

**THE IMPACT OF ONLINE REVIEWS ON SKIN CARE  
PRODUCTS IN THE BANGKOK AREA**



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**THE IMPACT OF ONLINE REVIEWS ON SKIN CARE  
PRODUCTS IN THE BANGKOK AREA**

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## **THE IMPACT OF ONLINE REVIEWS ON SKIN CARE PRODUCTS IN THE BANGKOK AREA**

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### **ABSTRACT**

The popularity of internet keep increasing every year, which has a big impact on the information searching process for consumer products. Nowadays, consumer conduct pre-purchase information searches online by reading online reviews from other consumers for making better buying decisions. Therefore, marketers or business owners should know who are the most impacted by the online consumer reviews, how much they trust the online information, and which factors of online reviews have strong impact on the consumer decision to buy skin care product.

This research uses a convenience sampling method by using an online questionnaire to collect the data. The sample of 139 participants in Bangkok can be divided into 4 groups which are young age females, middle age females, young age males, and middle age males.

The findings of this research show that most of the respondents always read online reviews about skin care products before deciding to buy a product, with women in the young age group having a stronger relationship between online reviews and intention to buy skin care products than other groups. The information source from internet is more reliable than television in this sample. Also, the factors that are able to increase the level of trustworthiness for all age groups are product comparisons, product testimonials, reviews written by someone from the same age group, and reviews written by someone that they know.

**KEY WORDS:** Online Review / E-Marketing / Skin Care Product / E-WOM.

41 pages

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## CHAPTER I

### INTRODUCTION

The research topic of this thematic paper is about the impact of online reviews on skin care products in the Bangkok area. Nowadays, Internet is available nationwide which the common internet activities are using social media, sending or reading email, reading news, searching for information, playing games or even buying products, etc. “The research about internet user profile 2014 from Electronic Transactions Development Agency (Public Organization) or ETDA report that 43.1% of Thai internet users are male, 55.6% are female, and 1.3% is third gender which the top 5 age groups are 30-34, 25-29, 35-39, 20-24, and 40-44 years old which represent 18.2%, 17.7%, 15.2%, 15.2%, and 9.4% respectively. Internet users in Thailand spend 32.3 hours per week in year 2013 and increase to 50.4 hours per week in year 2014 which the most popular internet activities of mobile users are social media, e-news / e-book, and searching information, whereas, for computer users are email, searching information, and e-News and e-Book.” (Wayupak, S. (2014, August 6). Thailand internet user profile 2014. Retrieved May 19, 2015, from <https://www.etcha.or.th>).

In the past, word of mouth (WOM) from reference group such as families, colleagues, and friends help to conduct pre-purchase information which it has an impact on consumers buying decision process. However, the variety of information from word of mouth is limited since the reference group may lack of experience on the require information or it is a niche product which is difficult to find information from reference group. The popularity and the growth of internet in recent years have an increasing impact on consumers buying decision process. The internet makes the world smaller by connecting people to each other and information. Many online applications are made to support consumer in this changing trend such as search engine, website, e-commerce, social media, web board, online blogs, chat room, etc. Therefore, there is no boundary for finding information since there are almost every subject of information and reviews

which internet users are able to access or exchange the information with anyone in the world in order to conduct pre-purchase information and make better buying decision.

### **1.1 Problem statement**

Nowadays, online reviews or the advice from other consumer from the online society has impact on consumer. In Buying-Decision Process, “many internet users conduct pre-purchase information by reading reviews from other consumer before making their decision” (Bickart and Schindler 2001; Brown, Broderick, and Lee 2007; Jepsen, 2007). Therefore, it will be benefits to marketers or business owners to know who is the most impact by the online consumer reviews and how much they trust the online information in order to better understand the consumer insight and able to adapt marketing strategies to be more effectively.

### **1.2 Research Question**

To fulfill the purpose of this research, all relevant questions can be illustrated as follows:

In Skin care product segment, which age group is getting the most impact from the online consumer reviews in Bangkok area?

1. Do they trust the online information about skin-care products?
2. Which factors of online reviews have strong impact on the consumer decision to buy skin care products?

### **1.3 Research Objectives**

The main objective of this research is to study the impact of online reviews on skin care products in Bangkok area as follows:

1. To study the impact of online reviews on skin care products in Bangkok area which is the area that the internet has full coverage and have consumers with experience in online reviews.

2. To find out which age group is getting the most impact from the online consumer reviews in Bangkok area.
3. To study the level of trust of consumer towards online reviews.
4. To find out which factors of online reviews have strong impact on the consumer decision to buy skin care products.

#### **1.4 Research Scope**

This research focuses on the respondents who live in Bangkok area and has experiences in gathering information from online reviews. The quantitative methodology is used to collect the data by using questionnaire. The estimated sample size for this research will be approximately 100 respondents. The majority of target respondents will be male and female with the age group between 20-60 years old. The target divided into 4 groups which are young age female with the age below 40 years old, middle age female with the age above 40 years old, young age male with the age below 40 years old, middle age male with the age above 40 years old.

#### **1.5 Expected Benefit**

The final report will provide the consumer insights about which age group is getting the most impact from the online consumer reviews in the Bangkok area, do they really trust online reviews, and which factors of online reviews have the strong impact toward consumer decision to buy skin care product. The result will be benefit for the marketers or business owners to better understand in the impact of online consumer reviews and able to adapt marketing strategies to be more effectively.

## **CHAPTER II**

### **LITERATURE REVIEW**

In this chapter, relevant literature, theories and models are reviewed relating to the main independent and dependent variables, in order to investigate how online reviews impact the consumer decision to buy skin care products.

The advance in technology especially from the popularity of smart phone and internet has shift the conventional way of searching information from word of mouth (WOM) to E-word of mouth (eWOM). “Online reviews or E-word of mouth (eWOM) refers to any statement consumer share via the internet (e.g. website, social networks, instant messages, and news feeds) about an event, product, service, brand or company.” (Social media marketing. (n.d.). Retrieved May 27, 2015, from [http://en.wikipedia.org/wiki/Social\\_media\\_marketing](http://en.wikipedia.org/wiki/Social_media_marketing)). The popularity of E-word of mouth has both positive and negative effects to products, therefore, marketers and business owners should know which factors of online reviews have strong impact toward consumer decision to buy skin care product and the level of trustworthiness of consumer toward online reviews in order to adapt marketing strategies to be more effective.

#### **2.1 An overview of skin care market in Thailand**

“Skin care is product that used to improve the appearance and health of skin. The product has classified to match with different type of skin which are normal skin, dry skin, oily skin, combination skin, sensitive skin and acne-prone skin. Skin care products include cleansers, facial masks, toners, moisturizers, sunscreen, skin lighteners, serums, exfoliants, tanning oils and lotions.” (Cosmetics. (n.d.). Retrieved May 30, 2015, from [http://en.wikipedia.org/wiki/Cosmetics#Skin\\_care\\_products](http://en.wikipedia.org/wiki/Cosmetics#Skin_care_products)).

“Thailand beauty market of the year 2013 is 110,000 million baht which divided to 50% skin care product (55,000MB) and 50% for others product. The market size of skin care segment keeps increasing 10-20% each year.” (Market size of beauty

care in Thailand. (2014, June 19). Retrieved May 30, 2015, from <http://marketeer.co.th/2014/06/marketshare19-6-57/>).

## **2.2 Related literature**

### **2.2.1 Female buying behavior related to facial skin care product**

Isa Kokai (2009) conducted research about female buying behavior related to facial skin care product. The purpose of this research was to study the similarities and differences in the buying behavior of skin care product which the target respondents are young and middle aged woman at the age between 40-60 years old. The main theoretical framework of this research is based on consumer behavior theory, which predicts the relationship among age, cultural, social, and personality factors that related to facial skin care product. The researcher use quantitative method by conducting an email survey sent to 505 women who joined the client club. There were 138 women who fit with the target age group who answered the questionnaire. The result indicates that 25% of both aged group are sometimes affected by friends. However, both age groups search for information before making a decision. The information sources of 20-35 year old women are 46.4% from manufacturer's website, 30.4% from friends, 28.6% from discussion forums, 28.6% from Advertising, 28.6% from sales people in stores, and 5.4% from somewhere else. Whereas the information sources of women aged between 40-60 years old are 47.6% from Advertising, 37.8% from Manufacturer's website, 34.1% from Sales people in stores, 9.8% from friends, and 4.9% from somewhere else. However, this research is mainly focused only on the similarities and differences in the buying behavior of skin care product in Finland, therefore, by adjusting to Thai respondents and focus on the impact of online reviews on skin care products would benefit for marketers and business owners to better understand in the impact of online consumer reviews and able to adapt marketing strategies to be more effectively.

The main conclusion of this research are the information sources of woman at the age between 20-35 are more rely on worth of mouth and online information, whereas, woman at the age between 40-60 years old are more rely on official information from advertising, company website, and sales people in stores.

### **2.2.2 A model of male consumer behavior in buying skin care products in Thailand**

According to a research conducted by Dr. Nuntasaree Sukato and Dr. Barry Elsey (2009), it show that beliefs, self-image, normative influences, and attitudes have impacts on consumer behavior in buying skin care products in Thailand. The researcher use theory of reasoned action model (TRA) as a theoretical framework and add self-image to the framework. The result of this research is report that self-image have relationship with male consumer behavior in buying skin care products in Thailand. Also, normative influence, family, and friends were related to self-image and able to convince customer to buy products.

The researchers conduct a research by using questionnaire distributed to Thai male consumer at the age from 21 to 50 years old. Theory of reasoned action model (TRA) was used to explain the research question about what factors do affect Thai male consumer's purchase intention and purchase behavior of skin care product. Therefore, it is means that marketers should focus in this segment and find out the decision process of this group in order to adapt marketing strategies to be more effective.

### **2.2.3 Do online reviews affect product sales**

According to the research of Nan Hu, Ling Liu, and Jennifer Zhang (2008), it show that the online review which are posted by experienced users become the major information source for consumer to make a pre-purchase decision. To answer the research question, do online reviews affect product sales, the researcher use both qualitative and quantitative method to conduct the research which the researcher use a data from Amazon.com to test the hypothesis. The results show that the changes in online reviews are associated with the changes in sales. In summary, except for the book categories, the sales of the unfavorable news group decreased, whereas, the sales of the favorable news group increased. However, it is decreasing over time which it is not necessary for marketers to budget for the reviewer incentive. Further, a consumer's reaction to online reviews is stronger for the new item that has less product coverage. Therefore, by adjusting to Thai respondent, the researcher should focus on the impact of online reviews on skin care products, and the factors of online reviews that have strong impact toward consumer decision to buy skin care product.



## 2.3 Theory and models

### 2.3.1 Theory of planned behavior (TPB)

“Theory of planned behavior or TPB is used to explain the relationship between beliefs and behavior. The theory states that attitude toward behavior, subjective norms, and perceived behavioral control, together shape an individual’s behavioral intentions and behaviors.” (Theory of planned behavior. (n.d.). Retrieved May 27, 2015, from [http://en.wikipedia.org/wiki/Theory\\_of\\_planned\\_behavior](http://en.wikipedia.org/wiki/Theory_of_planned_behavior)).

### 2.3.2 Buying decision process

Nowadays, skin care market keeps developing new formula to fulfill every needs and every skin type of consumer. Most marketers or business owners wish to be at the top of the mind of consumers and be the first brand in the consideration set. The important things are to understand consumer insight and study the buying decision process in order to make an appropriate marketing strategy. The process in decision making for buying products and services are as following figure.



**Figure 2.1** Buying decision process

#### Needs

The consumer decision-making process begin with needs or want awareness which this needs may occur naturally or trigger by external factors such as advertising, friends, family, or other reference group. Therefore, when the need occur, it will drive consumer to make purchase decision

#### Search for information

After realize the need, a consumer will conduct pre-purchase information for make better buying decision. Information seeking can be done from both human and technological. However, with the growing popularity of the internet and social media, “many internet users conduct pre-purchase information by reading reviews from other consumer



before making their decision” (Bickart and Schindler 2001; Brown, Broderick, and Lee 2007; Jepsen, 2007).

### **Evaluate alternatives**

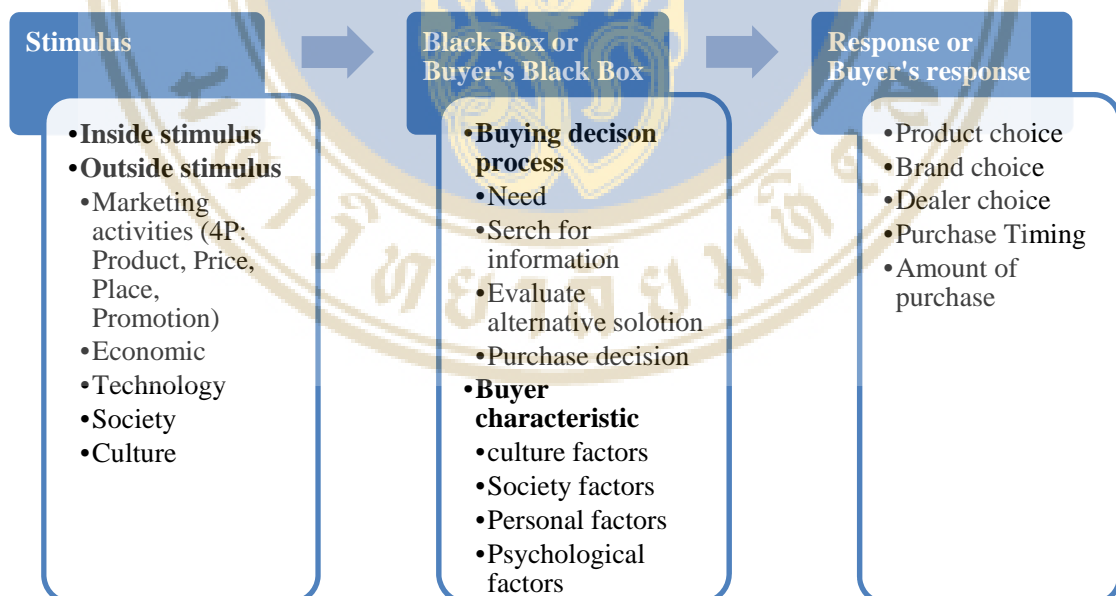
After consumer get the require information, they will evaluate all alternatives, which it is important for marketers and business owners to know their evaluation method.

### **Purchase product**

After consumer has evaluated all alternative and find out their best choice, it will lead to the purchase decision.

### **2.3.3 Stimulus Response Theory (S-R Theory)**

“The stimulus-response model is a characterization of statistical unit (such as a neuron) as a black box model, predicting a quantitative response to a quantitative stimulus.” (Stimulus–response model. (n.d.). Retrieved May 30, 2015, from [http://en.wikipedia.org/wiki/Stimulus–response\\_model](http://en.wikipedia.org/wiki/Stimulus–response_model)). For example, a consumer, who is stimulated by the online review, leads to response which can be positive or negative. The process of S-R Theory is as following figure.



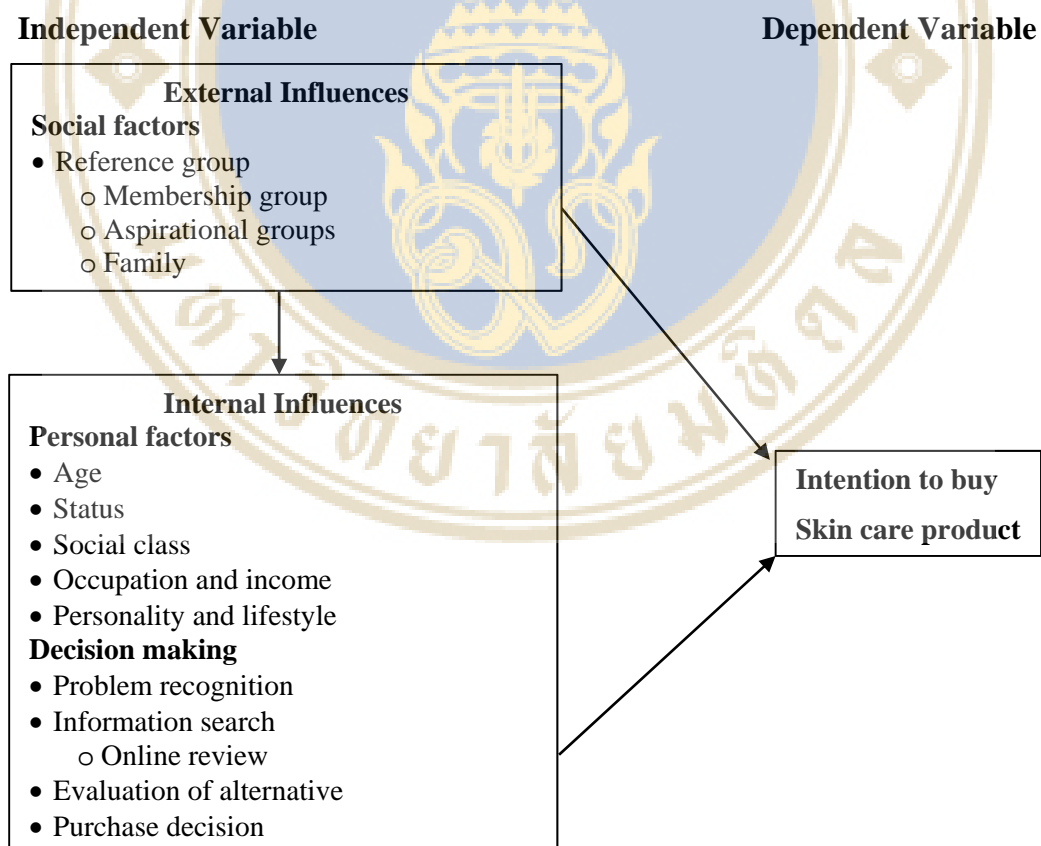
**Figure 2.2 S-R Theory**

Source: Marketing. (n.d.).

From the figure 2.2, the process of S-R theory, it is show that consumer need is occur from inside stimulus or outside stimulus such as marketing stimulus which are product, price, place, and promotion. Then buyer's black box will judge that need by using buying decision process combine with the characteristic of buyer such as culture factors, society factors, personal factors, and psychological factors. The positive outcome will lead to buyer's response such as product choice, brand choice, dealer choice, purchase timing, and amount of purchase.

From the figure 2.2, the process of S-R theory, personal factors, refer to the factors that have impact on the decision process of consumer such as age, personal income, education level and lifestyle.

## 2.4 Theoretical framework for the research



**Figure 2.3 Theoretical framework for the research**

## 2.5 Hypotheses

According to the literature review and theories above, I hypothesize that online reviews may have an impact on decision to buy skin care product. Furthermore, the personal factor such as gender, age, income, and education level may have an impact on decision to buy skin care product.

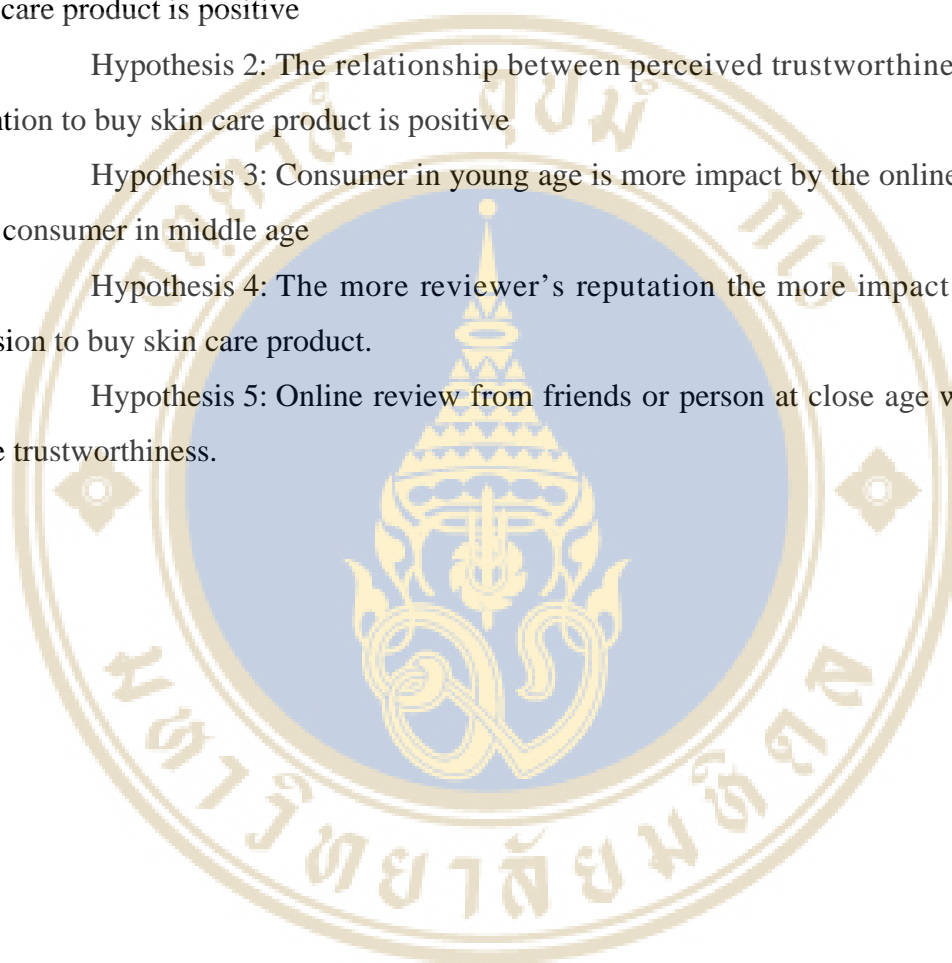
Hypothesis 1: The relationship between online reviews and intention to buy skin care product is positive

Hypothesis 2: The relationship between perceived trustworthiness and intention to buy skin care product is positive

Hypothesis 3: Consumer in young age is more impact by the online review than consumer in middle age

Hypothesis 4: The more reviewer's reputation the more impact toward decision to buy skin care product.

Hypothesis 5: Online review from friends or person at close age will gain more trustworthiness.



## **CHAPTER III**

### **RESEARCH METHODOLOGY**

The research aims to study the impact of online review on skin care product by identify which age group is getting the most impact from the online consumer reviews in Bangkok area, to find out the level of trustworthiness of online review, and which factors of online reviews have strong impact toward consumer decision to buy skin care product.

#### **3.1 Research design**

This research is to find out the impact of online review on skin care product, therefore, an online questionnaire is used because it can directly target to the online user. Also, it is easy to gather a large sample and able to do SPSS for statistical testing. The online questionnaire will be conducted via social media channel such as skincare Facebook community group.

#### **3.2 Data collection**

The convenience sampling method will be used for data collection by using online questionnaire. The researcher will collect 30 respondents per age group and gender. The total respondents will be divided into 4 groups which are young age female with the age below 40 years old, middle age female with the age above 40 years old, young age male with the age below 40 years old, middle age male with the age above 40 years old. The total respondents will be 120 person who use skin care product and be internet user.

As mentioned above, the online questionnaire will be divided into four parts as follows:

Part I: Screening question, do you use internet, will be used to screen internet user from non-internet user. Also, do you use skin care product, will be used to screen the participant to be only skincare product user.

Part II: General questions such as how often do the respondents use internet per week, how long do they use internet per day, what is period of using internet in each day, and what is the reason of using internet.

Part III: Specific questions will be ask to find out the level of trustworthiness on online review about skincare products, the relationship between reviewer's reputation and the intention to buy skin care product, do the online review from friends or a person at close age with respondents will gain more trustworthiness, and to find out which factors of online reviews have strong impact toward consumer decision to buy skin care product.

Part IV: Information about the respondents such as gender, age group, marital status, level of education, occupation, and income.

The questionnaire is adapted from the research about the impact of online media on the intention to buy product in Thailand Sangka, Suthiwitachai and Tepaluck (2009)

## CHAPTER IV

### RESEARCH FINDINGS

According to the research methodology, the researcher collected online questionnaires from 139 participants in the Bangkok area. The total number of respondents is divided into 4 groups which are young age females with the age below 40 years old, middle age females with the age above 40 years old, young age male with the age below 40 years old, middle age male with the age above 40 years old.

The total participants of male are 46 person which are divided as follows:

**Table 4.1 The total participants of male**

No	Aged	Number of respondents	Percentage
1	Under 20 years old	- person	0.00%
2	20-25years old	5 person	10.87%
3	26-30 years old	6 person	13.04%
4	31-35 years old	17 person	36.96%
5	36-40 years old	7 person	15.22%
6	41-45 years old	5 person	10.87%
7	46-50 years old	2 person	4.35%
8	51-55 years old	3 person	6.52%
9	56-60 years old	1 person	2.17%
10	More than 60 years old	- person	0.00%
<b>Total</b>		<b>46 person</b>	<b>100.00%</b>

The total participants of female are 93 persons which are divided as follows:

**Table 4.2 The total participants of female**

No	Aged	Number of respondents		Percentage
1	Under 20 years old	-	person	0.00%
2	20-25years old	3	person	3.23%
3	26-30 years old	25	person	26.88%
4	31-35 years old	21	person	22.58%
5	36-40 years old	10	person	10.75%
6	41-45 years old	5	person	5.38%
7	46-50 years old	6	person	6.45%
8	51-55 years old	7	person	7.53%
9	56-60 years old	12	person	12.90%
10	More than 60 years old	4	person	4.30%
<b>Total</b>		<b>93</b>	<b>person</b>	<b>100.00%</b>

From the data, about 90.70% of respondents use internet every day which the top 3 ranking times of using internet are 6.01pm – 10.00pm, 10.01am-2.00pm, and 2.01pm-6.00pm as follows:

**Table 4.3 Number of respondents using internet**

No.	Time of using internet	Number of respondents using internet	
1	06.01pm-10.00pm	97	Person
2	10.01am-02.00pm	69	Person
3	02.01pm-06.00pm	52	Person
4	06.01am-10.00am	51	Person
5	10.01pm-02.00am	39	Person
6	02.01am-06.00am	3	Person

The top 3 reasons of using internet are Email, search engine, and social networking as follows:

**Table 4.4 The tops 3 reasons of using internet**

No.	Reason of using internet	Number of respondents	
1	Email	107	Person
2	Search engine	107	Person
3	Social network (ex. Facebook, Instagram)	96	Person
4	Chat	85	Person
5	Reading News	71	Person
6	Web board	47	Person
7	Reading online review	47	Person
8	Buy online product	46	Person
9	Download	42	Person
10	Online games	29	Person
11	Education	24	Person
12	Stock exchange	19	Person
13	Others please specify	2	Person

Therefore, for marketers, it may imply that the prime time for the top 3 online activities such as email marketing, ads on search engines, or activities via social networks should be done at 6.01pm–10.00pm, 10.01am–2.00pm, and 2.01pm-6.00pm in order to maximize the target audience.

The top 3 of skin care product that men respondent daily use are facial cream, facial cleanser, and body cream as follows:



**Table 4.5 The skin care products that men respondents daily use**

No.	The skin care products that men respondents daily use	Number of respondents	
1	Facial cream	22	Person
2	Facial cleanser	21	Person
3	Body cream	16	Person
4	Sunscreen	15	Person
5	Toner	4	Person
6	Hand cream	4	Person
7	Eye cream	3	Person
8	Eye make-up remover	1	Person
9	Stretch mark cream	1	Person
10	Foot cream	-	Person

The top 3 of skin care product that women respondent daily use are facial cream, sunscreen, and body cream as follows:

**Table 4.6 The tops 3 of skin care product that women respondent daily use**

No.	The skin care products that women respondents daily use	Number of respondents	
1	Facial cream	83	Person
2	Sunscreen	71	Person
3	Body cream	69	Person
4	Facial cleanser	57	Person
5	Eye make-up remover	54	Person
6	Hand cream	41	Person
7	Eye cream	38	Person
8	Toner	35	Person
9	Foot cream	17	Person

After the screening question, the total qualified participants who are online users and use skin care product are 129 person which represent 92.81% from total participant, Further, 107 persons or 82.95% from the qualified participants read online reviews about skin care products. The total qualified participant that read online reviews about skin care products are divided as follows:

**Table 4.7 The total qualified participant that read online reviews about skin care products**

No.	Read online reviews about skin care products	Number of respondents	
	Male		
1	Group A: young age group	17	person
2	Group B: middle age group	6	person
	Total male respondents	23	person
	Female		
1	Group C: young age group	56	person
2	Group D: middle age group	28	person
	Total female respondents	84	person
	<b>Grand Total</b>	<b>107</b>	<b>person</b>

## 4.1 Key Finding

### 4.1.1 Result: The relationship between online reviews and intention to buy skin care product is positive

Result: Consumers in the young age group are more impacted by the online reviews than middle age consumers

To better understand which age group is getting the most impact from the online consumer reviews in the skin care product segment, the researcher uses SPSS to analyze the data as following table.

**Table 4.8 The relationship between the age group (Q16) and the respondent choice for agreement the respondents always read online review about skin care products before deciding to buy a product (Q14.5).**

Age group	Extremely Disagree	Disagree	Agree	Extreme Agree	Total
age 20-40 years old	1 1.4%	16 21.9%	43 58.9%	13 17.8%	73 100.0%
age 41-60 years old	3 8.8%	9 26.5%	22 64.7%	0 0.0%	34 100.0%
<b>Total</b>	<b>4</b>	<b>25</b>	<b>65</b>	<b>13</b>	<b>107</b>

From the result, it is shows the relationship between the age group and the respondent choice for agreement that the respondents always read online review about skin care products before deciding to buy a product. The percentages within the young age group are 17.8% Extremely Agree, 58.9% Agree, 21.9% Disagree, and 1.4% Extremely Disagree. Whereas, the middle age group is 0% Extremely agree, 64.7% Agree, 26.5% Disagree, and 8.8% Extremely Disagree. Also, the respondents from the young age group have relationship with the respondent choice for agreement that the respondents always read online review about skin care products before deciding to buy a product more than the respondents from the middle age group which the result is significant and there is only a 2.0% chance for being wrong.

**Table 4.9 The relationship between the age group (Q16) and the respondent choice for agreement that online reviews about skin care products have the biggest impact on respondent's purchase decision (Q14.15)**

Age group	Extremely Disagree	Disagree	Agree	Extreme Agree	Total
age 20-40 years old	1 1.4%	12 16.4%	46 63.0%	14 19.2%	73 100.0%
age 41-60 years old	1 2.9%	8 23.5%	19 55.9%	6 17.6%	34 100.0%
<b>Total</b>	<b>2</b>	<b>20</b>	<b>65</b>	<b>20</b>	<b>107</b>

The result is showing that there is a weak relationship between the age group and the respondent's agreement with the statement that online reviews about skin care products have the biggest impact on the respondent's purchase decision. The percentages within the young age group are 19.2% Extremely Agree, 63.0% Agree, 16.4% Disagree, and 1.4% Extremely Disagree. Whereas, the middle age group are 17.6% Extremely agree, 55.9% Agree, 23.5% Disagree, and 2,9% Extremely Disagree. Also, it is show that respondents from the young age group have relationship with the respondent choice for agreement that online reviews about skin care products have the biggest impact on respondent's purchase decision more than the respondents from the middle age group. However, the result is not significant (p-value = 76.4%) which indicates that the differences between age groups are not sufficiently large to be considered different from zero.

#### **4.1.2 Result: The relationship between perceived trustworthiness and intention to buy skin care products is positive**

From the result, the most reliable source of information when considering to buy skin care products are as follows:

**Table 4.10 The most reliable source of information when considering to buy skin care products**

No.	The most reliable source of information when considering to buy skin care products	Number of person	
1	Friends	33	Person
2	Family	31	Person
3	Internet	30	Person
4	Television	19	Person
5	Print ads (ex. Magazine, newspaper)	8	Person
6	Salesperson	6	Person
7	Radio	1	Person
8	Billboard, leaflet, brochure	1	Person

From the top 3 ranking (friends, family, and internet), it implies that the internet is becoming a popular informational source for consumers when considering to buy skin care products because the result is very close to friends and family. Therefore, marketers should need to understand the insights of internet users and also focus on the impact of online reviews which is likely to impact sales.

To study the level of trustworthiness of consumers toward online review, the researcher use cross tabulation in SPSS to analyze the data as shown in the following table:

**Table 4.11 The relationship between the age group (Q16) and the respondent choice for agreement that the respondents think that online reviews are not trustworthy (Q14.16).**

Age group	Extremely Disagree	Disagree	Agree	Extreme Agree	Total
age 20-40 years old	10 13.7%	40 54.8%	19 26.0%	4 5.5%	73 100.0%
age 41-60 years old	5 14.7%	20 58.8%	9 26.5%	0 0.0%	34 100.0%
<b>Total</b>	<b>15</b>	<b>60</b>	<b>28</b>	<b>4</b>	<b>107</b>

The result is showing that there is not strong relationship between the age group and the respondent choice for agreement that the online reviews are not trustworthy. The percentages within the young age group are 5.5% Extremely Agree, 26.0% Agree, 54.8% Disagree, and 13.7% Extremely Disagree. Whereas, the middle age groups are 0% Extremely agree, 26.5% Agree, 58.8% Disagree, and 14.7% Extremely Disagree. However, the result is not significant (58.3%) which probably indicates that the differences are small.

In order to find out the factors that have a strong impact on the consumer decision to buy skin care products, the researcher uses cross tabulation in SPSS to analyze the data. The result will be shown only for the significant factors in the following table:

**Table 4.12 The relationship between the gender (Q15) and the respondent choice for agreement that by doing product comparison, the respondents will have more trust in the product that they buy (Q14.6)**

Gender	Extremely Disagree	Disagree	Agree	Extreme Agree	Total
Male		4	11	8	23
		66.7%	16.9%	22.2%	21.5%
Female		2	54	28	84
		33.3%	83.1%	77.8%	78.5%
<b>Total</b>		<b>6</b>	<b>65</b>	<b>36</b>	<b>107</b>

From the result, it is showing that there is a relationship between gender and product comparison that by doing product comparison, the respondents will have more trust in the product that they buy. Also, by doing product comparison, it can create more trust for women than men. The percentage of Extremely Agree of women are 77.8% and men are 22.2% which the result is significant and there is only a 1.8% chance for being wrong.

**Table 4.13 The relationship between the gender (Q15) and the respondent choice for agreement that by showing the result before and after using product will create more trustworthiness (Q14.7)**

Gender	Extremely Disagree	Disagree	Agree	Extreme Agree	Total
Male	0	3	15	5	23
	0.0%	75.0%	22.1%	14.7%	21.5%
Female	1	1	53	29	84
	100.0%	25.0%	77.9%	85.3%	78.5%
<b>Total</b>	<b>1</b>	<b>4</b>	<b>68</b>	<b>34</b>	<b>107</b>

From the result, it is showing that both men and women think that by showing the result before and after using product will create more trustworthiness which women will have more agree level than men. The percentage of Extremely Agree of women

are 85.3.8% and men are 14.7% which the result is significant and there is only a 4.6% chance for being wrong.

**Table 4.14 The relationship between the age group (Q16) and the respondent choice for agreement that by doing product comparison I will have more trust in the product that they buy (Q14.6)**

Age group	Extremely Disagree	Disagree	Agree	Extreme Agree	Total
age 20-40 years old		6	39	28	73
		8.2%	53.4%	38.4%	100.0%
age 41-60 years old		0	26	8	34
		0.0%	76.5%	23.5%	100.0%
<b>Total</b>		<b>6</b>	<b>65</b>	<b>36</b>	<b>107</b>

The result is showing that the respondents from both young and middle age groups agree that by doing product comparison, they will have more trust in the product that they buy. The percentages of young age group are 38.4% Extremely Agree, 53.4% Agree, 8.2% Disagree, and none Extremely Disagree, whereas, the middle age group are 23.5% Extremely Agree, 76.5% Agree, and none for both Disagree and Extremely Disagree. The result is significant and there is only a 4.2% chance for being wrong.

**Table 4.15 The relationship between the age group (Q16) and the respondent choice for agreement that by listening to the music from the online review website will help respondents be more interested in the product (Q14.12)**

Age group	Extremely Disagree	Disagree	Agree	Extreme Agree	Total
age 20-40 years old	14	34	20	5	73
	19.2%	46.6%	27.4%	6.8%	100.0%
age 41-60 years old	1	13	15	5	34
	2.9%	38.2%	44.1%	14.7%	100.0%
<b>Total</b>	<b>15</b>	<b>47</b>	<b>35</b>	<b>10</b>	<b>107</b>



There is an opposite result between the young age group and middle age group which the respondent of the young age group do not think that by listening to the music from the online review website will help them to be more interested in the product, whereas, the respondents of the middle age group perceive that by listening to the music from the online review website will help them to be more interested in the product. The percentages within the young age groups are 6.8% Extremely Agree, 27.4% Agree, 46.6% Disagree, and 19.2% Extreme Disagree. For the respondents of the middle age group are 14.7% Extreme Agree, 44.1% Agree, 38.2% Disagree, and 2.9% Extremely Disagree. The result is significant and there is only a 4.1% chance for being wrong.

#### 4.1.3 Result: The more reviewers' reputation the more impact toward decision to buy skin care product.

**Table 4.16 The relationship between age group (Q16) and the respondent choice for agreement that online reviews made by someone that the respondents know will create more trustworthiness (Q14.10)**

Age group	Extremely Disagree	Disagree	Agree	Extreme Agree	Total
age 20-40 years old		5 6.8%	45 61.6%	23 31.5%	73 100.0%
age 41-60 years old		3 8.8%	18 52.9%	13 38.2%	34 100.0%
<b>Total</b>		<b>8</b>	<b>63</b>	<b>36</b>	<b>107</b>

The result is showing that the online reviews made by someone that the respondents knows will create more trustworthiness for both young and middle age group. The percentage of young age group are 31.5% Extremely Agree, 61.6% Agree, 6.8% Disagree, and non for Extremely Disagree. For middle age group are 38.2% Extremely Agree, 52.9% Agree, 8.8% Disagree, and none for Extremely Disagree. The result is significant and there is only a 2.7% chance for being wrong.



**Table 4.17 The relationship between age group (Q16) and the respondent choice for agreement that the reviews by celebrities will create more trustworthiness (Q14.8)**

Age group	Extremely Disagree	Disagree	Agree	Extreme Agree	Total
age 20-40 years old	9 12.3%	33 45.2%	24 32.9%	7 9.6%	73 100.0%
age 41-60 years old	0 0.0%	14 41.2%	17 50.0%	3 8.8%	34 100.0%
<b>Total</b>	<b>9</b>	<b>47</b>	<b>41</b>	<b>10</b>	<b>107</b>

The result is showing that the middle age group is more think online reviews by celebrities will create more trustworthiness than young age group. The percentage of young age group is 9.6% Extremely Agree, 32.9% Agree, 45.2% Disagree, and 12.3% Extremely Disagree. Whereas, the middle age group are 8.8% Extremely Agree, 50% Agree, 41.2% Disagree, and none for Extremely Disagree. However, the result is not significant at the 5% level and there is a 10.8% chance for being wrong.

#### **4.1.4 Result: Online reviews from friends or persons at close age will gain more trustworthiness**

**Table 4.18 The relationship between the age group (Q16) and the respondent choice for agreement that the online review done by reviewer that has similar age group with respondents will create more trust worthiness (Q14.11)**

Age group	Extremely Disagree	Disagree	Agree	Extreme Agree	Total
age 20-40 years old		21 28.8%	42 57.5%	10 13.7%	73 100.0%
age 41-60 years old		3 8.8%	21 61.8%	10 29.4%	34 100.0%
<b>Total</b>		<b>24</b>	<b>63</b>	<b>20</b>	<b>107</b>

The result is showing that the respondents from both age group agree that the online review done by reviewer that have similar age group with respondents will create more trust worthiness. The percentages from the respondents of the young age group are 13.7% Extremely Agree, 57.5% Agree, 28.8% Disagree and none for Extremely Disagree. Whereas, the percentage from the respondents of the middle age group are 29.4% Extremely Agree, 61.8% Agree, 8.8% Disagree, and none for Extreme Disagree. The result is significant and there is only a 2.7% chance for being wrong.



## **CHAPTER V**

### **CONCLUSION AND RECOMMENDATION**

This research aims to study the consumer insights about which age group in the Bangkok area is getting the highest impact from online consumer reviews, do they really trust online reviews, and which factors of online reviews have the strongest impact on the consumer decision to buy skin care products.

From the results, the top 3 reliable sources of information when considering to buy skin care products are friends, family, and the internet. Therefore, it shows that online communication is becoming a popular information source for consumers. About 90.70% of respondents use internet everyday with the prime time for online activities at 6.01pm – 10.00pm, 10.01am-2.00pm, and 2.01pm-6.00pm. This information can be used in order to maximize the target audience for online ads.

Most of the respondents always read online reviews about skin care products before deciding to buy a product, with particularly women in the young age group having a stronger relationship between online reviews and intention to buy skin care product than other groups.

The respondents rank internet to be the third among the most used information sources when considering to buy skin care products, with the result very close to friends and family. Also, the information source from internet is more reliable than television, which is the most expensive source of advertising. For the relationship between perceived trustworthiness and intention to buy skincare products, the data shows only a weak positive relationship, but the result is insignificant.

The factors that are able to increase the level of trustworthiness for both young and middle age groups are product comparisons, showing the result before and after using products, online reviews made by someone that the respondents know, and online reviews done by reviewer that has similar age group with respondents. However, there are also the opposite results between young age group and middle age group which middle age group perceived that by listening to the music from the online review website

will help respondents be more interested in the product and the reviews by celebrities will create more trustworthiness, whereas the young age group is less influenced by these two factors.

### **5.1 Recommendations for marketers and business owner**

The information gathered from the research can be used to help marketers to better understand the impact of online consumer reviews among online users in different gender and age groups. Since the internet is becoming a popular information source for consumers and it is considered to be the reliable source of information, with the level of trustworthiness as close as friends and family. Also, the information from internet source is considered more reliable than television, which is the most expensive form of advertising. Therefore, marketers should focus more on online activities and adapt marketing communication strategies to be in line with the online market trends.

### **5.2 Future Research**

This research was limited to only respondents who live in Bangkok area and have experience in gathering information from online reviews on skin care products. Therefore, if further research can capture respondents from different parts of Thailand, that would improve the reach and accuracy of the research.

Also, the research should drill down on each factor that can increase the level of trustworthiness of online reviews for different consumer segments, which may require different factors to increase trustworthiness. Therefore, it may benefit marketers of different brands to adapt more effective online marketing strategies targeted to different age groups, and for men and women separately.

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## Appendix A: Online Questionnaire (English)

College of management  
Mahidol University

This survey is a part of the thematic paper research class at the College of Management, Mahidol University. The Survey will take 10-15 minutes to complete.

Your opinion and time spend is highly appreciated

### Part I: Screening question

1. Do you use internet?

Yes

No (Please skip to personal question)

2. Do you use skin care products?

Yes

No

(Please skip to personal question)

### Part II: General question

3. On average, how often do you use the internet per week?

1-2 times per week

3-4 times per week

5-6 time per week

Everyday



4. On average, how long do you use the internet per day?

- Less than 1 hour
- 1-3 hours
- 4-6 hours
- More than 6 hours

5. Which time during the day do you typically using internet? (Tick one or more boxes)

- 06.01am-10.00am
- 10.01am-2.00pm
- 2.01pm-6.00pm
- 6.01pm-10.00pm
- 10.01pm-2.00am
- 2.01am-6.00am

6. For what reason(s) do you use internet? (Tick one or more boxes)

- Email
- Web board
- Reading News
- Buy online product
- Search engine
- Reading online review
- Chat
- Download
- Online games
- Education

- Stock exchange
- Social network (ex. Facebook, Instagram)
- Others please specify\_\_\_\_\_

7. From question number 6, what is your most frequent reason for using the internet (Tick one box only)

- 
- Email
  - Web board
  - Reading News
  - Buy online product
  - Search engine
  - Reading online review
  - Chat
  - Download
  - Online games
  - Education
  - Stock exchange
  - Social network (ex. Facebook, Instagram)
  - Others please specify\_\_\_\_\_

### Part III: Specific question

8. Based on your perception, how interested are you in skin care products?

- Very interested
- Somewhat Interested
- Not very interested
- Not at all interested

9. What are the skin care products that you daily use? (Tick one or more boxes)

- Facial cleanser  
 Eye make-up remover  
 Toner  
 Facial cream  
 Eye cream  
 Body cream  
 Sunscreen  
 Stretch mark cream  
 Hand cream  
 Foot cream  
 Others, please specify: \_\_\_\_\_

10. When consider buying a new skin care product, how would you rate the source of information when considering to buy a new skin care product

Source of information	Extremely unimportant	Unimportant	Important	Extremely important
Television				
Print Ads				
Radio				
Billboard				
Internet				
Salesperson				
Family				
Friends				

11. From question number 10, which medium is the most reliable source of information when considering to buy skin care products (Tick one box only)

- Television
- Print ads (ex. Magazine, newspaper)
- Radio
- Billboard, leaflet, brochure
- Internet
- Salesperson
- Family
- Friends

12. Have you ever read online reviews about skin care products?

- Yes
- No (Please skip to personal question)

13. For what reason, do you read online reviews about skin care products? (Tick one or more boxes)

- Convenience because it can be done anywhere and anytime
- Reliable because it is an online review from experience user
- Able to choose the information by yourself
- The information is up to date, because the content is adjusted all the time
- Able to access the number of information as much as you want
- Others, please specify\_\_\_\_\_

14. Based on your perception, choose the answer that best describes you when using online reviews about skin care products?

Please rate your answer on the following scale: 1 is Extremely Disagree, 2 is Disagree, 3 is Agree, and 4 is Extreme Agree

No.	Detail	1 Extremely Disagree	2 Disagree	3 Agree	4 Extremely Agree
14.1	I often click on the website about skin care products that appears at the beginning of the search engine list				
14.2	I often click the animation banner about skin care products				
14.3	I often click the pop up advertising about skin care products				
14.4	I think that good online reviews increase my intention to buy a skin care product				
14.5	I always read online review about skin care products before deciding to buy a product				
14.6	I think that, by doing product comparison I will have more trust in the product that I buy				
14.7	I think by showing the result before and after using product will create more trustworthiness				

No.	Detail	1 Extremely Disagree	2 Disagree	3 Agree	4 Extremely Agree
14.8	I think online reviews by celebrities will create more trustworthiness				
14.9	I think online reviews by reviewers who have reputation in skincare products will create more trustworthiness				
14.10	I think that online reviews made by someone that I know will create more trustworthiness				
14.11	I think that online review done by reviewers in my age group will create more trustworthiness				
14.12	I think that listening to the music from the online review website will help me be more interested in the product				
14.13	I think that up to date information on the website will help me revisit the website more often				
14.14	I think that showing the detail about price will help me increase the intention to buy skin care products.				

No.	Detail	1 Extremely Disagree	2 Disagree	3 Agree	4 Extremely Agree
14.15	I think that online reviews about skin care products have the biggest impact on my purchase decision				
14.16	I think that online reviews are not trustworthy				
14.17	Other sources of information, like recommendations by salespersons are more important for my purchase decision than online reviews				
14.18	Other sources of information, like recommendations by advertising are more important for my purchase decision than online reviews				

Part IV: Personal information

15. Gender

Male

Female

16. What age group do you belong to?

Under 20 years old

20-25 years old

26-30 years old

31-35 years old

36-40 years old

- 41-45 years old
- 46-50 years old
- 51-55 years old
- 56-60 years old
- More than 60 years old

## 17. Marital status

- Single
- Engaged
- Married
- Divorced
- Separated
- Widowed

## 18. Highest level of education

- High school
- Undergraduate
- Post graduate degree
- Other, please specify \_\_\_\_\_

## 19. Which best describe your current job?

- Employee of a for-profit company or business
- Government employee
- Self-employed
- A student
- Housewife
- Other, please specify \_\_\_\_\_



20. What is your total monthly personal income?

- Less than 20,000 Baht
- 20,001 – 30,000 Baht
- 30,001 – 40,000Baht
- 40,001 – 50,000 Baht
- 50,001 – 60,000 Baht
- More than 60,000 Baht

