

## Elements that Influence Celebrity Image Building in the Entertainment Sector of Thailand

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Submitted 20 October 2014; accepted in final form 14 October 2015

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### Abstract

This study deals with elements of building the image of celebrities working in the entertainment sector of Thailand. The research was done through employing both qualitative and survey-based/quantitative data accumulation using: 1) In-depth interviews with celebrities, persons related to celebrities, and academics; 2) Group interviews with celebrities' fan clubs; and 3) Opinion surveys of a sample of Thai citizens. When analyzing the data collected, it can be established that factors that have the greatest impact on the image-creation and reputation of celebrities in the entertainment industry of Thailand are related to: sales channels, communication and marketing, operations, and character/personality. Secondary factors include: artist management staff, pricing, activities for society, and management executives. Finally, additional factors are: remuneration, fan base, and artistic work.

*Keywords:* celebrity image, image building, entertainment sector

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### 1. Introduction

Image is something that is developed in the hearts of the public towards something or someone referred to as “subjective knowledge” and it is composed of reality, values that we develop ourselves whereby individuals collect information through subjective knowledge related to various things that they are surrounded by what they experience, what they have faith in, and believe to be true (Rungrat Chaisamret, mor por por). Creating the right image is an essential thing that must be done, because it is sustainable marketing, especially in the entertainment industry where there is a high level of competition and a swift and ever increasing growth in value (Thai Journalists Association, 2014). Furthermore Price Waterhouse Coopers and Idate (2012) revealed information that from 1998 to 2010 revenue from the entertainment industry worldwide grew from USD\$ 449 billion to USD\$ 745 billion which is the reason that many people aspire to a career in entertainment and attempt to find ways to find work in this industry, and once they achieve this they usually want to maintain their popularity for as long as possible whereby different people have different ways of doing this whether it be through developing their abilities in order to create acceptance, or improving their appearance and physique. But, in more than a few cases people employ the method of creating a buzz in the media for the purpose of creating a memorable image of themselves whereas the image of celebrities that is presented to the public is something that easily impacts on society as a whole in profound ways because famous people are considered role models to the youth in this day and age, who when often displaying certain forms of behavior can influence trends and public perception of what is to be considered normal and what behaviors that are appropriate to imitate. This creates certain sets of values. If they are good and appropriate, those values produce positive effects; and conversely, if they are not that good, the impact is that when the public is fed with this kind of information often, they become accustomed to it, and start to perceive it as a normal doing, since even performers that many label as their role models also behave themselves this way. These things can bring about change that has a negative impact on society, for example when celebrities change partners often.

Based on the information presented above, we may conclude that popularity and image run parallel to each other, because building image is essential to a career in entertainment. Whereas we can see that in the past very few performers are able to produce creative work and an image that is positive on a consistent basis, thus in order for us to learn the principles of acceptable behavior for performers, it is highly necessary to study the essentials or elements that comprise building an image for celebrities in the entertainment industry, and specifically the process for creating an image for celebrities in Thailand's entertainment industry.

## **2. Literature Review**

### **2.1 Image**

Image building must be coupled with public relations. This is crucially necessary for the marketing and advertising business. Image building is first generated in one's mind where one gradually creates an image based on reality and personal evaluation. Over the time, this becomes a reality of awareness that consists of model or construct object, believable object, static and realizable object, clear visual and materialized object, ease of understanding object, and fact and expectation. In general, one can divide image into ten (10) categories which are: a) overlapping image; b) present image; c) mirror image; d) pleasant image; e) ultimate image; f) correct and incorrect image; g) goods and services image; h) brand image; i) organization image; and j) institution image (Boulding, 1975). Each type of image will have different characteristics based on the characteristics of holistic figures and importance of elements. The image of a person in relation to any topic differs according to event and environment, communication channel, personal element, and awareness and impression. Sometimes, image building must be well planned in order to create a good impression to one's audience (Pongthep Worakijphokatorn, 1994). The elements of an image building plan should identify target groups, the objectives behind the plans, communication strategies or communication tools, media strategies and activities, information presentation strategies, and image assessment and evaluation methods (Rungrat Chaisamrej, N.A.). Image building methods must consist of: image scope planning, permanent image promotion and protection, and image improvement and development. Good image building must cover several areas: executive image, teamwork image, product and service image, process image, social activity image, artifact image, organization culture image, and working environment image (Duangporn Kumnoonwat and Wasna Jansawang, 1993). Expression behavior factors, honesty factors, participation factors, service factors, and public relations factors are important to the image building of a person or organization (Rungrat Chaisamrej, N.A.)

### **2.2 Concept and Theory in Image Building**

#### **2.2.1 Self-image Theory**

Self-image theory is personality, ability, or expression which affects the interpretation of personality and potential by the audience (Putuchon Buddawang, 2010)

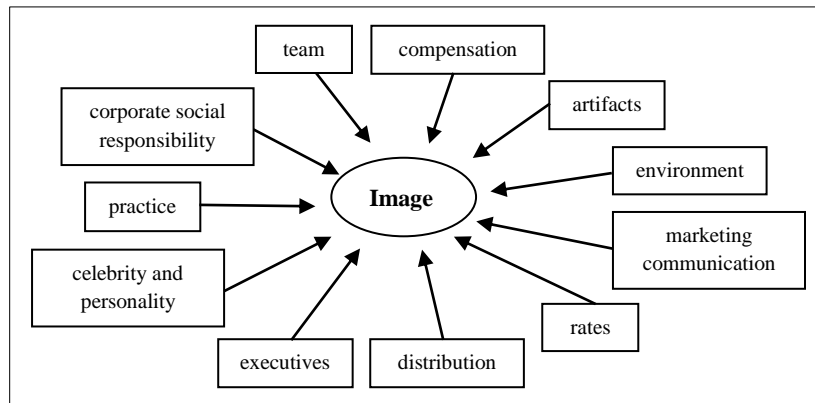
1. Actual self is the real character of a person, as in the character of a person in reality which that person may or may not be aware of.
2. Ideal self is the ideal character which a person cannot have in the present.

The self-image or personality of a person consists of his/her actual and ideal character depending on personal holistic experience, environment, and rationale in reality. If the person's experience is unable to adjust to his/her environment and be rational in reality, this can lead to emotional, mental, and personality problems. But if the person's experience can adjust to the environment and be rational in reality, he/she in in good mental health and has the potential to develop real person realization.

#### **2.2.2 Kevin Lane Keller's Image Building Concept Theory**

Kevin Lane Keller (1998) stated that image is an important element in the success or failure of an organization because image affects the decisions of consumers. If an organization has a good image, consumers will support it which will lead to the success of the organization. But if the organization has a bad image, consumers will not support it which leads to the failure of the organization. The elements of good image building are shown in the following figure:

### 2.2.3 Gregory and Wiechmann's Image Building Concept Theory



**Figure 1** Concept in Image Building [Source: Kevin Lane Keller (1998)]

Gregory and Wiechmann (1991) stated that in basic work, “knowing us/knowing them” is crucially necessary to image development. “Knowing us” is acknowledging all related matters in one’s firm in order to define the present situation of the organization. “Knowing them” is important in creating an image because it will provide information regarding the demands of others or consumers. If we acquire information regarding consumer demand, we will be able to satisfy those demands accurately. Gregory and Wiechmann summarized organization image building as follows (Information and Public Relation Office, Heath Service Support Department, 2012):

- 1) Realization of target group demand
- 2) Specifying clear direction towards image building targets
- 3) Knowing our image and expected image
- 4) Knowing what we are doing and having a clear role
- 5) Employing creativity to satisfy target groups as much as possible
- 6) Having consistency, regular image building
- 7) Employing public relations to communicate real capabilities and regularly adjust target groups’ understanding through true information to counteract rumors

### 2.2.4 Brenda Bence's Personal Branding Concept Theory

The “image building under personal branding” concept of Brenda Bence discussed the expression of character and personalization of actions to the public so that the public develops a memorable impression and visualization of the performer that conforms to that. It could be compared with the self-selling of celebrities to make others aware of their personality and character so that they (referred in Natawat Wongwilasnurak, 2010):

- 1) Are well known and memorable
- 2) Increase their personal value
- 3) Make themselves outstanding compared to others
- 4) Make themselves professional

### 2.3 Celebrity

According to the marketing definition of “celebrity” or “celebrity endorser”, a celebrity is a person who is known by his/her popularity (Boorstin, 1972) while a celebrity endorser is a person who is accepted by the public and accepted and known in society, such as actors/actresses, athletes, etc. who are presented in advertising for the benefit of companies who employ that celebrity (Mc Cracken, 1989).

Although this marketing definition of “celebrity” is a general clause, in fact, not all celebrities under this definition utilize their fame for commercial benefit in all respects such as employing their celebrity status to their advantage through being attractive characters in advertising campaigns. In order to do so, celebrities must have specific characteristics that impress the consumer or be able to employ their celebrity status to benefit the credibility of products or services. They must be trustworthy people to create credibility for companies’ products or services.

Nowadays, being a great person does not always mean he or she is a hero. Anybody could be built up to be a hero to satisfy human need and would not be considered a great person anymore. He/she would be a celebrity instead. Thus, the celebrity hero image is deteriorated by famous persons in their public images only.

In general, an actor’s image cannot be generated solely by public relations or marketing promotion. There are several important elements involved in creating image such as:

- 1) Appropriate personal character is the most important element in building image because it is the primary thing that evokes the feelings of most people in their first impressions which in turn more or less affects perception and appreciation. One must portray trustworthiness expressed through character, appropriate dress, speech which employs speaking tactics and action to persuade people through smooth methods and technique, being unbiased, honest, brave, cautious, responsible, and diligent. Moreover, most importantly, one must always be creative and smart, especially in work related to emotional or highly sensitive expression.
- 2) Planning and specifying the scope of image to be projected into regular people’s minds. First of all, we must acknowledge the status of the actor/actress, his/her standpoint and what direction to take to process the desired direction of image or, in other words, how we want people to feel or react to the actor/actress.

## 2.4 Related Research

Sasitorn Nguanphan (2013) said that “social activities are an important element in building image”, Jirathip Thongsuk (2006) said that “activities are the political image building process of senators”, and Supaporn Suthamkosol (2004) said that “participation in political activities and social activities for the public is image building that creates acceptance and trust among citizens”. Compensation is a factor that indicates fame and popularity in people’s minds. Operations prove the importance of being responsible and punctual in work. Good management influences the image of celebrities. An operation plan should be prepared in compliance with Sasitorn Nguanphan (2013) who said that “a business operation plan is an important element of image building”. The team of, or those people who work close to celebrities, are found to affect the image of the celebrities. Employees, team members, and supporters should have good human relations skills, be responsible, be punctual, and be friendly. This complies with what Sasitorn Nguanphan (2013) said that “building employee image is an important element of an organization” and what Aroon Narumitrlert (2006) said that “the quality control of teamwork members is an important element in the image building of members of parliament”. Personality is an important element of being a celebrity, especially appearance. This complies with Apiradee Tantisoontharoedom (2008) who said that “a clear specification of personality influences the good image of celebrities such as Abhisith Vejajeewa”, and the statement of Soonthorn Kamyod (2009) that “the personality of Northern females effects others’ perception of the characteristics of Northern females”, and that of Supaporn Suthamkosol (2004) who stated that “having a trustworthy personality affects the image of people in the entertainment sector who are also politicians”. In general, there are two objectives in the marketing communication of celebrities: information and correction. Celebrities should continuously and regularly apply marketing communication through several channels in order to widely develop people’s awareness. Good marketing communication can influence the good image of celebrities as confirmed by Sasitorn Nguanphan (2013) who said that “marketing communication is an important element in image building”, Kietya Saisanan (2009) who stated that “media is the premier element in the image-bulding of celebrities”, Jirathip Thongsuk (2006) who said that “communication is the political image-building process of senators”, and Nattawadee Duangtadum (2006) who put forth that “mass communication effects the image presentation of celebrities such as Ms.

Ongsan Xuji". Distribution, good planning, and management of distribution channels influences the decent image of celebrities. Management executives are perceived to provide opportunities and promotion that affects the image of celebrities. This complies with Sasitorn Nguanphan (2013) who said that "executives are an important element in building image" and Kietya Saisanan (2013) who said that "executives or the actor's advisors are factors in the success and image of the actor". Performance fees affect the image of celebrities in employment. Appropriated pricing in celebrity fees enhances the possibility of being employed. This complies with what Sasitorn Nguanphan (2013) stated that "pricing is an important factor in building image".

### 3. Research Methodology

#### 3.1 Source of information for study

##### 3.1.1 The public and sample groups

The public and sample groups used in this study were divided into three groups as follows:

- a) *People studied through in-depth interviews*, consisting of Thai celebrities, persons related to celebrities, and academics in the field of studying the image of celebrities.
- b) *People studied through group interviews*, consisting of members of Thai celebrities' fan clubs.
- c) *People studied through public surveys*, consisting of the Thai general public.

##### 3.1.2 Random Selection

###### a) *The random selection of persons selected for in-depth interviews*

The random selection of persons selected for in-depth interviews was chosen through a process of non-probability sampling and purposive sampling based on the discretion of the one conducting the study. The characteristics of groups chosen was based upon the purpose of the study, namely, nine celebrities who have achieved success in the entertainment industry of Thailand: nine (9) persons related to celebrities, comprising three (3) personal managers of celebrities, three members of the media, and three television drama producers, and four academics specializing in the image of celebrities.

###### b) *The random selection of people chosen to take part in group interviews*

The random selection of people chosen to take part in group interviews was determined through a process of non-probability sampling as well as quota sampling whereby groups were chosen based upon characteristics suitable to the purpose of the study, that is: two groups of Thai celebrity fan club members, namely, one group of Thai celebrity fan club members consisting of students, and one group of Thai celebrity fan club members of working age. The groups consisted of ten members per group.

###### c) *The random selection of members of the public to be surveyed*

The random selection of members of the public to be surveyed was chosen through a process of non-probability sampling as well as an accidental sampling of 400 citizens from all provinces of Thailand aged 15 years and over. They were selected using Taro Yamane's (1967) formula from a total of 64,871,000 Thai citizens (citing census information from The Institute for Population and Social Research as of the 1st of July, 2014) (The Institute for Population and Social Research, 2014)

#### 3.2 Method for Collecting Data

Data for this study was collected and formulated using three methods, namely:

1) In-depth interviews were conducted in compliance with quality research standards using open-ended questions with a semi-structured interview format. Interviews began with specific questions at first, after which the interviews were conducted according to the regulations established for in-depth interviews with individuals. (Donald R. and S. Schindler, 2007)

2) Focus group interviews conducted with Thai celebrities' fan club groups to determine trends and factors employed in creating an image for celebrities in Thailand's entertainment industry.

3) Survey research using questionnaires with a sampling of Thailand's general public in order to determine trends and factors employed in creating an image for celebrities in Thailand's entertainment industry. Random selection of persons surveyed was conducted in accordance with non-probability sampling and accidental sampling standards.

### **3.3 Data Analysis**

#### **3.3.1 Quality Data Analysis**

Examination of data was conducted using a triangulation process whereby the information gathered from in-depth interviews and group interviews was compared to determine in what ways opinions concurred or differed from one another after which a consensus of information was drawn for this study. (Supang Chantavanit, 2008) Researchers divided up data into categories of information sought for the study and used data from other literary studies to examine new information in order for the data analysis of this study to be better organized, structured and exhaustive. The objectives leading this research study were sought through analyzing data as following:

##### ***a) Data analysis***

Data analysis using the method of analytic induction, that is, analysis and deduction of data using descriptive explanation extracted from in-depth interviews with a sampling of 22 persons, consisting of nine celebrities, nine personal managers of celebrities, three members of the media, three television drama producers, four academics specializing in the image of celebrities, and two group interviews with 10 interviewees in each group, as follows: one group of fan club members consisting of students, and one group of fan club members of working age.

##### ***b) Content analysis***

Content analysis involved analyzing data accumulated from various documents and theses in order to identify the elements and factors that have an impact upon creating an image, specifically studying this literature for the purpose of ascertaining what are the elements and factors involved in creating an image for celebrities working in the entertainment industry of Thailand.

#### **3.3.2 Analysis of survey/quantitative data**

A ready-made social science program was used to analyze and evaluate data from survey questionnaires using descriptive statistics. Those statistics were quoted in percentage values.

## **4. Results**

Results from in-depth interviews with 22 celebrities and persons related to celebrities, can be divided up into 11 topics which are;

##### ***a) Social activities***

It was found that doing social activities helps build a positive image and sets a good example for youth, inspiring them to follow suit. The study of celebrity image building by social activities through in-depth interviews with celebrities, persons related person to celebrities, and academics concluded that a major factor in positive image building comes from social activities which also serves as an inspiration and example for the youth to follow. Engaging in social activities provides good and sustainable image building for celebrities because other than the benefit of the activities themselves, such projects also showcase the celebrities' capabilities. Famous people sacrificing personal time for social benefit sets a strong example for youth to follow. If such activities are regularly conducted, this leaves a memorable impression on people and encourages support. Creating image through public activities and social development builds a positive image. In addition to simply being famous, good celebrities should additionally help society through conducting public activities. Celebrities should be built up as positive icons to the youth. Many celebrities have proven that they could draw interest from the media and generate

their fame without leaning on gossipy scandalous news. Performers who do not need to lean on such sensational news strategies and instead replace that with good behavior will strengthen their profile in society. Creating a good example forms a more sustainable image in people's minds because Thais admire good celebrities who are positive role models, and so do event organizers and many media organizations.

***b) Compensation***

It was found that compensation is an element that affects the image of celebrities' image and is a benchmark of popularity in the eyes of the public. Compensation is a point of difference between more experienced celebrities and new actors/actresses. Compensation should be set according to the appropriateness, job specifications and the celebrity's popularity. Some celebrities like to create trends to make themselves appear more interesting, to build popularity, and to increase their fame through creating a buzz surrounding themselves, but this can bring positive or negative results. Some celebrities are not mindful of building good image but instead focus simply on building popularity in the interest of gaining high compensation.

***c) Practice***

In terms of the practice element of celebrity image building, celebrities should have a motivation in their work, and strive for high-quality achievements. A high standard in work and achievements generates popularity. Therefore, practice and continual self-improvement must be employed in order to maintain popularity and have sustainable celebrity status. Performers should enroll in additional acting courses, rehearse a variety of roles, be responsible in fulfilling assignments, and be punctual. This helps celebrities to maintain a good quality image.

***d) Support Team***

The element of the celebrities' support team referred to in this study refers to people who work closely with the celebrity such as his/her personal manager or PR representative, along with supporters and whoever accompanies the celebrity. Regardless of the situation, whether social or other events, filming sets, PR presentations, charity drives, etc., the celebrities' personal staff, fans and followers, associates and/or family members all have an impact on the celebrity's image. In some way, these people are like a mirror of the celebrity's image. For example his or her personal manager is incompetent or conducts himself/herself in an annoying manner, this hinders people from wanting to hire that celebrity. Fan club members also influence the celebrity's image.

***e) Personality***

Mannerisms and appearance are important elements in celebrity image building. How the celebrity conducts himself/herself is established based upon what product or service the celebrity is endorsing. The appearance, personality, capability, experience, personal habits, actions, and behavior of celebrities all directly impact their image.

***f) Marketing Communication***

The marketing communication element in image building is essential to the celebrity image building because of the prominence of communication and marketing in society today. Celebrities should employ numerous appropriate communications channels. The most convenient and rapid communications channel in this day and age is social media through which people have access to news rapidly and through which information is spread widely and quickly. Key objectives for using marketing communication in building celebrity image are to: 1) Inform, and 2) Correct false information.

***g) Management Executives***

Executives and personal managers can influence the image of celebrities and be a reliable source of information because they are close to the celebrities. Executives and personal managers are also important to celebrities through their support and finding opportunities for the celebrities.

***h) Distribution channels***

The factor of distribution channels in celebrity image building is important in the entertainment business, since good distribution management results in good image. All three groups queried through in-

depth interviews agreed that good communication is important in building a good image, whatever the type of media. If appropriately managed, this significantly impacts image-building. Good management of schedules and events, prompt arrival and punctuality, helps create good image from the standpoint of celebrities' work habits. If schedule management is good, work and event cues will be handled appropriately and help towards the celebrities' work efficiency.

***i) Pricing***

Celebrities' fee rates greatly affect celebrity image. Appropriate pricing influences the work and good income of celebrities. In general, remuneration rates for celebrities will be set by their promoter in accordance with their level of popularity. In addition, there are two more elements to celebrity image building that are workmanship and fan clubs.

***j) Artistic work***

Good quality artistic work is an element that affects the good image of celebrities and directly impacts their popularity and ability to acquire support from fans.

***k) Fan clubs***

An important factor that influences the work of celebrities is fan clubs. If celebrities can project a good image to their fan clubs, the fans will support their artistic work and generate more job opportunities for them.

Results from focus group interviews: A sampling of 20 persons was divided into two groups: One group of 10 fan club members consisting of students and another group of 10 members of fan clubs of working age. Results of these interviews indicated nine elements that contribute to celebrity image building as follows:

***1) Image building through activities for society***

Building image through conducting activities for society is good and influences the good image of celebrities working in entertainment. Therefore, such social activities should be conducted with ongoing consistency, not only for the purpose of publicity or public relations.

***2) Image building through compensation***

Compensation rates can influence the image of celebrities in the entertainment industry of Thailand as an indicator of popularity. When celebrities can draw high compensation rates, they will be perceived as having fame and popularity in the eyes of the general public.

***3) Image building through on practice***

Regular practice and self-improvement can influence good image. If celebrities exercise good management and are time-efficient as well as producing quality artistic work, this generates good image.

***4) Image building through support teams***

Focus groups were of the opinion that the support teams of celebrities do not play a part in influencing the image of the celebrities.

***5) Image building through character and personality***

The element of celebrities' character and personality is important in good image building. They must have a good appearance, good personality, appropriate behavior, know how to adjust to situations, be responsible, display good human relations with everyone, and have a love for their work and career.

***6) Image building through marketing communication***

Marketing communication is essential to celebrities. Celebrities and the media are inseparable. Marketing through communication is a channel to enhance awareness of celebrities among people, and to expand their popularity. Achieving fame and popularity is getting halfway towards success in an entertainment career. Then the task is to maintain it.



**7) Image building through management executives**

Focus groups were of the opinion that the management executives behind celebrities do not play a significant part in influencing their image.

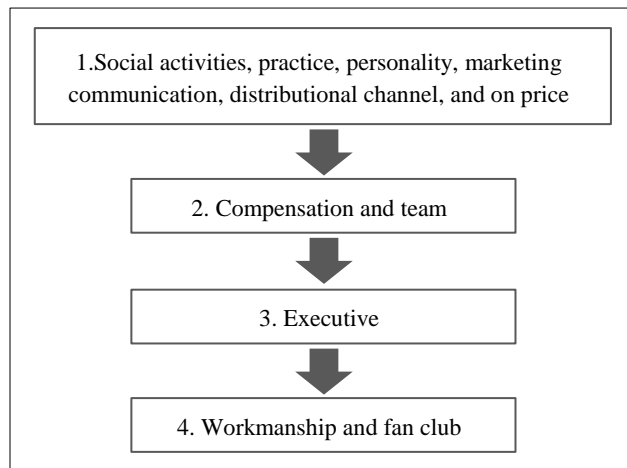
**8) Image building through distribution channels**

Distribution channels are an important element in the building image of celebrities working in the entertainment industry. Both groups interviewed were of the opinion that distribution channels are varied. Various forms of media provide different communication benefits. Celebrities should employ good planning and quality management in order to bring about efficiency that will lead to an increase in quality and help generate a good image for the celebrities.

**9) Image building through pricing**

The fee rates of celebrities impacts their work image. If they set the price too high, they may not get employed. Generally, the asking rates should be set by celebrities' promoters according to their level of popularity.

Analysis of data gained from in-depth interview with celebrities and persons related to celebrities, as well as focus group interviews with celebrity fan clubs through triangulation data testing found that all groups concur that activities for society, artistic work, operations, personality, marketing communication, distribution channels, and pricing are the most important factors, followed by remuneration and support teams, as well as management executives. In addition, there are other elements that academics viewed as important factors in the image-building of celebrities which are artistic work and fan clubs. The important sequence of elements that influence the image building of celebrities from in-depth interviews and focus group interviews could be drawn in pyramid form as follows:

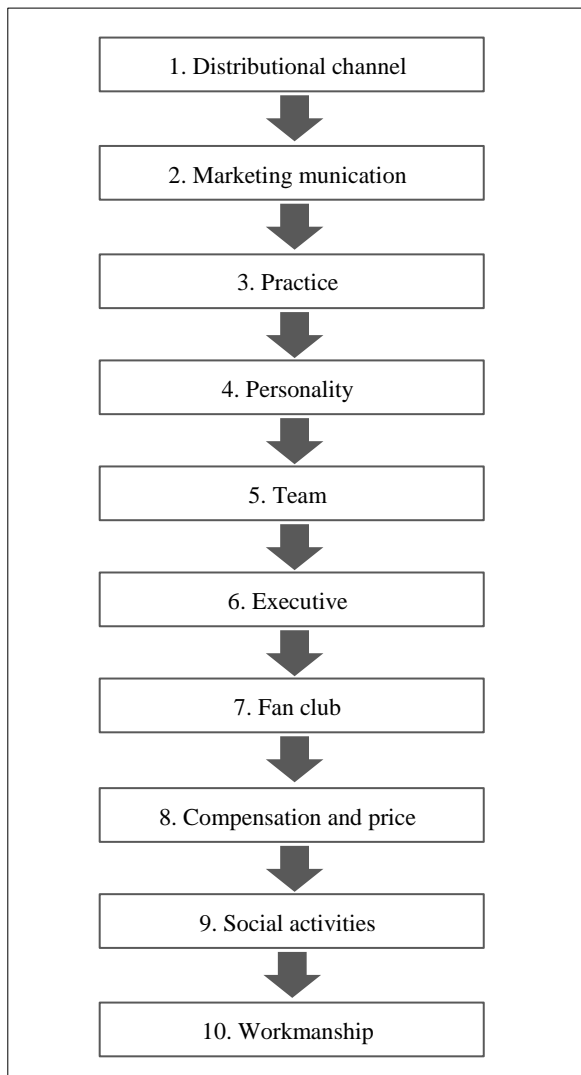


**Figure 2** The important sequence of elements that influence the image building of celebrities from in-depth interviews and focus group interviews

Survey research was conducted with 400 samples of population in Thailand to survey people all 11 attitude in elements of image building of celebrity in Thai entertainment business that are; social activities, compensation, workmanship, practice, team, personality, marketing communication, fan club, executives, distributional channel, rates

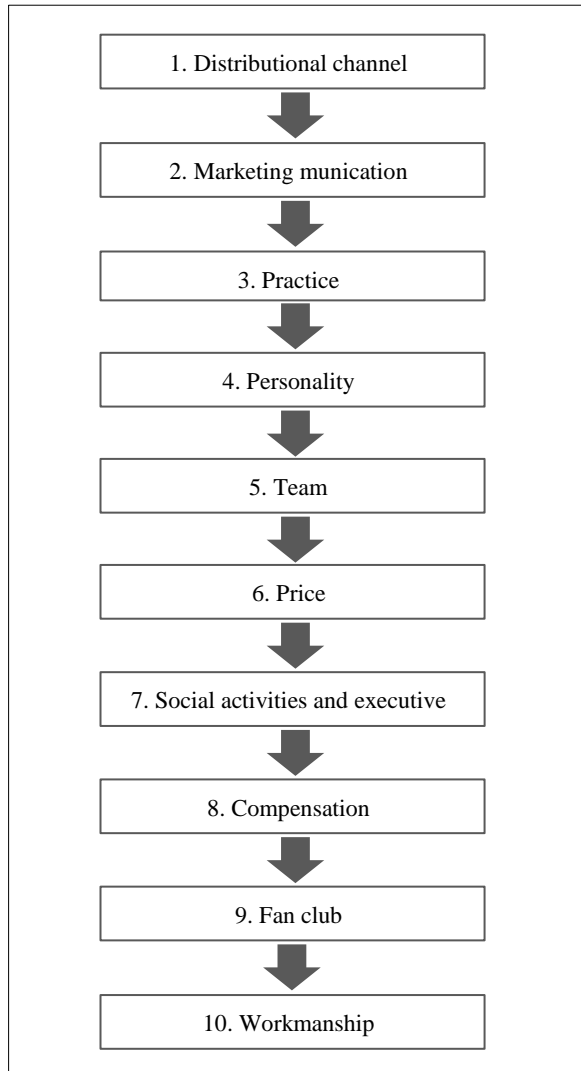
The survey found that most of the population accepted that all 11 factors/elements in building image of celebrity in the entertainment business in Thailand. For social activities, 88% agreed, and 12% disagreed. For compensation, 89.0% agreed, and 11.0% disagreed. For workmanship, 85% agreed, and 15% disagreed. For process, 97.3% agreed, and 2.7% disagreed. For the team, 96.7% agreed, and 3.3% disagreed. For personality, 97% agreed, and 3% disagreed. For marketing communication, 97.5% agreed, and 2.5%

disagreed. For fan club, 89.3% agreed, and 10.7% disagreed. For executives, 96.5% agreed, and 3.5% disagreed. After specified the interval score of 10 level with 10 equals to highest agree and 1 equals to lowest agree, the distribution got the highest score, followed by marketing communication, process, personality, team, executive, fan club, compensation, rates, social activities, and workmanship, respectively. The pyramid figure was drawn to present the important sequence of element that effect to image building of celebrity from the attitude of population in Thailand as follows:



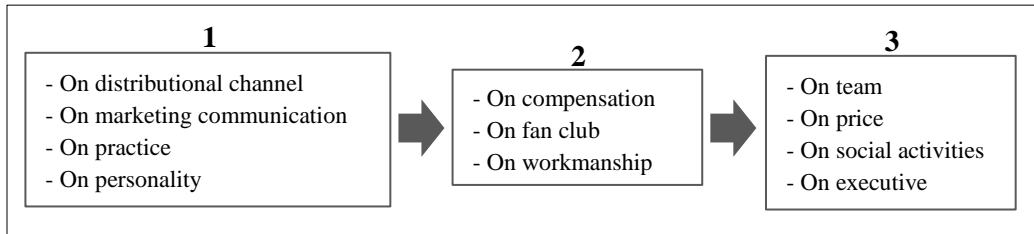
**Figure 3** Order of significance of elements that influence image building of celebrity from the opinions of the sample of people in Thailand

The integrated analysis of in-depth interview score and focus group score from celebrity, related person to celebrity, technical specialist, fan club (student) and fan club (working age), and attitude score from survey by questionnaire from sample of population in Thailand found that distribution is the most important factor/element to celebrity image building, follows by marketing communication, process, personality, rates, social activities, executives, compensation, fan club, and workmanship, respectively. This could be summarized in pyramid figure presents important sequence of factors/elements that influence the celebrity image building as follow.



**Figure 4** Order of significance of elements that influence image building of celebrity from in-depth interview, focus group interview from celebrity and related person to celebrity, and attitude survey from sample of population in Thailand from questionnaire.

According to the elements that influence the image building of the celebrity obtained from in-depth interview, focus group interview, interview of the celebrity, and those concerned with the celebrity, and from the survey into the opinions of samples of population in Thailand, these elements can be used as ways for building image for the celebrity in entertainment sector of Thailand in order of significance as follows: the elements which are the way in building image of building image for the celebrity in entertainment sector of Thailand at most include distributional channel, marketing communication, practice and on personality; secondly, they include team, price, social activities and on executive. The elements that are way in building image of the celebrity at the lowest level include compensation, fan club, and workmanship. (As shown in Figure 5)



**Figure 5** The elements that are the way in building image of building image for the celebrity in entertainment sector of Thailand

- 1) The elements that are the way in building image of building image for the celebrity in entertainment sector of Thailand at most.
- 2) The elements that are the way in building image of building image for the celebrity in entertainment sector of Thailand at secondary level.
- 3) The elements that are the way in building image of building image for the celebrity in entertainment sector of Thailand at lowest level.

## 5. Discussion and Policy Recommendations

### 5.1 Discussion

The research studies about the concepts, the theories and the relevant researches of image creation. The results of the study found that there are many components about the creation of celebrity's image. For example social activities, compensation, practice, team, personality, marketing communication, executive, distribution, workmanship, fan club and rate.

Moreover, result from an in-depth interview with celebrity, related person to celebrity, and technical specialist shows that six (6) most influenced factors that effect to image building of celebrity in entertainment business in Thailand are; social activities, practice, personality, marketing communication, distributional channel, and price. Two secondary factors are rates and compensation. The least influenced factor is executives. In addition to several factors from literature review, there are other related factors to image building of celebrity that are workmanship and fan club. From focus group interview with the college student fan club and working age fan club, the result shows that seven (7) main elements for image building of celebrity in entertainment business in Thailand are; social activities, compensation, process, personality, marketing communication, distribution, and rates.

We also found that social activities could create a good image. The social activities should be conducted based on public benefit and be proceed continuously, regularly, and sincerely. It can create a good image in the long term.

The attitude survey of sample in population in Thailand found that more than 85% accepted that all 11 elements are important and could be applied as guideline in building image of celebrity.

The integrated analysis of in-depth interview score and focus group score from celebrity, related person to celebrity, technical specialist, fan club (student) and fan club (working age), and attitude score from survey by questionnaire from sample of population in Thailand found that distribution is the most important factor/element to celebrity image building, follows by marketing communication, process, personality, rates, social activities, executives, compensation, fan club, and workmanship, respectively. This could lead to the elements which are the way in building image of building image for the celebrity in entertainment sector of Thailand; it was found that the elements which are the way in building image of building image for the celebrity in entertainment sector of Thailand at most include distributional channel, marketing communication, practice and on personality; secondly, they include team, price, social activities and on executive. The elements that are way in building image of the celebrity at the lowest level include compensation, fan club, and workmanship.

## 5.2 Policy Recommendation for application

According to the study, it was found that elements which are the way in building image of building image for the celebrity in entertainment sector of Thailand that the celebrity, those who are related to the celebrity, and the samples of population deem it significant include distributional channel, marketing communication, practice, personality, team, price, social activities, executives, compensation, fan club, and on workmanship. Therefore, it is necessary to promote the celebrity to build good image as follows:

a) The elements which are the way in building image of building image for the celebrity in entertainment sector of Thailand at most include distributional channel, marketing communication, practice and on personality. So, the guideline is to build good personality, good plan of operation, and can perform work as planned, to find a variety of distributional channel, and to have good plan on marketing communication.

b) The elements which are the way in building image of building image for the celebrity in entertainment sector of Thailand at secondary level include team, price, social activities, and executive. The guideline is that the executive or the personal manger should help promote image and good personality for the celebrity and team of the celebrity and should fix the rate appropriately for the celebrity and should encourage the celebrity to do social activities.

c) The elements which are the way in building image of building image for the celebrity in entertainment sector of Thailand at lowest level include compensation, fan club, and workmanship. The guideline is that the celebrity should develop his/her performance to generate better quality of work, to create and expand fan club to support the celebrity, and not to focus too much on compensation, but should perform social work such as modeling show for charity.

## 6. Conclusion

The study, "Elements that Influence Celebrity Image Building in the Entertainment Sector of Thailand" seeks to identify the determining the factors involved in creating an image for celebrities working in the entertainment industry, and a process of implementation to create an image for celebrities working in the entertainment industry of Thailand. The study employs three research methods as follows: 1. In-depth interviews employing a data-collection system, in compliance with quality research standards, using open-ended questions with a sampling of 22 people consisting of celebrities, persons connected with celebrities, and academics, as follows: nine celebrities, nine persons related to celebrities including three personal managers, three members of the media and three television drama producers, and four academics specializing in the image of celebrities; 2. Focus group interviews employ a data-collection system, in compliance with quality research standards, with 20 members of fan club groups divided up as: one group of 10 fan club members who are students, and one group of 10 fan club members of working age; and 3. Survey research using questionnaires with 400 members of the general public of Thailand employing a data collection process in compliance with quantitative data research procedures. Results of the study indicate that celebrities and those connected with celebrities are of the opinion that there are six areas that make up the most significant elements of creating an image for celebrities in the entertainment industry of Thailand, including: conducting activities for society, operations, character and personality, marketing and communication, sales channels, and pricing. Secondary factors exist in two areas, including: fees and remuneration, and finally management executives. Additional contributing factors include: artistic work and fan clubs. Group interviews indicated seven factors that influence the image building of celebrities in the entertainment sector of Thailand, as follows: activities for society, remuneration, operations, character and personality, marketing and communication, sales channels, and pricing. Furthermore, opinion surveys of a sampling of the general public yielded a result of 85% of respondents agreeing that all of the 11 aforementioned factors are important and can be implemented as a process for creating a good image for celebrities working in the entertainment industry. As such, the results of this study can be employed in terms of practical implementation by celebrities in Thailand in the following ways: celebrities should develop their performance skills in order to create good quality artistic work, they should create and expand their fan base to support their artistic work, and they should avoid being overly income-oriented. They

should engage in activities that give back to society and develop good personal character, organize their work well and be able to enact their plans well, seek out diverse sales channels, and chart out a plan for good communications and marketing. As for executives or personal managers, they should assist in creating a good image and character for the celebrities and their assistance teams, and set artist fee pricing at appropriate levels, as well as encourage the celebrities to engage in activities for society. Further study in relation to this research should focus on creating an image for those related to celebrities as well, such as celebrities' fan clubs, and celebrities' personal managers, etc. due to the fact that the image of those related to celebrities also tends to have an impact upon the image of the celebrities themselves.

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