

**FACTORS INFLUENCING THAI PARENT'S PURCHASING
INTENTION TO BUY ORGANIC SKIN CARE PRODUCTS FOR
BABY**



KESARIN SAENKAEWWATTANA

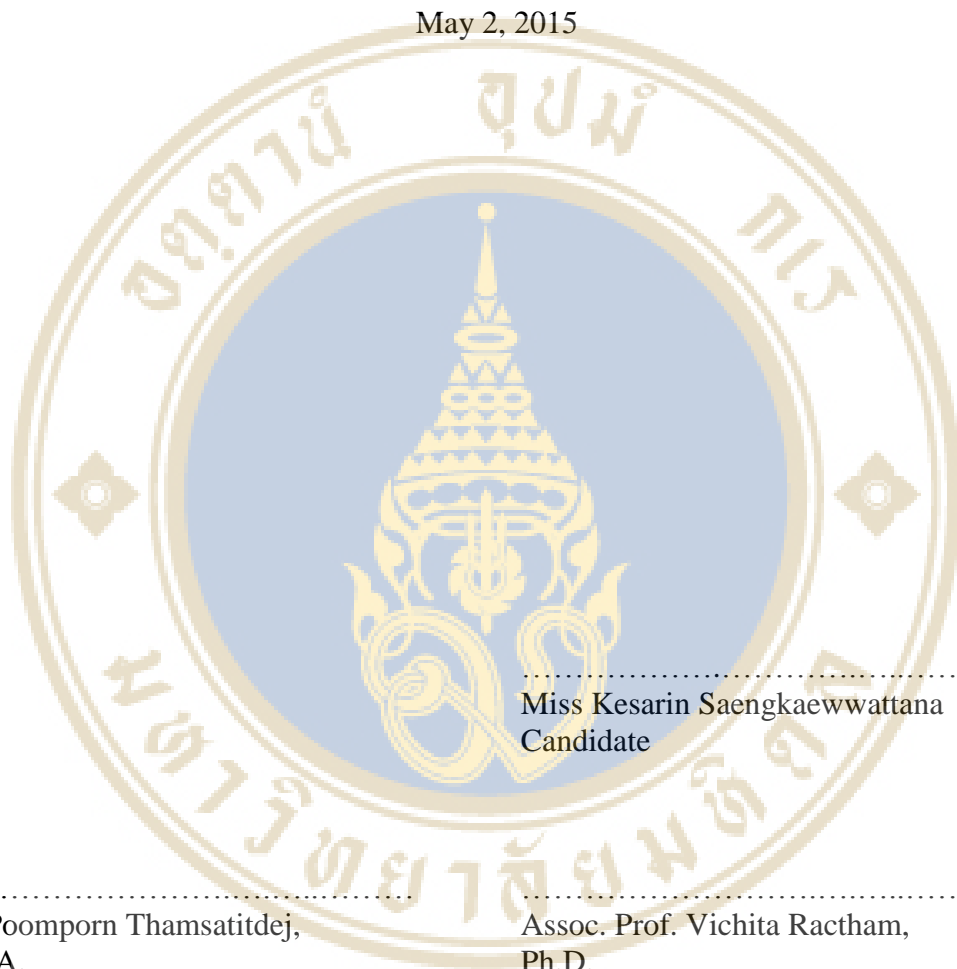
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BABY**

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.....
Miss Kesarin Saengkaewwattana
Candidate

.....
Dr. Poomporn Thamsatitdej,
D.B.A.
Advisor

.....
Assoc. Prof. Vichita Ractham,
Ph.D.
Chairperson

.....
Assoc. Prof. Annop Tanlamai,
Ph.D.
Dean
College of Management
Mahidol University

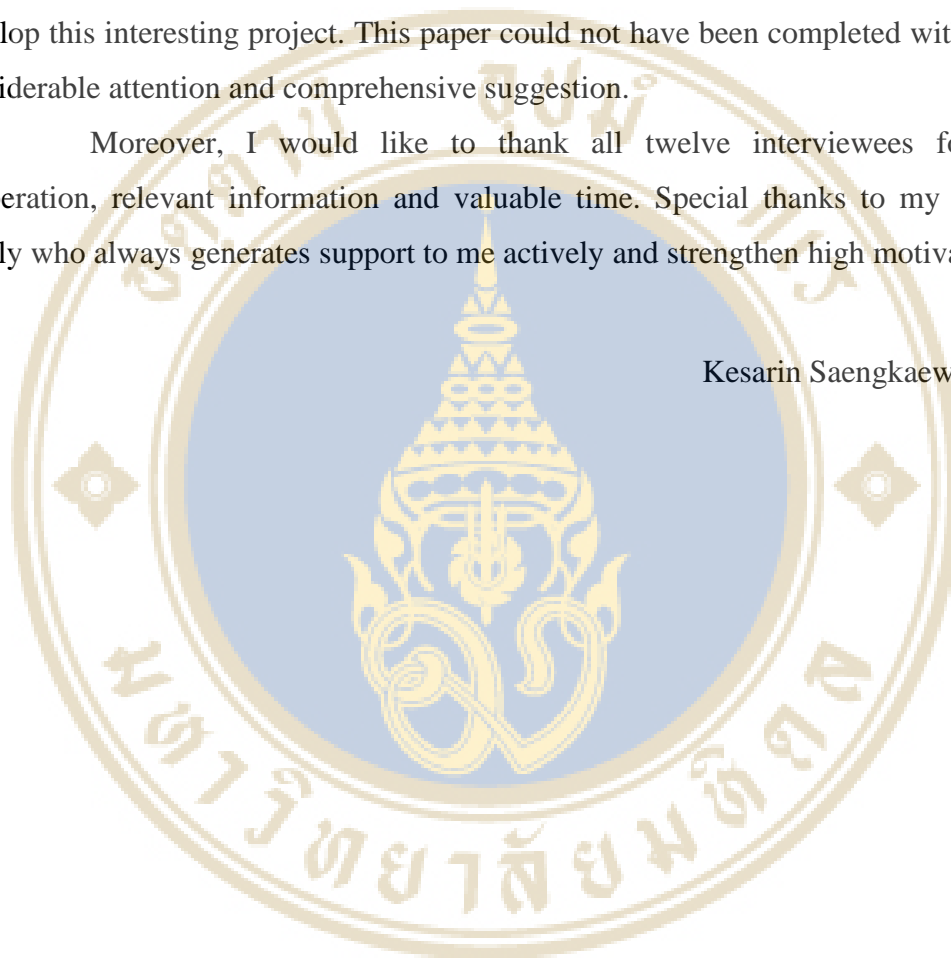
.....
Asst. Prof. Randall Shannon,
Ph.D.
Committee member

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Kesarin Saengkaewwattana



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KESARIN SAENKAEWWATTANA 5649159

M.M. (ENTREPRENEURSHIP MANAGEMENT)

THEMATIC PAPER ADVISORY COMMITTEE: DR.POOMPORN

THAMSATIDEJ, Ph.D., ASSOC.PROF.VICHITA RACTHAM,

ASST.PROF.RANDALL SHANNON

ABSTRACT

According to health conscious trend, people focus on what they consume more than the past. Various health concern businesses, especially organic product is one of interesting selections following this trend. From survey, organic business for baby products tend to increase continuously. So, this research is to investigate the factors that influence parents' intention to buy organic products, particularly skin care for their baby. Consumer interview and literature review have been used to understand the parents' perception in order to explore the matter and give recommendation with regards to the future strategic plan for new business owners or improvement for current runners.

Hence, twelve in-depth interviews from three different occupations have been carried out so as to provide supporting information regard to conceptual framework to explore their key reasons towards their buying intention. Through analytic approach, twelve respondents demonstrate different point of views. Besides, it would be beneficial to new business, marketer or entrepreneur, who will conduct organic business for baby, to strengthen their business and take advantage of this research.

KEY WORDS: Organic skin care product, Purchasing intention, Parent's decision making, Skin care baby product

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CHAPTER I

INTRODUCTION

Recently, health is the key factor that most people around the world do concern because the surrounding of environment has been contaminated with pollution which affect to their health and might cause the sickness. So, those people would be aware of their consumption and be willing to pay for premium products that can guarantee safety and quality for their health.

Organic is one among others for health conscious group. From The World Organic Agriculture 2014, it stated that the world market size was around 63 billion dollars (48% for United States, 47% for Europe, and the rest is Australia, Japan and etc.)

Due to increasing trend of health concern in Thailand, plenty of parents are not only seeking precious alternatives for their health purpose, but also affect to the way of choosing baby products for their beloved baby such as organic product which are natural made without harsh ingredients because they are sensitive to environmental surroundings. This research would help to examine the main factors that motivate them to purchase and select organic skin care products for their baby and aim to understand the decision making of purchasers.

In baby product category, most of them have got cited to be green. Product trend is about simple, natural and organic. In the recent, many parents are better educated, and have more disposable income; consequently, they find out and read a lot of product information before their purchase. They will carefully look at ingredients and labels to make sure of product quality (Amy Chezem, 2008).

Purpose

- To address what factors drive parents' purchasing intention to buy organic skin care products for their baby.

CHAPTER II

LITERATURE REVIEW

2.1 Trend of healthy concern

From World Health Organization report in 2011, it shows that the amount of elder people is more increasing than children and elder people throughout the world expect to live longer than life span. So, it means that trend of health consciousness will play moving forward for the future.

According to World Population Prospect by United Nations, the demographic milestone is changed from outnumbered young children compared to elders in 1950. However, the number of elders (over 65 years old) will outnumber children (under 5 years old) in next five years' time because of noticeable rate of life expectancy and decreasing fertility rate (Figure 1). The amount of elders (above 65 years old) is estimated to grow from about 524 million in 2010 to almost 1.5 billion in 2050, most are from developing countries.

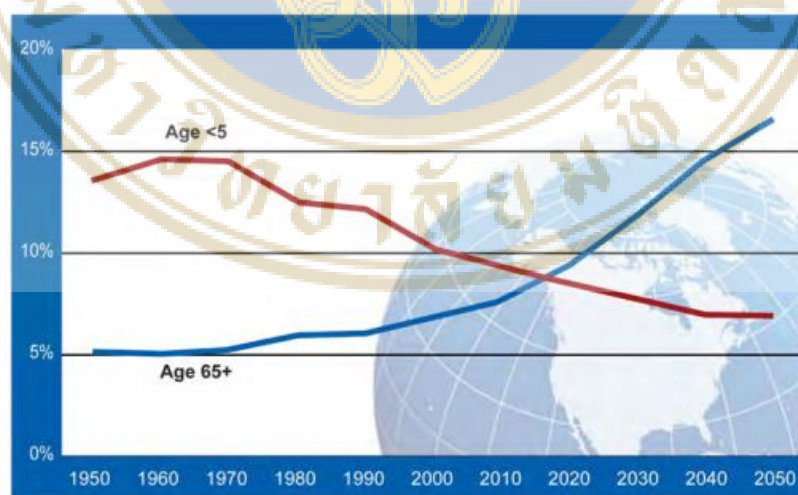


Figure 2.1 Young children and older people as a percentage of global population: 1950-2050

Source: (United Nations, World Population Prospects: The 2010 Revision.

Available at: <http://esa.un.org/unpd/wpp>)

Many research showed that various health problems in adulthood derived from health conditions and early infections in life. A cross-national investigation of data from surveys in Latin America and the Caribbean found that there were connections between early infection and later disability. Data on China's survey shows that much lower risk of physical limitations or suffering cognitive impairments in older people is because of rarely suffering from serious illness or receiving adequate medical care during childhood. In the Puerto Rican survey, people growing up in poor conditions had more risk for being disabled than people growing up in good conditions (Figure2).

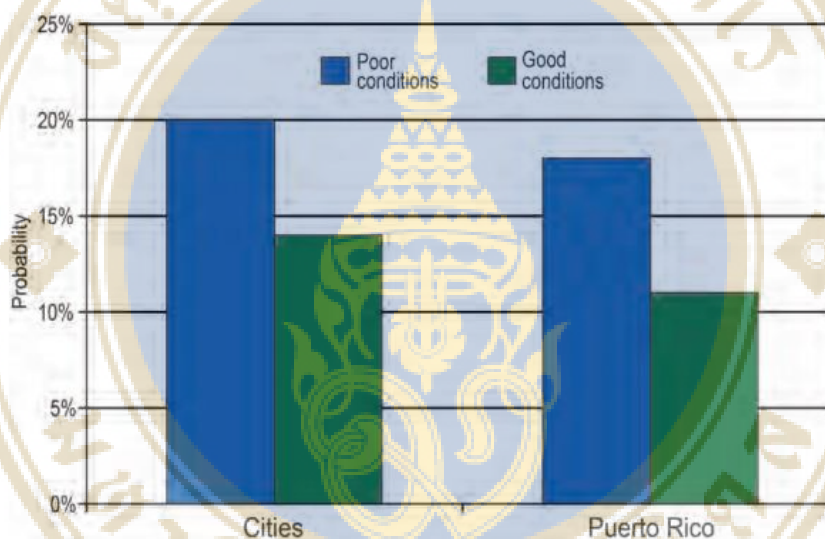


Figure2.2 Probability of Being Disabled among Elderly in Seven Cities of Latin America and the Caribbean (2000) and Puerto Rico (2002-2003) by Early Life Conditions

Source: (Monteverde M, Norohna K, Palloni A. 2009. Effect of early conditions on disability among the elderly in Latin-America and the Caribbean. Population Studies 2009;63/1: 21-35)

Therefore, the above factors will play much larger role for upward pressure on overall health concern trend.

According to increasing demand for being health concern, it drives organic products to be key component in consumer trend as whole health solutions. The report

from Shopping for Health, 2003 by FMI and Prevention magazine reported that many people believed all-natural, pesticide-free, pure could serve as preventive medicine against to risk for health and could help curing illness. In order to meet increasing consumer demand, more retailers are convinced to add more organic product line extension.

2.2 Organic products for baby

Market size for organic product (both food and non-food items) in the United States accounted for \$31.5 billion in 2012. It was double-digit growth compared to 2008 (a major U.S. economic recession (Organic Trade Association [OTA], 2013).

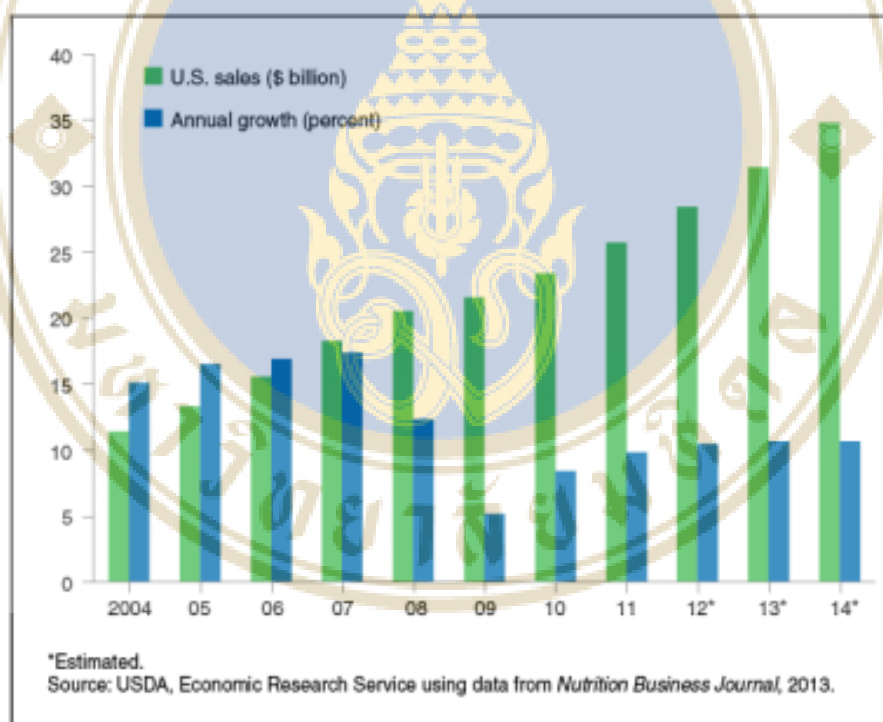


Figure 2.3 Market size of organic product in United State during 2004-prospect 2014

***Estimated**

Source: (USDA, Economic Research Service using data from Nutrition Business Journal, 2013)

Whereas, The European organic consumer market size was \$26 billion in 2008. The largest market was Germany, France, the UK and Italy respectively which represented 72 percent of European organic sales (Marcel Pinckaers, Karin Benz and Hilde Brans, 2010).

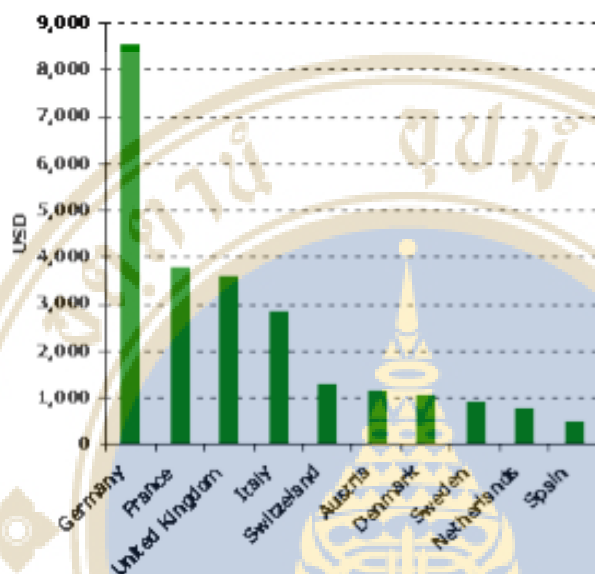


Figure 2.4 Top 10 largest markets, 2008 in the European organic consumer market.

Source: (www.organic-world.net)

After the United States, China was the second rank and had the largest area for organic production which was valued for \$2.4 billion in 2008; however, organic consumption still be far behind the U.S even lifestyle has already changed in urban China (Ira Kalish, 2009).

This study would focus on organic skin care products for baby segment which was no specific data to figure out the actual market proportion but the range of organic baby products would be available to the mainstream which its market has grown significantly. The much wide spread availability of organic baby products has made them more affordable and the ability to buy organic safe products for babies is now much more pleasant and feasible task than ever. The organic skin care products refer to such products of soaps, shampoos, lotions and body creams made from natural

ingredients which can be returned and degraded to nature and are free of any damaging materials for environment (Goorganic, 2014).

2.3 Demographic parents' profile

From Context Marketing (2009), it stated that food quality issues came to women's mind rather than men, especially concerning on food safety. Organic product does not only attract adult population, but parents and increasing many new parents also have huge interest to buy organic baby food (Hill and Lynchehaun, 2002). When some parenthood having children, they think about organic food for their children as their children grow.

The Hartman Group, the Natural Marketing Institute (2008b) classified the organic consumers by interest levels in promoting health and environmental safety which were Lifestyle of Health and Sustainability (LOHAS) for 18 percent who was heaviest buying green products and looking for "deeper green" (Rogers, 2011), NATURALITES for 12 percent who was driven by personal health reasons (Natural Marketing Institute [NMI], 2008a), DRIFTERS for 26 percent who was motivated by latest trends and less in environmental concern (NMI, 2008a), CONVENTIONALS for 27 percent who was like NATURALITES, but more personally centered (Well-educated, rational consumers and waste-conscious) (NMI, 2008b) and UNCONCERNEDS for 17 percent who was suggested by eco-related messaging and might start to penetrate organic segment (NMI, 2008b).

In addition, the organic and natural product industry marketers noted that key trends of organic parents' purchasing were increased debate across government, industry and non-government organization over definition of "organic", media intensity of organic, rate of health hazard concerns, more availability of product types, easy to access and brand awareness (Hartman Group, 2008).

In China, white collar families are the group with high disposable incomes and education levels. They become concerned their health and some are because of environmental protection. Some are families with young children. Due to "One Child One Family Policy", these families look after only one child. Therefore, they provide the best food possible for their children. Most of this type of families, parents are young, highly educated, and knowledgeable about benefits of organic products, thus they choose to buy the products for themselves and their children but it is as temporary

consumption because they would stop buying when their children grow up. They have bought wide range of organic products, especially organic baby food, organic baby skin care products, organic fruits and vegetables, organic dairy product, and other functional foods. Some parents concern with health issues. They bought organic products as regular purchaser because of health problem. Moreover, some parents would absorb lifestyle and organic knowledge from their surrounding stimulation, so they are quick to adopt consuming such organic products for health and environmental reasons (Emilio, 2011).

Whereas, most of European consumers represent on behalf of nature lovers, environmentalists, and socially conscious people; parents would usually buy organic products which are regular buyer for both of themselves and their children. They would buy organic products for long term which price is not purchasing decision for this group (Marcel Pinckaers, Karin Benz and Hilde Brans, 2010).

2.4 Influential factors for parents' intention buying organic products

Normally, when the consumers make the decision to buy any products or service, they have to go through five stages of buying decision process which is included need recognition, information search, evaluation of alternatives, purchase decision and post-purchase behavior (Kotler et al. 2008).

At first, consumers would be aware of their demand which might come from problems. It is separated to be internal and external factors. The samples of internal stimuli are health problem and environmental concern, whereas the external one is by marketing mix (4P's) stimulation. Next stage, they would gather information to be data for decision making which its sources are from personal source, public, commercial and experience. Third step, consumers would evaluate prospect alternatives by weighting the criteria such as brand awareness, price, product value and etc to solve the problem. Next, consumers would make decision to buy the product. Last but not least, if their purchases go beyond the expectation, they will be satisfied and would like to repeat the purchase or would make word of mouth (Modal, 2011). A buying decision process model is as following.



Figure 2.5 A buying decision process model

Source: (Kotler et al. 2008)

For this study, the first three stages would be focused to explore the influential factors in order to find out intention which causes the buying intention of organic skin care products by parents.

According to previous several article evidences, the factors that might stimulate intention to buy organic products for baby are health concern, social influence and marketing mix (4P's).

2.4.1 Health concern

The majority of studies find out that “health” is the primary reason driving consumers to buy organic products (Chinnici et al., 2002; Huang, 1996; Hutchins & Greenhalgh, 1997; Schifferstein & Ophuis, 1998; Tregear et al., 1994; Zanoli & Naspetti, 2002).

New York Times food writer cited that “Health seekers are less extrinsic which means they would be interested in buying organic product for perceived health benefits” (Pollan 2001). Also, there are various independent academic sponsored consumer research showing health concerns to be the key primary factor that attracts

consumers to spend budget on organic products. Zanolli and Naspetti (2002) cited that health was most fruitful motive in buying organic products. Lea and Worsley (2005) stated that the organic products have been considered healthier than non-organic ones. According to interview of regular consumers of organic foods (RCOFs) with organic consumers showed that the reasons why they chose organic products is health factor (Makatouni, 2002).

2.4.2 Social influence

Emilio in 2011 stated that some parents would buy organic products because they absorbed lifestyle and knowledge by their surroundings. So, some companies do not sell a product or service to individual customers, but also to networks of consumers. So, word-of-mouth communication is the most powerful that stimulate the consumers' purchasing decisions (Silverman, 2001). Consumer behavior is influenced by social factors which are group of people who has common interest, ethnic background, social roles and etc. (Kotler and Armstrong, 2010). Many researchers have cited that the social influences could lead effect when the consumers have to make a decision purchasing (Mourali, Laroche and Pons, 2005). Wier and Anderson, 2003 cited that social trends also impacted the recent growing health awareness among societies which was the reason behind the boom of organic product.

2.4.3 Marketing mix (4P's)

- **Product**

Consumers are willing to buy the products because of they are familiar with brand awareness. They will buy a good or service that pop-up in their mind first (Macdonald and Sharp, 2000). Same was proved by Dodds, Monroe and Grewal, 1991 cited that higher brand awareness level could motivate more purchase decision. Having high level of brand awareness results in high share in market and superior quality evaluation.

By Acebron and Dopico, 1999 stated that product quality could infer some expected and experienced by customer; "expected quality" refers to point of purchase before consuming the product, "experienced quality" refers to the results of physical evaluations when consuming the product. Two different terms are to perceive

different of product quality via both intrinsic and extrinsic cues. They are correlated and used in visual demonstration of product valuation.

- **Price**

The company set the selling price which must relate to the attribute or quality of products, production's cost, ingredient, positioning, product brand, the consumer perception and products value. Especially, the price should be set in relation with the value toward the customer and perceived by them after consumption (Kotler, 2000). So, the consumers are willing to pay premium price because they have high perception value through quality for more product safety.

- **Place**

Place is referred to the location and channel used to get the product to the customers. It affects perception of customers in terms of benefits and value of obtaining. Important factors of place include location and convenience (Charoensettasilp and Wu 2012).

- **Promotion**

Khandwalla, 1995 stated that sales promotion is able to promote organization effectiveness via profit increasing from higher sales figure. Loudon and Bitta, 2002 cited that sales promotion plays an important role on decision making. Some parents might buy organic product because of sales promotion that could attract more purchasing.

2.5 Conceptual framework

According to theory cover, all of the factors whether health concerns, social influence and marketing mix (4P's) could have an intention on the consumers then they will buy organic product for their baby. The following model explains the conceptual framework to be used in this study.

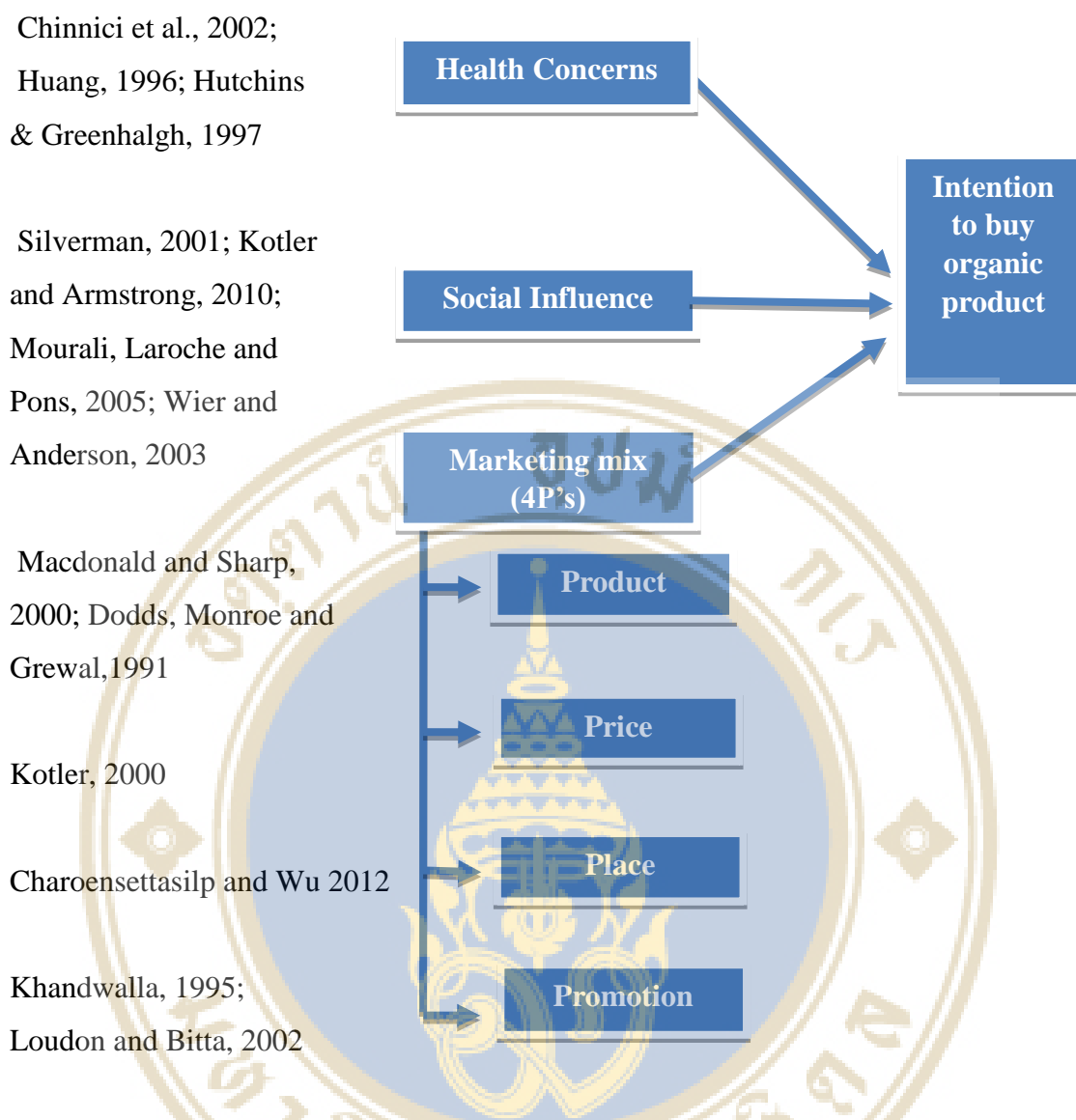


Figure 2.6 Model of perceptive factors affects intention for buying organic products by parents

CHAPTER III

RESEARCH METHODOLOGY

3.1 Research Explanation

This study will use qualitative approach which is a research methodology and it can be as inductive process to gather primary data. So, the data will be organized in categories and relationships will be shown in each category (McMillan and Schumacher, 1993) or it can be predicted perspective and underlying assumptions (Wiersma,1995).

Key goal of the research is to figure the main factors attracting parents to intend buying organic skin care products for their baby and to provide the perception of parents towards organic skin care products for their baby and to describe customers' ideas, beliefs and values who have experience for using the products before. Also, it is to determine what they expect to get from buying the products. So, the finding result can be used to plan marketing strategy or planning process to satisfy this kind of niche market.

3.2 Population and targeted sampling

Parents who concerned with their health and children are young, highly educated, and gather information about benefits from organic products in order to provide the best possible for their children (Emilio, 2011). So, the interesting group of this research is to select young parents of which their ages are ranging from 30-40 years old in Bangkok. Education level is above Bachelor degree from any fields and has experience to buy organic skin care products for their baby once.

Twelve parents will be chosen to be in interview process within two weeks. The samples will be chosen by using purposive sampling approach which is to identify the interest from people who has information-rich (Patton,1990). They will be interviewed by in-depth questions with open-ended question to share their experience.

After generating the data, it will be used to develop and evaluate the meaning (Creswell, 2009; Moustakas, 1994).

3.3 Data Collection

To answer the research question, this study would use face-to-face interview which is to conduct an interview without sequence in order to allow the researcher to explore in the demeanor and body language of the interviewee during the interview (Hair et al., 2007).

In order to identify the factors, the in-depth interview would be appropriate because it is a technique to conduct intensive individual interview with small interviewees in order to explore their attitudes on especial idea. This method can study the expectation and gather information from their experiences (Carolyn Boyce and Palena Neale, 2006). The interviewers also use open-ended questions to explore the answers and gather more details because the interviewees could elaborate their answers more honestly and openly. It could encourage gaining more ideas, concerns and feelings (Mind tools, n.d.).

3.4 Data Analysis

Content analysis methodology is widely used in qualitative research to analyze the information. Hsieh and Shannon, 2005 stated that there were three approaches to analyze content text data: conventional, directed and summative. In conventional analysis, coding categories are derived from data of text. The analysis would start from relevant research findings and theory which is as guidance for initial codes in directed approach. Last but not least, summative analysis including counting and comparisons would be used to interpret of the underlying context. As a result, research analyst would be used to interpret data appropriately (Hsieh and Shannon, 2005).

CHAPTER IV

FINDINGS AND DISCUSSION

This research is to study the main factors attracting parents to intend buying organic products for their baby from several customers. This section gives the outcome in terms of key factors influencing customer intention towards organic skin care products from direct experienced customers. The data is based on in-depth interviews from twelve respondents of parents which outcomes from interviews as followings;

4.1 Demographic Data

The total of 12 respondents in this study has experience in buying organic skin care products for their baby. All customers are female and their average age is between 30 and 40. Their income is between the ranges of 40,000-60,000 baht. Five of respondents are master-degree students graduation, and the rest seven have graduated with bachelor degree. They would be also categorized by occupation in order to see the different perspectives for buying organic products.

4.2 Data Analysis

According to factors listed in conceptual frameworks of health concerns, social influence and 4Ps marketing mix which is product, price, place and promotion. Respondents are interviewed regarding factors which all information is categorized into tables.

Table 4.1 Six attributes towards intention to buy organic products for their baby.

Health concerns	Social Influence	Marketing Mix (4Ps)			
		Product	Price	Place	Promotion
Feeling safety	Family & Friends	Package & Sense	Reasonable price	Brick and Mortar	Trial sample
Allergic skin	Bloggers	Reliable standard	Promotion price	Online purchase	Buy 1 get 1 free
	Social Media	Reliable Brand awareness		Baby events	Personal selling
	Magazines				Media Advertisement

4.3 Data Discussion

4.3.1 Children's health concerns

This section will cover the perceptions towards children's health concern from parents' perspective. There are various points of view towards baby's health benefit as followings:

Business owner 3 said *"I believe that those children's illness might cause from either chemical that is contaminated in various products or environmental problems. So, I prefer to buy baby products made from organic ingredients to ensure that it is safe for my child."*

Officer 4 mentioned that *"Some adults still have some allergies compared to baby who has quite less natural immune, so I decide to buy what is made of natural ingredient to protect any irritation and cumulative chemical for baby body, even my baby does not have sensitive skin."*

Housewife 2 concurred that *“I never use ordinary baby product because I trust the organic’s benefits, therefore I decide to use those of them since my baby was born because I do not dare to take any risks with my baby.*

Housewife 5 said *“I had direct experience of allergic skin from my child which was Erythematous Rash. And doctors could not find the root cause, therefore I gave a try to use organic product for a while until my baby has got recovered.”*

Regarding baby’s health concern, every parents tend to agree the same direction which is to select organic products for their baby in order to protect the chemical contamination to baby’s body. They have safety feeling to buy them for the protection of their baby, whereas some respondents buy it in order that their baby has allergic skin from ordinary skin products.

4.3.2 Social Influence

Based on interview, social influence is the second rank that parents would concern for buying organic products. Different points of view are as followings:

Officer 1 noticed that *“What other people said about how good of organic product is, it totally affects my purchase because she is my first child, so I do not have any idea to select any special product to take care my baby.”*

Business owner 1 commented that *“I believed what my family member and close friends told me, especially those who had direct experience because they had tried several products with their baby and what they suggested was very fruitful recommendation resulting in guaranteed safety.”*

Housewife 1 said *“I follow doctor’s webpage which there are tons of followers; his suggestion for any product would arouse me to buy them for my child. I trust his experience rather than others.”*

Officer 2 mentioned that *“Some products with negative feedback could affect my intention to buy, even though I never see or try that product before because baby has very sensitive skin, I would not take any risk with him absolutely. I am afraid of irritation. So, I would buy what I ensure is good for their skin.”*

Whereas Housewife 3 disagreed with most of parents, she argued that *“I did not believe what other people said because some products might be with some customer group, but it might not suit with another groups. So, I would gather*

ingredient information by myself. If I found out that it was pure natural material, I would finally decide to buy it.”

Business owner 2 has similar way as aforementioned. She said *“Some reviews from magazine or internet might be from commercial word-of-mouth. I totally ignored what they talked about. I would try the product with my baby by starting from some small sample with keep tracking whether it caused side effects day by day.”*

For these factors, almost respondents were under power of strong social influence like “word-of-mouth”, especially if it came from family members, friends or experienced people. On the other hand, some hesitated to follow others’ recommendation as they would like to seek information by themselves.

4.3.3 Product

This factor is concerned in terms of package & sense, reliable standard and brand awareness which respondents have several comments accordingly:

Housewife 2 said *“Reliable standard is the first rank for choosing organic product. I would notice the standard logo, particularly USDA that is certified from The United States because this nation has reliable standard. There is organization to extremely investigate the raw materials, production process and etc. So, whenever I see USDA standard, I intend to buy the products rather than thinking any factor”*

Business owner 2 mentioned that *“Each brand should sell only organic products to attract customers. If that brand sells both of organic and non-organic goods, I would get confused with and feel not sure about product position and the materials from production process. I am reluctant to buy unknown brand because I am not confident with how good it is, so I would not take any risks with my baby.”*

On the other hand, some have different opinions compared with above mentioned.

Officer 1 said *“I do not know that there is special standard. I just listen to my family recommendations and look through the package and smell of skin care products only.”*

Housewife 4 mentioned that *“If it is made from organic material, I would not focus on any other factors.”*

Most of housewives and business owners intend to buy organic products by focusing on its standard or brand awareness, but officers would not care so much. They would like to only try any brands, standards but organic.

4.3.4 Price

Price is another determinant factor among participants in selecting organic products.

Officer 2 concurred that *“I would ask the price before asking the product information. If it’s not beyond 50% over ordinary products, I would buy it.”*

Officer 3 said *“The product’s price is quite high, so I would buy it temporarily.”*

Officer 1 said *“Because my baby has not had sensitive skin, I would buy the products that are among ordinary one such as insect repellent, organic plates and so on, especially the types that baby has to intake or touch with their skin directly.”*

Whereas some disagree, business owner³ argue that *“I would buy the expensive one due to my experience. Best quality would be charged highest price.”*

So, the respondents would be grouped as non-price sensitive who totally believe that organic product is more expensive than ordinary things, therefore their perspective on price is not an issue. On the other hand, some are price sensitive, especially officers; they would buy it temporarily or rare items in ordinary products instead.

4.3.5 Place

All parents have similar context which they have no more time to go out when their baby is during age of 0-3 years. Most of them have to resume working after 3 months maternity leave. As a result, the convenient location is one determinant that really affects their purchase.

Business owner 2 mentioned that *“I go to department store almost weekends. It is like one-stop service that I could get various items within few hours. So, I prefer the products that are available at several locations.”*

Housewife 4 said *“I have baby triplets, so several or nearby location would be my key point for making decision to buy organic products.”*

On the contrary, some respondents do not focus on the place factor. Officer 3 claimed that *“I am afraid of counterfeit. And due to high price, I enjoy choosing the product with test on my skin. No matter where how far the shop is, I would go there directly because I could gather more information from sellers and have new maternity community to meet other parents at shop. I could exchange the product experience.”*

4.3.6 Promotion

Promotion is another key that can attract the customer’s buying. The respondents have some comments as followings:

Officer 1 said *“It’s interesting when I am attracted by “sale” or “promotion” words. But it is worthless if my baby get allergic on that products. So, I would buy more several items for keeping as stock if I frequently use them with my baby.”*

Housewife 4 mentioned that *“I met owner of organic business at mom and baby events while my baby is having irritation on her skin. After getting the product recommendation combined with her experience, I decide to buy the product for trial with my baby. And her skin got better.”*

Business owner 3 said *“I feel attracted to get chance for trial product if it’s free sample.”*

Even this factor is not top prioritized reason that leads parents’ intention to buy organic products, it would be effective in case of frequent using.

According conducted interviews, it shows that all respondents prioritize their intention to buy based on children’s health concern which is because of their experience. No matter what their baby has either sensitive skin, allergic skin or nothing, respondents still choose organic skin care product for ensuring the baby safety.

Table 4.2 Factors that each respondent considers as their top three priorities to affect organic baby product intention to buy.

Respondents	Health concerns	Social Influence	4Ps (Marketing mix)			
			Product	Price	Place	Promotion
Officer 1	√	√		√		
Officer 2	√	√		√		
Officer 3	√	√		√		
Officer 4	√	√		√		
Housewife 1	√	√	√			
Housewife 2	√	√	√			
Housewife 3	√		√	√		
Housewife 4	√	√			√	
Housewife 5	√	√	√			
Business Owner 1	√	√	√			
Business Owner 2	√		√		√	
Business Owner 3	√	√	√			

CHAPTER V

RECOMMENDATIONS AND LIMITATIONS OF THE STUDY

5.1 Conclusion

This research is to study influential factors that affect parents' intention for buying organic skin care product for their baby. Regarding the conceptual framework, it states that the influential factors are health concerns, social influence, product, price, place and promotion respectively. Qualitative method is used to collect data by interviewing twelve respondents in the range of 30-40 years old who have experience for buying organic products for their baby. The result of finding shows that children's health concerns are prioritized as the most important factors due to allergic prevention, increasing rate of contaminated chemical in baby product and weak immune system. Most of them are pushed by social influence such as family members, friends and experienced users, whereas two of them do not rely on others because they would like to seek the information by their own experience. For product feature, all of officers would not concern as their key reason which differs from housewife and business owner who do care about the standard of ingredients and brand awareness. But they would focus on price instead which is acceptable at level of 10 to 50 percent. Place and promotion are not big issue that respondents concern.

Last but not least, the result of this paper could provide valuable information to existing business and newcomers who seek to improve the strategy in order to influence customer intention especially the range of age group between 30-40 years old in Thai market. This research would provide a better understanding that customers concern the most. Also, it indicates what their desired expectations are.

5.2 Recommendations

According to product in marketing mix (4Ps), organic baby business should provide more value information to influence customer concerns for obtaining

the various benefits from using product by pushing information via several market communications. Moreover, it also accelerates the use of social media such as social networking sites and blogs among consumers gathering information on organic products to create more brand awareness and impulse buying intention. Marketers might hold activities at the place where is easy to access to create sense of community among consumers in order that social pressure would influence, consciously or unconsciously, due to the high visibility provided. Lastly, the customers, who do not rely on social influence, would be stimulated by promotion because they would like to seek information by themselves. So, trial sample or keep provided informing about the products by personal selling would stimulate their interest in long-term.

5.3 Limitations of the study

This paper has several limitations. The first limitation is sampling frame. Since this paper is to investigate the factor intention for buying organic skin cares products. Some variables might differ from other organic products, so it could not generalize the result to represent organic baby products. Secondly, time period for collecting data is quite limited, so research method is qualitative with small group in-depth interview of sample size which might not represent the whole market purchasing intention. And the conceptual framework might not be insight full enough. If it could extend longer time, more stakeholder or added case study with direct organic baby manufacturer would provide more variables that aim to straightforwardly figure out influential factors or find out some which is not mentioned previously.

5.4 Future Research

According to recommendations for further study, the researcher should investigate other age group to study whether other age ranges focus on the same factors affecting their intention for buying organic skin care products for their baby which is to clarify better understanding about influential factors among other groups. Moreover, researcher should investigate some organic business as case study in order to find whether the same factors influence customers' intention for making purchase.

In addition, future research should use quantitative to get larger number of samples from prospect customers resulting in a better and more accurate indication. Last but not least, the research should explore other potential factors affecting consumer intention periodically as organic products have just entered to Thai market which its results might be different when time changes.



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APPENDIX A: Interview Question

The questions are designed to figure out the key factors that make parents buying organic products for their children. The framework is to focus on the most main factors that the consumers concerned about, their attitudes and their expectation on each factor.

Each interviewees will be interviewed about 30 minutes with various questions separated in six main groups which are listed below;

Introduction

- Please define organic products in your understanding
- How do you know about organic products?
- How about the attitude towards buying organic for baby?
- What types of product that you always buy for your baby?
- How often do you buy organic products for your baby?

Health concerns

- How do you think when some articles stated that organic help illness?
- How do you think about organic product can serve as preventive medicine against to risk for baby health?
- How do you think that health concerns could attract you to buy organic products for baby?

Social influence

- Have your friends or someone who knows had shared experience from buying organic products for their baby?

- How influence of social motivate you to buy the buy organic products?

Product

- When you think about organic products for baby which brand comes to your mind?
- How brand awareness stimulate your purchase?
- Have you ever stimulate to buy product because of brand awareness?
- How product standard important to you intention to buy product?

Price

- How organic products price range effecting your purchase?
- How do you feel about value towards money that you purchasing?

Place

- Where is the location that you select to buy product?
- What is key reason for choosing shop location for buying product?

Promotion

- How promotion affect you purchasing?
- How the word “sale” influence to you purchasing?