**THE FACTORS THAT AFFECT COSMETIC PURCHASE
INTENTION OF THAI FEMALE CONSUMER TOWARD
BLOGGER RECOMMENDATION**

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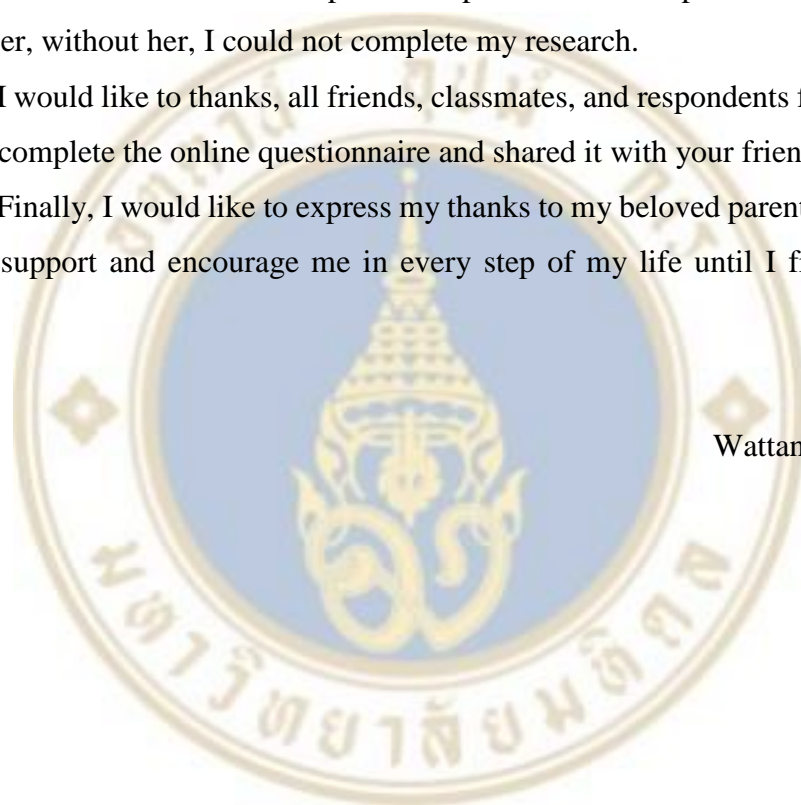
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ABSTRACT

Nowadays, the internet becomes one of the most popularity, and it is increasing every year, and there are many cosmetics brand in Thailand. Then, consumers decided to search and read product information via the online channel from bloggers or consumers review to compare the products before making a final decision on purchasing. Therefore, the cosmetic brands or the marketers should know what are the most important factors of blogger recommendation can influence on consumer purchase intention.

The purpose of this study aimed to examine the factors that affect cosmetic purchase intention of Thai female consumer toward blogger recommendation. The convenience sampling method was used in this research by using the online questionnaire to collect the data from Thai female consumers who have the experiences of reading online product review (75 respondents).

The key findings of this study showed that most of the respondents read product review from blogger sites and consumer review site, and purchased the cosmetics once in 3 months or once a month. The factors that affect cosmetic purchase intention are reputation and usefulness of blogger recommendation.

KEY WORDS: Blogger Recommendation / Cosmetic Purchase Intention / Thai Female Consumer / Product Review
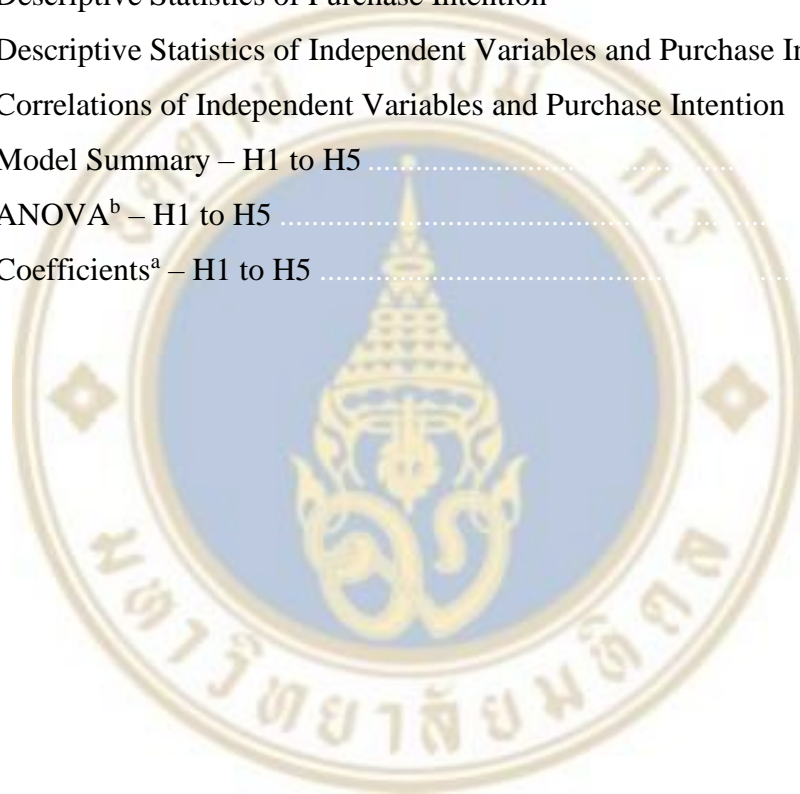
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CHAPTER I

INTRODUCTION

1.1   Background

Nowadays, the internet becomes a part of human life which everyone can access through the web anywhere anytime via electronic devices or personal computers. 40% of the world population has the internet connection. According to Figure 1.1, the number of internet users has increased every year from 1993 to 2014 and hit third billion in 2014. Almost 50% world internet users are in Asia. Thailand Internet users are around 20 million with 8% growth per year (Internet Live Stats, 2014). As the number of internet users in Thailand is growing, digital media becomes a tool for communication from companies to consumers through this channel.
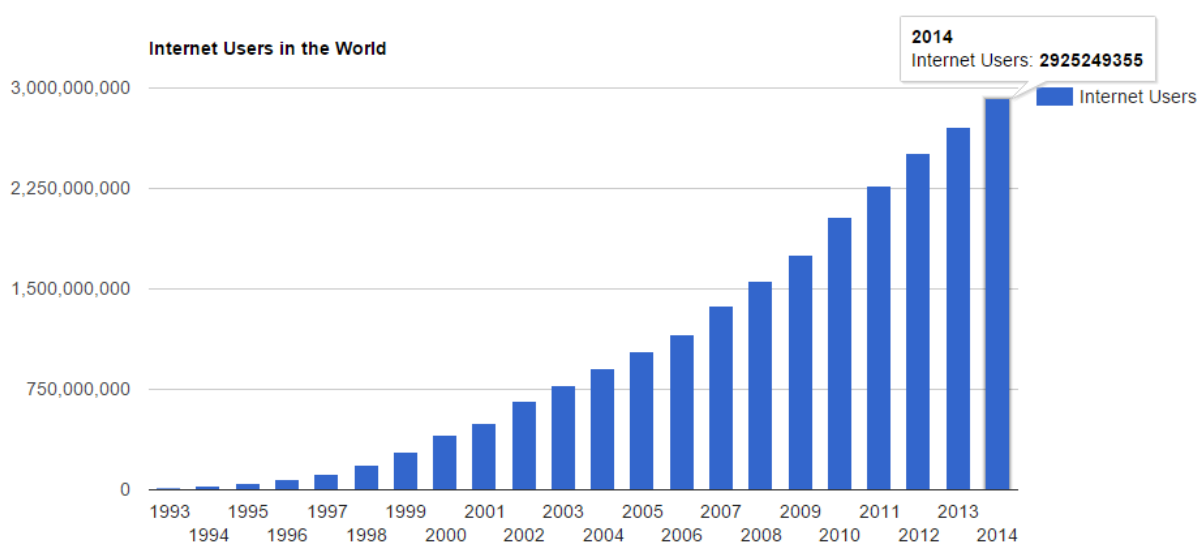
Figure 1.1 World Internet User

The cosmetic product market is growing up every year at a moderate rate and is expected to continue over the forecast period (Market Line, 2015). Nowadays, Cosmetic and skin care products are becoming popular for daily life especially for women in every generation. There are many kinds of the cosmetic products and brands in the market. In the process of making a decision on purchasing a product to reduce risk and uncertainty in purchasing online transactions which are not conducted face-to-

face (Chin-Lung, et al., 2013) or purchase at the counter brands in the shopping mall. Most of the consumers frequently rely on product information through search engines and blog reviews from others over the internet to make a comparison of the products (Vishal, et al., 2002) and better understand the products to support their purchasing decisions (Chin-Lung, et al., 2013). Sources of the product information might provide as a blog, video, or picture from consumers or bloggers who have experience on using products, which could effect to consumer behavior and attitude.

1.2   Research Objective

This research aims to study the factors that effect on Thai female consumer behavior cosmetic purchase intention after reviewing bloggers recommendation by focusing on cosmetic products which there are only a few studies have been conducted to explain on this consumer behavior in Thailand. The internet is a tool that can help them to search for product review before making a decision. Many cosmetic brands have the same function but different prices in Thailand market which are quite too hard for consumers to make a decision for buying one of those products. Thus, blog review and recommendation will become a popular tool to help them for making a final purchase.

The purpose of this study was to examine and understand consumer behavior and find out the factors that effect of Thai female consumers purchase intention from blogger recommendation toward cosmetic products. Further, it would be helpful and beneficial for cosmetic brands to understand consumer perception of the other's opinion and use this study as a case study to develop company and marketing plan in the future

CHAPTER II
LITERATURE REVIEW

The blog has become one of the most important for online consumers to review, discuss and get the information from a blogger who has an experience of using that kind of the products to compare before they make a decision on purchasing cosmetic products (Chin-Lung, et al., 2013). According to Jin and Phua (2014), reputation beauty bloggers or celebrities are well-known individuals who received a significantly on social media intention from blog readers and online consumers. Furthermore, they also argued that reputation blogger, who is a famous person in social media from blog and video, will significantly influence consumers to perceive more trustworthy and expertise. In this literature review will explain the theories and the past studies to explore on this topic. There are many studies talks about the influences of bloggers toward the consumer purchase intention and also consumer behavior, and purchase intention factors of consumers will be included and describe in this session.

2.1   Blogging Communities

2.1.1   Blogs

Blogs are text on a personal website which contains and provides the information related to the bloggers' experience, diary, and attitude which also shown as a video, text, or picture platform for introducing, reviewing, or sharing the information in term of bloggers' emotion and attitude. These blogs allow other blog readers to read and share their opinion via this channel (Cara & Erin, 2014). This channel becomes like a new type of electronic word-of-mouth (eWOM) (Chin-Lung, et al., 2013) because the network blogs are growing every year, which everyone can access to spread the opinion and trend through Word-of-Mouth Communication, which is significantly becoming the influence in the online world for online consumers.

2.1.2 Blogger Behavior and Influence

Blogger is the person who provides information from their experience and attitude as using cosmetic and skin care products on a personal blog and gives comments or recommendations for blog readers to read before they make their decision (Chin-Lung, et al., 2013). Additional, the one who are behind the scenes of many blogs on the internet and spend their time to write and post blogs as their hobby or part-time (Chun-Yoa, et al., 2007). According to the research, the recommendation from bloggers can also influence consumers' attitude and behavior for considering all of the criteria from the impossible creditability sources that they can trust and believe before making a decision on purchasing the products.

2.2 Consumer Behavior

Consumer behavior is the key to understanding customer value perception like the processes that they are using to select, use, and dispose of products. Customer value is the most important keys to today's marketplace (Cai & Xu, 2006). Thus, the consumer's behavior could use as the essential role for predicting customer's future purchase intention, increasing market share, and achieving competitive advantage, including understanding customers' need for developing the business of the product brands. According to a process of consumer decision making, it could use to understand consumer behavior on making a decision, which has five steps. The process starts from customers' need and gathers the information of the products. For buying cosmetic products, consumers will try to read reviews and recommendations from other customers who have the experience on a particular product to compare and support their opinions. After they get lots of information, evaluating all of the alternatives and choose the best option and finally purchase the product. Last but not least, post-purchase evaluation is the final step of consumer decision-making process (MSG Expert Team, 2016).

2.3   Reader Perception of Online Consumer Review

Online consumer review is a way that users provide product information, which based on their personal usage and experience, can be significantly affected by users' usage and preferences (Long-Chuan, et al., 2014). According to the research, authors indicated that there were two roles of online consumer reviews which are providing product information and making recommendations. Online consumer users will provide products information and personal experience, including the advantages and disadvantages of the products. This kind of the information will be useful for online readers in evaluating products before purchasing them. From research of Long-Chuan, et al. (2014) found that the reviewer's number of followers and reviewer's level of expertise have significant positive effect on reader's perception for the reviews which are usefulness for online consumers purchasing process.

2.4   Purchase Intention

Previous studies on consumer behavior defined that purchase intention can describe as a possibility that consumers will buy the products which based on how consumers perceive the advertising message and evaluate the value of the products are worth for their money which based on the actual price. When the higher of consumers' perceive value, the higher of consumers' purchase intention (Choa-Sen Wu, 2015). Samin, et al. (2013) defined the action of consumers' manner are making a decision on a particular product which depend on the attitudes and beliefs of customers. Moreover, authors argued that purchase intention is the willingness, possibility, and chance for the consumer to buy a product. If product brand can develop a frequency of consumers' repurchase behavior, consumers will spread a word and recommend others to purchase the products. From previous studies found the factors that affected on consumer purchase intention which has been conducted in various countries such as Taiwan (Chin-Lung, et al., 2013), India (Vandana, et al., 21014), and Malaysia (Samin, et al., 2013). The first factor is source credibility which based on attractiveness, trustworthiness, and expertise. The other two factors are reputation and usefulness of blogger recommendation.

2.4.1 Attractiveness

According to previous research, attractive was defined as a facial and physical attractiveness (Peerapatra, 2014). It is a combination of similarity, familiarity, and likeability. The similarity is the sameness between source and receiver of the message which they have the similar needs and goals while familiarity refers to the degree of source's knowledge through exposure, likeability is the affection for the source as a result of appearance or behavior (Nishith, et al., 2013).

2.4.2 Trustworthiness

Trustworthiness defined as consumers' belief in someone or communicator who provides the information with honest, fair, sincere, and reliable (Peerapatra, 2014). When communicators recommend the products, they have to be trustworthy and honest to consumers. Thus, consumers perceive credible of the message, which can directly effect on consumers' behavior and attitude intentions (Nishith, et al., 2013). Priester and Petty (2003) argued that sources of trustworthiness could play as a significant duty by influencing consumers with the engagement of message-based elaboration. According to the previous study has indicated that consumers receive products information from various reference groups and different sources such as blog which is one of the most important channels that online consumers are using to consider their products to reduce transaction uncertainty (Chin-Lung, et al., 2013).

2.4.3 Expertise

Expertise refers to the experience, skills, and knowledge of the communicator (Nishith, et al., 2013). This expertise can directly impact on consumer attitude (Roobina, 1990). From the previous study, readers perceive recommendation and follow the advice from communicator expertise which can change consumer purchase intention.

2.4.4 Reputation

Blogger reputation may define as a moderator who can effect on changing consumer behavior and trust. Past study indicates that reputation is significantly influence on consumer trust and behavior intention (Luis, et al., 2008). Blog readers

could get different of perception and content from various reputation levels of bloggers (Chin-Lung, et al., 2013). Therefore, a person who has a good social relationship could develop a reputation which positively influence others' purchasing behavior and intention. Moreover, readers would like to receive the reputable information sources for making a decision on purchase intention which this recommend message will influence the blog reader's confidence in a particular product that they are looking to purchase.

2.4.5 Usefulness of Blogger Recommendation

In a previous study indicated that consumer's behavior could get the influences from reference groups (William & Michael, 1982). Regarding the previous research argued that the recommendation of reference groups is the important key factor for the consumer's decision making on purchasing the expensive or new products. Thus, consumers can use this channel to evaluate, review and find out the opinions and suggestions from others to reduce risk and uncertainty in buying before making a decision (Chin-Lung, et al., 2013).

However, only a few study has conducted the influence factor of blogger recommendation on purchasing cosmetic of Thai female consumers. The purpose of this research was to understand and explore further into the consumer purchase intention on cosmetic product toward blogger recommendation.

CHAPTER III
RESEARCH METHODOLOGY

The purpose of this study aims to examine the influence factors of blogger recommendation on customers purchasing intention of cosmetic products in Thai female consumers regarding attractiveness, trustworthiness, expertise, and reputation including the usefulness of online reviews. The study focuses on providing a hypothesis of the factors that based on the literature of this study. The quantitative approach was used to collect questionnaire surveys that conducted with consumers who have an experience on read online reviews of cosmetic products via an online survey.

In this chapter, there are five purposes of studying which are (1) conceptual model, (2) research design, (3) sampling method, (4) sample size, and (5) questionnaire design.

3.1   Conceptual Model

From the Figure 3.1 is a conceptual model of this study, which is a relationship among five variables used in this research. The variables of this model include attractiveness, trustworthiness, expertise, reputation, and usefulness of blogger recommendation which their variables effect on consumer purchase intention of cosmetic products toward blogger recommendation.
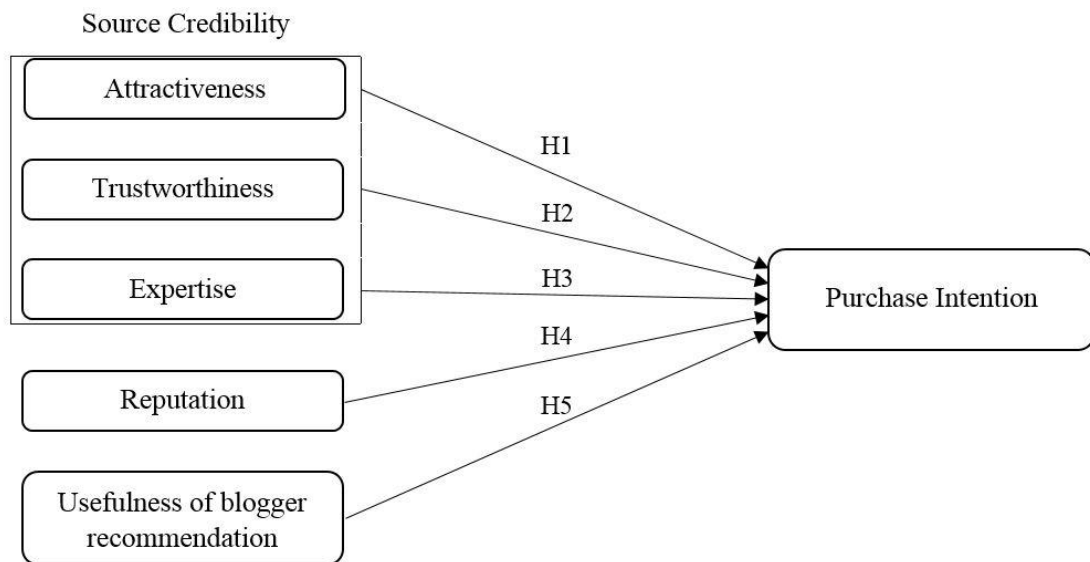
Figure 3.1 Conceptual Model of the Study

Purchase intention is the dependent variable, and five factors are independent variables. According to the Figure 3.1, the hypothesis were formed as following:

H1: Attractiveness has a significant influence on purchase intention.

H2: Trustworthiness has a significant influence on purchase intention.

H3: Expertise has a significant influence on purchase intention.

H4: Reputation has a significant influence on purchase intention.

H5: Usefulness of blogger recommendation has a significant influence on purchase intention.

3.2 Research Design

This research used a quantitative approach to prove the hypothesis on each factor from the previous studies which conducted the effect of blogger recommendations on consumer purchase intention in other countries. The data from respondents analyzed by using SPSS program which the results will show that whether it accepts the hypothesis and correlation of each factor. Therefore, this study will benefit for a cosmetic brand to develop business plan and analysis.

3.3   Sampling Method

Due to time constraint, the convenience sampling method will be used for data collection by using online questionnaire. This research population focused on Thai female consumers who have experienced on read reviews of cosmetic products through the online and social network.

3.4   Sample Size

The questionnaires were distributed to 100 females to guarantee that 50 of sampling were valid, and the research approach is the close-ended questionnaire.

3.5   Questionnaire Design

Data collection conducted with the online questionnaire which divided into four parts. Part 1 consists of screening questions to determine whether the respondents are qualified for this study. Next session is consumer purchasing behavior on cosmetic products which contains six questions to ask on consumer behavior when considering and purchasing the cosmetic products. Part 3 is about the attractiveness, trustworthiness, expertise, and reputation of beauty bloggers, concerning purchase intention in Thai female consumers which used 5 Point Likert Scale as a measurement. It includes 14 questions which covered four most important aspects of bloggers between four factors and the effect on consumer purchase intention and attitude. One part, asking about the usefulness of blogger recommendations toward consumer attitude that they perceive after reviewing online cosmetic products information, and the other two questions asking about the decision making after considering the cosmetic product information from bloggers. The last session is about the respondents' personal information as age, education, occupation, and income.

CHAPTER IV
FINDING AND DATA ANALYSIS

In this chapter is described the research finding and data analysis which includes respondent profiles, descriptive statistics, correlation analysis, multiple linear regression, and final model. The online survey distributed to 100 female respondents, and there are only 75 respondents after screening question. Descriptive statistics, Correlations and Multiple linear regression were used to examine the respondent behavior and attitude toward each factor, and the relationships between five independent factors and purchase intention of this study.

4.1　Respondent Profiles

Table 4.1 describes the demographic characteristics of respondents. Total respondents are 75 Thai female respondents (100%). Respondent profiles divided into four topics which are age, education, occupation, and monthly income. The majority of women respondents is between 26 – 30 years (50.7%), 21 – 25 years (32%), 14.7% of them 31 – 35 years, and the remaining 2.7% aged above 36 years. Most of them have got at least Bachelor degree, and 56% are currently working as a private company staff. Half of the respondents got income between 20,001 – 40,000 baht per month (50.6%) which can categorize as middle income.

Table 4.1 Respondent Profiles

Demographic information	Number	Percentage
Age		
21 – 25	24	32.0
26 – 30	38	50.7
31 – 35	11	14.7
Above 36	2	2.7
Total	75	100.0
Education		
Bachelor degree	56	74.7
Master degree	19	25.3
Total	75	100.0
Occupation		
Student	5	6.7
State Enterprise officer	14	18.7
Private company staff	42	56.0
Self-employ	13	17.3
Others	1	1.3
Total	75	100.0
Monthly Income		
Less than or equal to 10,000 THB	1	1.3
10,001 – 20,000 THB	11	14.7
20,001 – 30,000 THB	19	25.3
30,001 – 40,000 THB	19	25.3
40,001 – 50,000 THB	8	10.7
More than 50,000 THB	17	22.7
Total	75	100.0

4.2   Descriptive Statistics

4.2.1   Reviewing Channels of Cosmetic Products

Figure 4.1 shows the reviewing channels that respondents used to review and search for cosmetic product information. The result indicates that the top three of reviewing channels are blogger site (35%), consumer online review site (28%), and social media (23%), indicated that most of them are used online channel for reviewing the cosmetic information.

REVIEWING CHANNELS

Brand website, 3, 4%
Other, 1, 1%
Friends, 7, 9%
Blogger site, 26, 35%
Social media, 17, 23%
Consumer online review site, 21, 28%
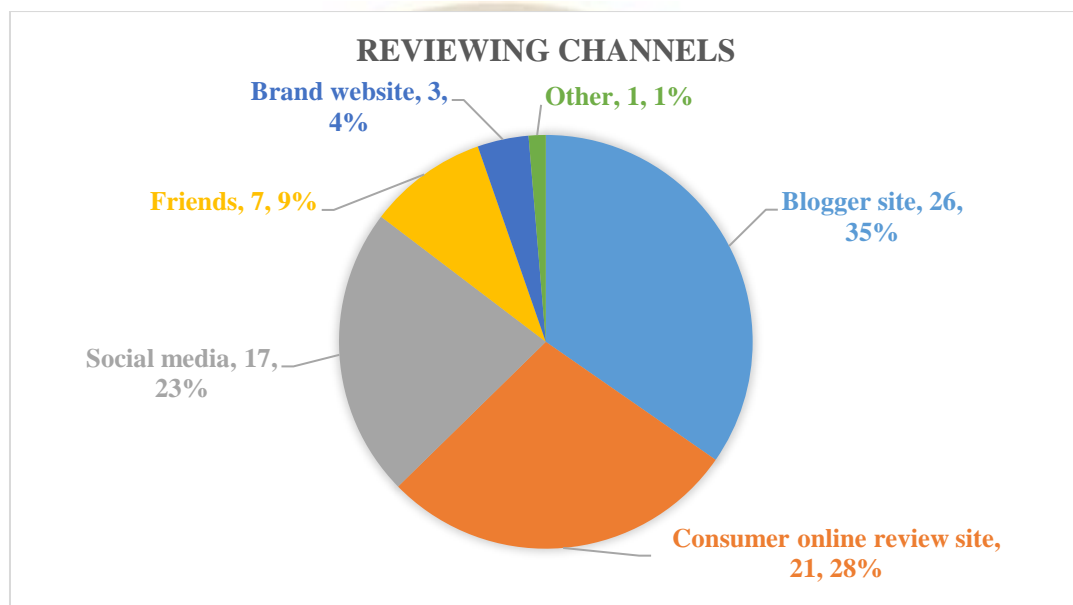
Figure 4.1 Reviewing Channels

4.2.2 Frequency of Purchasing Cosmetic Products

Figure 4.2 provides information about respondent purchasing behavior of purchase cosmetic products. The result shows that 60 percent of respondents purchased cosmetic products once in 3 months and once a month with 33% and 27%. It can indicate that the respondents are buying behavior within three months, they can purchase cosmetic products at least once a month or in 3 months and can contribute to three times or more in three months.
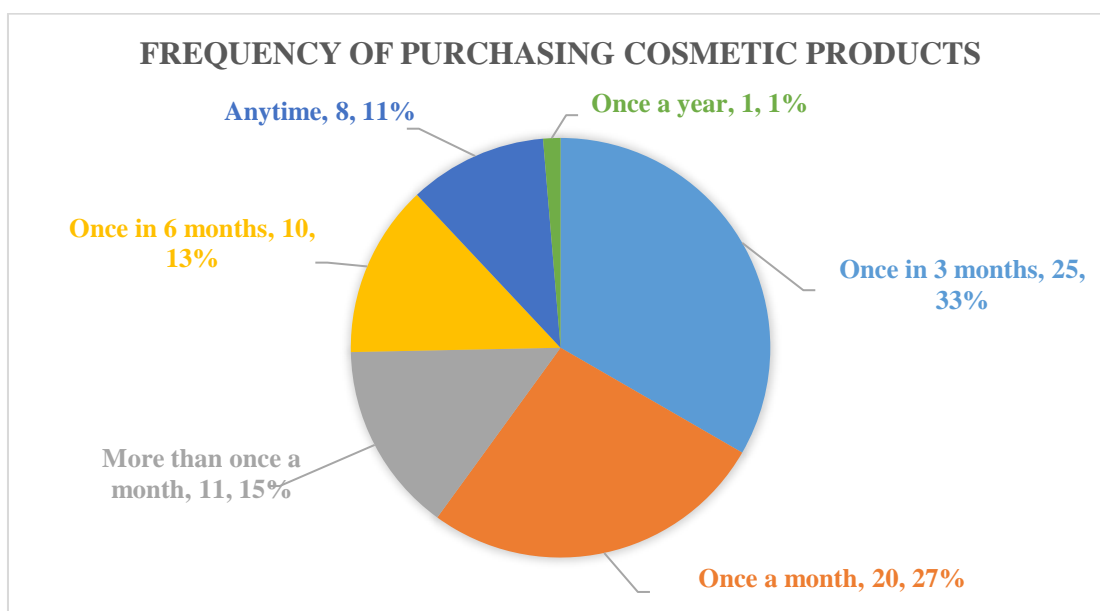
Figure 4.2 Frequency of Purchasing Cosmetic Products

4.2.3 Amount of Spending per Transaction

The result in Figure 4.3 shows that the majority of respondents spent 1,001 to 2,000 baht per transaction (44%) and only 5% of respondents spent more than 4,001 baht per transaction on purchasing cosmetic products.
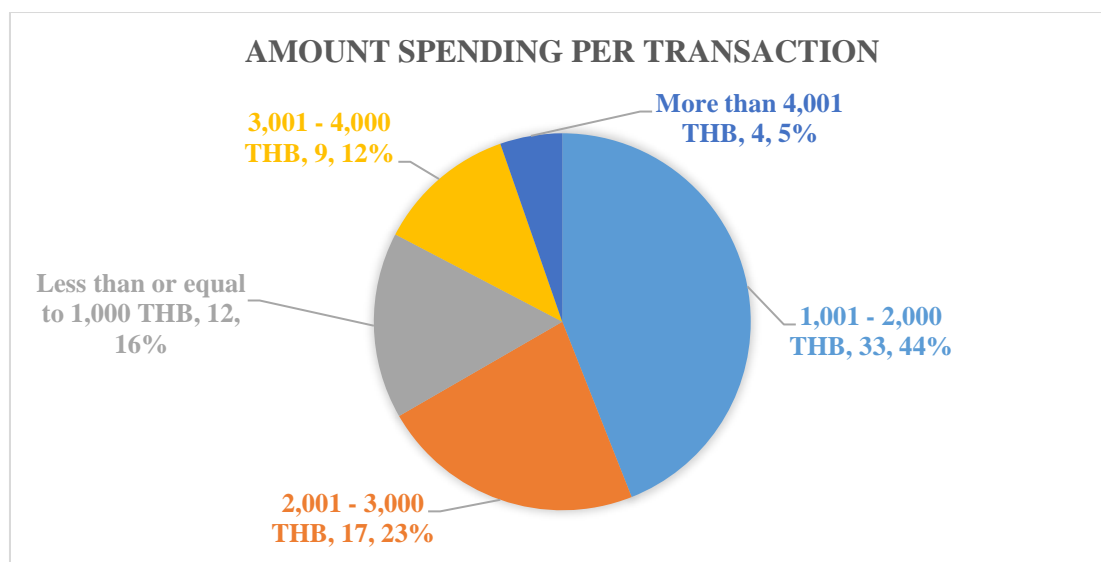
Figure 4.3 Amount of Spending per Transaction

4.2.4 Purchasing Channels and Reason

Table 4.2 shows the result of purchasing channels, purchasing cosmetic product types, and reason to purchase. The result shows that most of the respondents bought cosmetic products from a counter brand with 49.3%, 28% purchased from the retail store, online website 16%, and the remaining from social media and other channels. The majority of respondents purchased face makeup (66.7%) followed by lip makeup (24%), eyes makeup (8%), and nail products (1.3%). 65% of respondents purchased cosmetic products for better looks and the others purchased for improving self-confidence (17.3%), covering skin problems (10.7%), personal hygiene (4%), and others (2.7%).

Table 4.2 Purchasing Behavior

Respondent behavior	Number	Percentage
Purchasing channels		
Counter brand	37	49.3
Retail store	21	28.0
Online website	12	16.0
Others	4	5.3
Social media	1	1.3
Total	75	100.0
Purchasing cosmetic product types		
Face makeup	50	66.7
Lip makeup	18	24.0
Eyes makeup	6	8.0
Nail products	1	1.3
Total	75	100.0
Reason to purchase		
For better looks	49	65.3
For improving self-confidence	13	17.3
Covering skin problems	8	10.7
Personal hygiene	3	4.0
Others	2	2.7
Total	75	100.0

4.2.5   Influencing Factors on Purchase Cosmetic Products toward Blogger and Blogger Recommendation

There were five main elements from blogger and blogger recommendation which influenced consumer purchase intention on cosmetic products. The factors include attractive, trustworthiness, expertise, reputation, and usefulness of blogger recommendation. In the questionnaire, each factor was represented by three to four questions, which averaged into a single scale index score for using the hypothesis testing. Table 4.3 shows the descriptive statistics of five factors toward blogger and blogger recommendation. It indicates that the highest ranked factor was trustworthiness (Mean = 4.24, SD = 0.60260), followed by usefulness of blogger recommendation (Mean = 4.07, SD = 0.60342), reputation (Mean = 3.76, SD = 0.67190), attractiveness (Mean = 3.70, SD = 0.60081), and expertise (Mean = 2.60, SD= 0.50312).
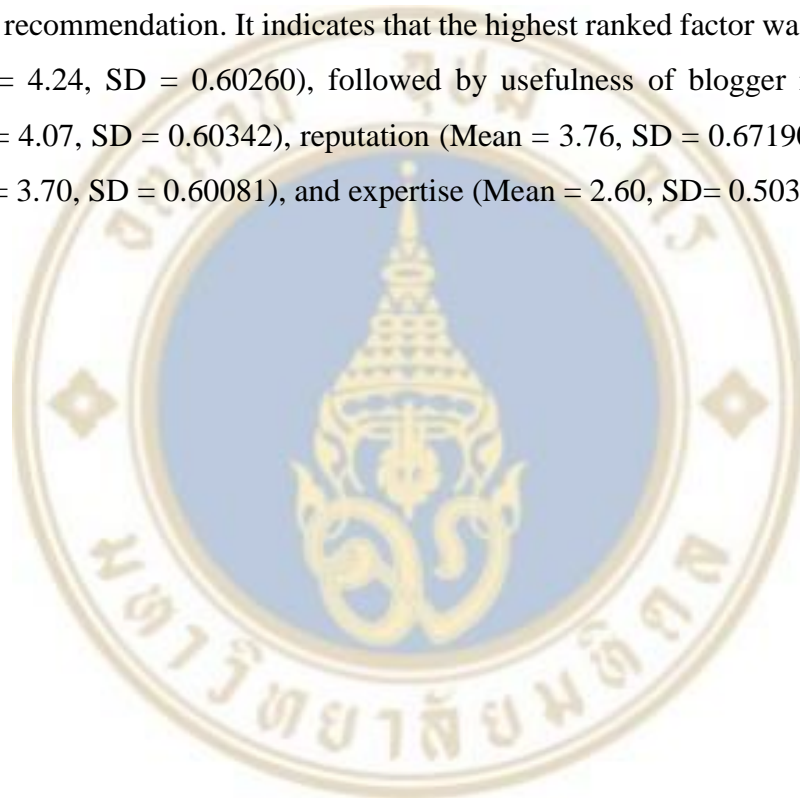
Table 4.3 Descriptive Statistics of Influencing Factors toward Blogger

Questions	Mean	SD.
I prefer to read reviews from bloggers who have the sense of similarity or image like myself.	3.72	.79797
I often read reviews from bloggers who are the one that I'm familiar with.	3.65	.81362
I prefer to follow and review from bloggers who have the interaction with readers.	3.60	.90045
I think that the attractiveness of bloggers has an influence on purchasing cosmetic products.	3.84	.85487
Attractiveness	**3.70**	**.60081**
I prefer to read reviews from bloggers who have honest and reliable on giving opinions of cosmetic products based on their experience.	4.24	.81936
I think that read reviews from various reference groups and difference sources will create more trustworthiness.	4.20	.68445
I think that showing the result of using cosmetic products as a picture or video will increase more trustworthiness.	4.31	.75289
I think that the trustworthiness of bloggers has an influence on making a decision of purchasing cosmetic products.	4.16	.69826
Trustworthiness	**4.24**	**.60260**
I prefer to review from bloggers who have high skills, knowledge, and experience on using cosmetic products.	4.21	.82680
I always follow the advice and recommendation from blogger expertise.	3.57	.94688
I think that the expertise of bloggers can influence on making a decision when selecting, considering, and purchasing cosmetic products.	3.97	.73472
Expertise	**2.60**	**.50312**
I prefer to read a review from well-known bloggers who can increase my purchase intention on cosmetic products more than regular reviewers on the internet.	3.80	.85424
I considered reading reviews from bloggers who have a high number of followers.	3.68	.88775
I think that the reputation of bloggers has an influence on making a decision of purchasing cosmetic products.	3.79	.79344
Reputation	**3.76**	**.67190**
I read online reviews to searching cosmetics information before purchasing the products to reduce risk and uncertainty in buying.	4.24	.67464
After reviewing, I can use the information from reviews to evaluate and select on my purchasing.	4.09	.77413
I perceived positively on opinions and suggestions from online reviews.	3.83	.74204
I think that online reviews are usefulness on purchasing cosmetic products.	4.12	.73448
Usefulness of Blogger Recommendation	**4.07**	**.60342**

4.2.6 Purchase Intention

Table 4.4 shows the agreement average of respondent attitude after reviewing cosmetic products from blogger which they think that blogger can influence them (Mean = 3.83, SD = 0.77761) and the intention purchase agreement after read review (Mean = 3.73, SD = 0.84363).

Table 4.4 Descriptive Statistics of Purchase Intention

Questions	Mean	SD.
Do you think that bloggers can influence you after reviewing the cosmetic products?	3.83	.77761
Will you purchase cosmetic products after reviewing the cosmetic products?	3.73	.84363

4.3 Correlation Analysis

Correlation analysis is use to examine the relationship between independent variables and dependent variable. Table 4.5 and Table 4.6 summarized the descriptive statistics, correlations, and p-values among variables.

From Table 4.5 shows mean and standard deviation of each variable, which trustworthiness got the highest mean (M = 4.24) and expertise got the lowest mean (M = 2.60). Table 4.6 the results show that all of the variables are correlated significantly with either 1 or 5 percent levels.

Table 4.5 Descriptive Statistics of Independent Variables and Purchase Intention

Variables	Mean	Std. Deviation
Attractiveness	3.70	.60081
Trustworthiness	4.24	.60260
Expertise	2.60	.50312
Reputation	3.76	.67190
Usefulness of Blogger Recommendation	4.07	.60342
Purchase Intention	3.73	.84363

Table 4.6 Correlations of Independent Variables and Purchase Intention

		1	2	3	4	5	6
1.Attractiveness	Pearson Correlation	1					
	Sig. (2-tailed)						
	N	75					
2.Trustworthiness	Pearson Correlation	.396**	1				
	Sig. (2-tailed)	.000					
	N	75	75				
3.Expertise	Pearson Correlation	.652**	.530**	1			
	Sig. (2-tailed)	.000	.000				
	N	75	75	75			
4.Reputation	Pearson Correlation	.485**	.291*	.432**	1		
	Sig. (2-tailed)	.000	.011	.000			
	N	75	75	75	75		
5.Usefulness of Blogger Recommendation	Pearson Correlation						
	Sig. (2-tailed)	.533**	.517**	.610**	.468**	1	
	N	.000	.000	.000	.000		
		75	75	75	75	75	
6.Purchase Intention	Pearson Correlation	.458**	.399**	.405**	.550**	.613**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	75	75	75	75	75	75
**. Correlation is significant at the 0.01 level (2-tailed).							
*. Correlation is significant at the 0.05 level (2-tailed).							

4.4 Multiple Linear Regression

Multiple linear regression was used to test five hypotheses; H1, H2, H3, H4, and H5. Table 4.7 shows that all five predictors produces $R^2 = 0.563$ (56.4%), indicated that 56.4 percent of the variance in consumer purchase intention is influenced by reputation and usefulness of blogger recommendation. The ANOVA result in Table 4.8 $F = 6.395$ and $p < 0.001$ indicated that this is a significant result. The coefficients of Table 4.9 are used to determine which of the predictor variables are significant and contribution to the outcome variable. The results show that reputation (t = 2.299, p = 0.015) and usefulness of blogger recommendation (t = 2.767, p = 0.007) all have significant relationships with purchase intention, and positively predict enhances purchase intention of cosmetic products at $p < 0.05$, but the attractiveness (t= 0.311, p = 0.757), trustworthiness (t = -0.143, p = 0.886), and expertise (t = -0.430, p = 0.669) were found non-significant and did not contribute to the multiple regression model.

Table 4.9 presents the analysis results for individual practices. Unstandardized coefficients in Table 4.9 reveal that reputation (B = 0.373) and usefulness of blogger recommendation (B = 0.533). The standardized coefficients (β) of reputation and usefulness of blogger recommendation are 0.297 and 0.381. The final regression equations derived from these variable as following:

Unstandardized equation:

$$Y = 0.322 + 0.373X_{1(reputation)} + 0.533X_{2(usefulness\ of\ blogger\ recommendation)}$$

Standardized equation:

$$Z = 0.297X_{1(reputation)} + 0.381X_{2(usefulness\ of\ blogger\ recommendation)}$$

This shows that reputation and usefulness of blogger recommendation contribute to purchase intention toward blogger recommendation on cosmetic products, but the remaining independent variables are not. Overall, the results indicated a positive predictive relationship between purchase intention and two independent variables. Therefore, the influence of usefulness is stronger than the influence of reputation. Based on the results, hypothesis 4 and 5 are accepted, but hypothesis 1, 2, and 3 are rejected.

Table 4.7 Model Summary – H1 to H5

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.563[a]	.317	.267	.72221

a. Predictors: (Constant), Attractiveness, Trustworthiness, Expertise,

Reputation, Usefulness of Blogger Recommendation

Table 4.8 ANOVA[b] – H1 to H5

Model		Sum of Squared	df	Mean Square	F	Sig.
1	Regression	16.677	5	3.335	6.395	.000[a]
	Residual	35.990	69	.522		
	Total	52.667	74			

a. Predictors: (Constant), Attractiveness, Trustworthiness, Expertise,

Reputation, Usefulness of Blogger Recommendation

b. Dependent Variable: Purchase Intention

Table 4.9 Coefficients[a] – H1 to H5

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	.322	.725		.444	.659
	Attractiveness	.061	.195	.043	.311	.757
	Trustworthiness	-.025	.172	-.018	-.143	.886
	Expertise	-.108	.251	-.064	-.430	.669
	Reputation	.373	.149	.297	2.299	.015
	Usefulness of Blogger Recommendation	.533	.193	.381	2.767	.007

a. Dependent Variable: Purchase Intention

4.5   Final Model

The final model of this studies shown in Figure 4.4, indicates that reputation and usefulness of blogger recommendation were significantly influenced on cosmetic purchase intention toward blogger recommendation. It showed that Thai female consumers can influence by reputation blogger who has endorsed or reviewed cosmetic products via online blog review, including the usefulness of blogger recommendation have a direct impact on purchase intention which consumers can use it for making the final decision of their purchasing.
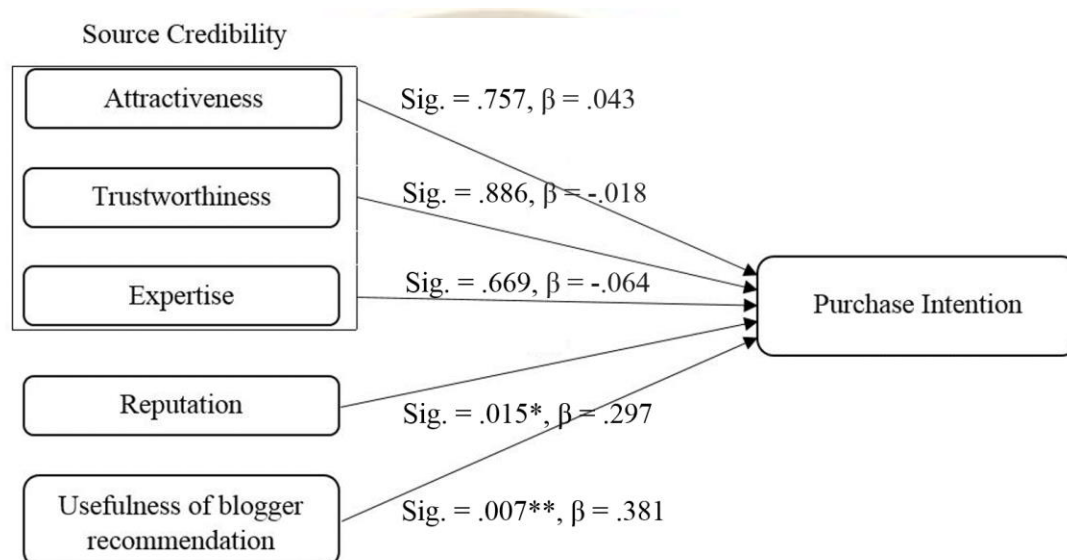

Figure 4.4 Final Model of the Study (Notes: $* \ p < 0.05$, $** \ p < 0.01$)

CHAPTER V
CONCLUSION AND RECOMMENDATION

5.1 Conclusion

This research aimed to study the factors that affect cosmetic purchase intention of Thai female consumers toward blogger recommendation, including examined consumer profiles of Thai female on purchasing cosmetic products.

This study used factors that influence consumer purchase intention by a blogger from previous studies. A conceptual model of this study in Figure 3.1 has five influence factors which are attractiveness (Nishith, et al., 2013), trustworthiness (Joseph & Richard, 2003), expertise (Roobina, 1990), reputation (Luis, et al., 2008), and usefulness of blogger recommendation (Chin-Lung, et al., 2013) and these factors directly influenced to purchase intention. A questionnaire was prepared based on a conceptual model and distributed to a sample of Thai female blog readers who had the experience of reading reviews over the internet (N = 75).

The results of the questionnaire showed consumer profiles by using descriptive statistics. Blog readers were mainly young (aged under 30) and had moderate to high incomes. Most of the consumers were review cosmetics via blogger site and consumer online review site. They purchased cosmetics once in 3 months or once a month, spent 1,001 to 2,000 baht per transaction, and 50 percent of them bought face makeup. The reason to purchase was for better looks. Thus, a general statement about the participants is that they read the review before buying cosmetics, but didn't have a significant amount of spending per transaction and didn't frequently purchase the products as the cosmetic product is a luxury good.

Regarding the results of correlation analysis, all of the variables are correlated significantly with either 1 or 5 percent levels. The results of multiple linear regression used to test hypotheses 1 to 5 proposed that attractiveness, trustworthiness, expertise, reputation, and usefulness of blogger recommendation toward purchase intention. According to the outcomes of hypotheses, showed that attractiveness (H1),

trustworthiness (H2), and expertise (H3) of blogger were not influenced consumer purchase intention. While reputation (H4) and usefulness of blogger recommendation (H5) were significantly influenced on consumer purchase intention which the results are similar to the positive influence of usefulness and reputation found in the previous research (Chin-Lung, et al., 2013). However, this study found that source credibility; attractiveness, trustworthiness, and expertise were not significantly influenced on purchase intention in Thai female consumers.

In conclusion, rapidity of internet users via social media channels have made this channels become the most powerful tool for spreading the information and opinions of bloggers or online users through electronic word of mouth to blog readers who can read and perceive the information and knowledge from reading blogs which they can use this information to consider on purchasing process. This study showed that consumers see the usefulness of blogger recommendation from the contents on blogs and reputation bloggers can directly influence on consumer purchase intention. Even though they are lacks of face-to-face communication between bloggers and readers, but bloggers can provide a virtual interface to interact and share usage experience with their followers like video, picture, text, and message which it can influence reader attitude on considering to purchase cosmetic products.

5.2   Managerial Implication

The implications of this study, a significant managerial implication is that understanding the influence of bloggers on consumer purchase intention which can assist cosmetic company in creating a marketing plan by using reputation bloggers. In term of enhancing brand awareness and spreading electronic word of mouth through social network to their readers or followers so company can have a valuable source of potential customers. The finding can also be used to guide the cosmetic company in developing the effective marketing program and business strategies to influence consumer purchase intention. Moreover, the company might utilize reputation bloggers to review or to recommend on cosmetic products which consumers or readers can access and gather the information and help them on making a decision before purchasing the

products. If consumers perceive the usefulness from blogger recommendations, consumer purchase intention will be directly influenced, which this activity can enhance product sales for the company.

5.3   Limitation and Recommendation for Future Research

Regarding this study, there are some limitations. First are that amount and variety of respondents. The sample size of this study was 75 respondents; there is only a small number of respondents to examine the influenced of blogger recommendation on Thai female consumers, which was not enough to fully determine a set of factors associated with purchase intention. Moreover, most of the respondents were aged between 21 to 30 who grew up with the internet and new technology, which they might be familiar with using the internet to search and share information. Thus, further research might be a focus on this topic.

The second limitation, this study used a quantitative approach to examine the factors based on the literature review, which might not clearly understand each factor on consumer attitude toward bloggers. For the further research, in-depth interview or focused group from readers might be able to provide a clear picture and understanding of why and how bloggers can influence on consumer purchase intention. Additional, doing research on a group of bloggers which cosmetic company can understand and develop a marketing plan by creating a relationship with bloggers to endorse the brand.

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APPENDICES

Appendix A: Questionnaire

College of Management Mahidol University
Questionnaire: The factors that affect cosmetic purchase intention of Thai female consumer toward blogger recommendation

This questionnaire is a part of my research study in the Master of Marketing Management Degree at the College of Management, Mahidol University to determine and identify the influence of blogger recommendation on purchasing cosmetic products of Thai's consumer.

All your personal information will be kept confidential. This questionnaire will take no longer than 10 minutes. Your opinion and time spend are highly appreciated.

Please answer the following questions by putting (✓) the relevant answer or writing your answers in the provided space.

Part I: Screening Question

1. Do you use cosmetic products?

( ) Yes   ( ) No (Please skip to Part IV: Demographic)

2. Have you ever read reviews before purchasing cosmetic products?

( ) Yes   ( ) No (Please skip to Part IV: Demographic)

Part II: Purchasing behavior

3. Which channel do you use to review or search for cosmetic products information?

( ) Brand website   ( ) Blogger site
( ) Consumer online review site   ( ) Social media
( ) Friends   ( ) Others. Please specify
_____

4. How often do you purchase cosmetic products?

( ) More than once a month   ( ) Once a month
( ) Once in 3 months   ( ) One in 6 months
( ) Once a year   ( ) Any time

5. Which channel do you use to buy for cosmetic products?

( ) Counter brand   ( ) Retail store
( ) Online website   ( ) Social media
( ) Others. Please specify _____

6. How much do you spend for cosmetic products per transaction?

( ) Less than or equal to 1,000 THB   ( ) 1,001 – 2,000 THB
( ) 2,001 – 3,000 THB   ( ) 3,001 – 4,000 THB
( ) More than 4,001 THB

7. What type of cosmetic products do you mostly purchase?

( ) Face makeup   ( ) Eyes makeup
( ) Lip makeup   ( ) Nail products

8. What is a reason of using cosmetic products?

( ) For better looks   ( ) Personal hygiene
( ) For improving self-confidence   ( ) Cover skin problems
( ) Others. Please specify _____

Part III: Influencing factors of consumer attitude and perception toward bloggers and usefulness of blogger recommendations

From question 9 to 13, based on your perception and attitude, choose the best answer that describes you when using online reviews of cosmetic products by checking the number that correspondent to your opinion.

Please rate your answer on the following scale from 1 to 5: 1 is Strongly disagree, 2 is Disagree, 3 is Normal, 4 is Agree, and 5 is Strongly agree

9. Attractiveness of bloggers and blogger recommendations

		Strongly agree ←→ Strongly disagree				
9.1	I prefer to read reviews from bloggers who have the sense of similarity or image like myself.	⑤	④	③	②	①
9.2	I often read reviews from bloggers who are the one that I'm familiar with.	⑤	④	③	②	①
9.3	I prefer to follow and review from bloggers who have the interaction with readers.	⑤	④	③	②	①
9.4	I think that the attractiveness of bloggers has an influence on purchasing cosmetic products.	⑤	④	③	②	①

10. Trustworthiness of bloggers and blogger recommendations

		Strongly agree ←→ Strongly disagree				
10.1	I prefer to read reviews from bloggers who have honest and reliable on giving opinions of cosmetic products based on their experience.	⑤	④	③	②	①
10.2	I think that read reviews from various reference groups and difference sources will create more trustworthiness.	⑤	④	③	②	①
10.3	I think that showing the result of using cosmetic products as a picture or video will increase more trustworthiness.	⑤	④	③	②	①
10.4	I think that the trustworthiness of bloggers has an influence on making a decision of purchasing cosmetic products.	⑤	④	③	②	①

11. Expertise of bloggers and blogger recommendations

		Strongly agree ←→ Strongly disagree				
11.1	I prefer to review from bloggers who have high skills, knowledge, and experience on using cosmetic products.	⑤	④	③	②	①
11.2	I always follow the advice and recommendation from blogger expertise.	⑤	④	③	②	①
11.3	I think that the expertise of bloggers can influence on making a decision when selecting, considering, and purchasing cosmetic products.	⑤	④	③	②	①

12. Reputation of bloggers and blogger recommendations

		Strongly agree ←→ Strongly disagree				
12.1.	I prefer to read a review from well-known bloggers who can increase my purchase intention on cosmetic products more than regular reviewers on the internet.	⑤	④	③	②	①
12.2	I considered reading reviews from bloggers who have a high number of followers.	⑤	④	③	②	①
12.3	I think that the reputation of bloggers has an influence on making a decision of purchasing cosmetic products.	⑤	④	③	②	①

13. Usefulness of blogger recommendations

		Strongly agree ←→ Strongly disagree				
13.1	I read online reviews to searching cosmetics information before purchasing the products to reduce risk and uncertainty in buying.	⑤	④	③	②	①
13.2	After reviewing, I can use the information from reviews to evaluate and select on my purchasing.	⑤	④	③	②	①
13.3	I perceived positively on opinions and suggestions from online reviews.	⑤	④	③	②	①
13.4	I think that online reviews are usefulness on purchasing cosmetic products.	⑤	④	③	②	①

14. Do you think that bloggers can influence you after reviewing the cosmetic products?

( ) Strongly agree   ( ) Agree
( ) Normal   ( ) Disagree
( ) Strongly disagree

15. Will you purchase cosmetic products after reviewing the cosmetic products?

( ) Definitely buy   ( ) Probably buy
( ) Not sure   ( ) Probably not buy
( ) Definitely not buy

Part IV: Demographic

16. Age

( ) Under 20   ( ) 21 – 25
( ) 26 – 30   ( ) 31 – 35
( ) Above 36

17. Education

( ) Below High School   ( ) High School
( ) Bachelor's Degree   ( ) Master's Degree
( ) Above Master's Degree ( ) Others. Please specify
_____

18. Occupation

( ) Student   ( ) Government officer
( ) State enterprise officer ( ) Private company staff
( ) Self employ   ( ) Others. Please specify
_____

19. Monthly income

( ) Less than or equal to 10,000 THB ( ) 10,001-20,000 THB
( ) 20,001-30,000 THB   ( ) 30,001-40,000 THB
( ) 40,001-50,000 THB   ( ) More than 50,000 THB