	.731	.230		3.178	.002	
Attractiveness	.233	.042	.303	5.574	.001*	yes
Credibility	.036	.060	.034	.596	.551	no
Expertise	.246	.037	.304	6.597	.001*	yes
Respectability	.241	.057	.198	4.199	.001*	yes
Similarity	.038	.024	.063	1.553	.121	no

Trustworthiness: The results of the study showed that it was at the most important level. The most important details are 4 items: Trusting a dedicated and professional celebrity endorsing the product The image of a famous person is trustworthy Using a famous person to endorse the product increases trustworthiness And trusting the celebrity you follow because he is a trustworthy person is at a very important level 1 item: Using a popular celebrity creates trustworthiness

Expertise: The study found that it was at a very important level With 1 item: Using a consistent celebrity creates confidence For example, James Jirayu has a modern, friendly image and personality, consistent with Make me happy, the more you stick, the more you love It is at a very important level 2 items: Feeling confident when a celebrity shares his direct experience using tape And using a famous person to present has an effect on purchasing decisions At a moderately important level 1 item: A famous person has knowledge about tape products At a less important level 1 item: A famous person has skills and expertise in tape products

Respect: The study found that it was at the most important level With 5 items: Famous people use good words to communicate, making you admirable and accepted Famous people in the industry for a long time, making you admire and accept Famous people are good role models, admirable and respectable Famous people are admired for their achievements in various fields, and famous people are successful in various fields, making them admired and accepted. In terms of similarity, the results of the study found that it was at a moderate level of importance, with one item at a very important level, namely, famous people having a similar culture, and four items at a less important level, namely, famous people having similar perspectives, famous people having similar lifestyles, famous people having similar likes, and famous people having similar interests.

D. Information on Brand Equity in NUVO Adhesive Tape Business

From the study of brand equity in the NUVO adhesive tape business, it was found that the evaluation of alternatives, brand awareness, brand associations, perceived quality, and brand loyalty were at a high level of opinion, with the following details:

In terms of brand awareness, the study found that they were at a very good level, with details in the very agree level of four

items: they know the NUVO adhesive tape brand very well, the brand is unique and easy to remember, they can remember or think of the NUVO adhesive tape brand quickly, and they can distinguish the NUVO adhesive tape brand from other adhesive tape brands. They were at a moderate agreement level with one item: they had heard or seen the NUVO adhesive tape brand in various media.

In terms of brand associations, this study found that they were at a very good level. With four items in the highly agree level, consisting of: Using NUVO brand tape products makes you feel that it is worth the price you pay, feeling that using NUVO brand tape products makes you confident, feeling familiar with the NUVO brand tape product brand, and NUVO brand tape products have a unique identity, slightly agreeing, with one item in the slightly agreeing level, receiving special privileges from using NUVO brand tape products in large quantities.

In terms of Brand Perceived Quality, the study results found that it was at a very agreeing level, with one item at the most agreeing level, feeling confident that NUVO brand tape products are of standard quality, with four items in the very agreeing level: NUVO brand tape products are of consistent quality in use, NUVO brand tape products have various appearances and designs that meet customer needs in a worthwhile manner, feeling impressed with the quality of using NUVO brand tape products, and feeling confident that NUVO brand tape products are of better quality than other brands of tape.

In terms of brand loyalty, the study results found that it was at the very agreeing level, with five items in the very agreeing level: If someone recommends using another brand of tape products, they will reject and ignore them. The company will continue to use NUVO brand tape products in the future. Recommend people around me to use NUVO brand tape products. NUVO brand tape products are always the first choice for purchase and have the intention to use NUVO brand tape products, even though the price has increased due to the economic situation.

E. Comparison of Brand Equity Perception Classified by Personal Information

Different personal information has different perceptions of brand equity. The study found that different personal information in terms of gender, age, status, education level, and average monthly income had different effects on brand equity perception. Different personal information in terms of occupation had no effect on brand equity perception.

Celebrity Marketing Affecting Brand Equity Perception in NUVO Adhesive Tape Business
Celebrity Marketing Affecting Brand Equity Perception in NUVO Adhesive Tape Business
The study found that Celebrity Marketing, attractiveness, expertise, and respectability have significant effects on brand equity perception in NUVO adhesive tape business at a statistical level of .05.

V. DISCUSSION OF RESULTS

From the study on Celebrity Marketing Affecting Brand Equity Perception in the NUVO Adhesive Tape Business, the researcher has the following discussion points:

The researcher offers the following suggestions from this study.

In terms of attractiveness, using celebrities to present products should be chosen as celebrities with outstanding personalities, attractive appearances, and trendy because they can quickly create awareness and position the product. The behavior of celebrities has a great influence on the decision to use the service, creating engagement between the brand and consumers.

In terms of presenter credibility, consumers are confident about a product. Having dedication and sincerity in endorsing the product can increase the credibility of purchasing the product because consumers feel that the endorser should be qualified. Therefore, related businesses should focus on selecting presenters for marketing, because the credibility of celebrities will also increase the credibility of the brand.

In terms of expertise, celebrities should be chosen to match the brand's products and be appropriate for presenting products that meet the needs of each target group. The specific skills and abilities of celebrities significantly affect consumer awareness and confidence. Choosing presenters who are appropriate and consistent with the brand's products or businesses will stimulate consumers to decide to use the service.

In terms of respectability, celebrities with appropriate appearances should be chosen as the main principle in terms of respectability. It can be said that if a business chooses a celebrity who is an admirable role model in life or has a good life, which makes them accepted by society, consumers are more likely to accept or admire the celebrity.

In terms of similarity, celebrities have a culture, perspective, lifestyle, likes, and interests that are similar to the consumer group. This contributes to consumers' positive attitudes towards the brand.

A. Suggestions for the next study

Using in-depth interviews to gain insights into the survey to find differences and shortcomings in using marketing strategies through famous people to meet needs the most and to use the results to improve and develop them to be consistent and beneficial to businesses in planning long-term marketing strategies. The population should be expanded in future studies to study a wider group of people and be able to compare differences to obtain clearer and more accurate data.

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