THE PERSPECTIVE OF SELLERS AND BUYERS IN COSMETIC PRODUCTS

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A THEMATIC PAPER SUBMITTED IN PARTIAL
FULFILLMENT OF THE REQUIREMENTS FOR
THE DEGREE OF MASTER OF MANAGEMENT
COLLEGE OF MANAGEMENT
MAHIDOL UNIVERSITY
2016

Thematic paper
entitled

THE PERSPECTIVE OF SELLERS AND BUYERS IN COSMETIC PRODUCTS

was submitted to the College of Management, Mahidol University
for the degree of Master of Management
on
May 8, 2016

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ACKNOWLEDGEMENTS

THE PERSPECTIVE OF SELLERS AND BUYERS IN COSMETIC PRODUCTS

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M.M. (MARKETING AND MANAGEMENT)

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ABSTRACT

What are the factors influencing consumers? What are purchasing behavior toward cosmetic product among us Thai people? How important those factors are towards purchasing intention? What are the key influence factors to motivate their purchasing decisions?

To determine and to understand the perception of those who choose to consume cosmetic that affect their judgments from the sellers and buyers perspective. The objective of this study is to find from the literature review to understand the perception of both the seller and buyer by using interview to find out what their expectation is from buyer and what seller provide or whether they are capable of thinking of any useful information to convince their customers to purchase or not.

All interviewees are interviewed in Thailand at Central Ladprao on the 1st floor (Cosmetic counter brand). Each respondent is from different brand, they somehow have at least a year working experience in Cosmetic industry since each interview used to use cosmetic they will understand which factor impacting on their mind. All factors can influence them in term of purchasing intention and motivation factor to consume more. This paper will be separated into 2 perspectives which are from seller and buyer. In the mean time, this study will, too, find out in gender perspective to understand what perspective and motivation factor can influence to purchasing from each side.

KEY WORDS: Perspective / Buying Behaviors / Selling Technique / Marketing / Consumer Behaviors

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CHAPTER I

INTRODUCTION

The current trend of the global market has been decreased while the trend of cosmetic and personal care industry of ASEAN market has been somehow increased at the approximate percentage of 8.4% during the course over the past five years to reach a current value of 14.9 billion USD according to market research company, Euromonitor International. Takemura pointed out Thailand is the biggest market in the ASEAN compared by region at the estimated value of 4.1 billion USD. Pitman, S. (2015) which means Thai market should be spotted since the cosmetics market in Thailand is highly competitive. The structure of the cosmetic and personal care market is comprised of four following sectors:

- Hair care products
- Makeup products
- Skin care products
- Perfume

The consumption trend of Anti-aging, Whitening and other skin caring product has been widely increased ,particularly on herbal extract ingredients as a unique selling point, and since Thailand is the very center containing such a variety of herbs and that is why cosmetics product in Thailand is gradually growing over a year. In Thais' perception, they believe in Whitening they have long been strongly influenced by celebrities and even some of those Net idols to be white, bright and good-looking. This is the most influential factor on customers' buying behavior

There are some SMEs trying to reach more customers by using celebrity endorsement by expecting followers but sometimes it is not long term. Success in business is not that easy. It is not based on luck – there is always the period of starting up which can discourage those starting. Basically it depends on owner's insight into the business and efficiency of management. Still, of course, there is no promise that you will be sucessful in the business. The reasons why businesses fail to succeed as wished are, mostly, lack of experience

- Insufficient capital (money)
- Poor location
- Poor inventory management
- Over-investment in fixed assets
- Poor credit arrangements
- Personal use of business funds
- Unexpected growth

Operating a small business is always about taking risk, and the opportunity of success is not very high. According to the U.S. Small Business Administration, founded more than 50% of small businesses are failed in the first year and 95% fail within the first five years (Moya, K.2016).

There are many ways to increase the demand of cosmetic products in particular by introducing them via such advertisements as cable television, magazines, newspaper channels as well as Internet. The trend of using mobile phone is also increasing which reasonably increases the number of consumers with advertisements and information on new cosmetic product which often turns to be desire to purchase them. The trend of the fashion industry has been reasonably linked to the increased awareness of Thais about their appearances & consequently contributed to the increase in the demand for cosmetic products.

Two-way communications to the cosmetic firms are the key to understand consumers' needs by receiving their feedback. No other source of communication can do a better job than internet and social media. They not only enable firms to develop their product and understanding of customers' needs, but also provide a chance for the firm to earn more attention from the customers, such channels as internet and social networks keep xxxly growing. As Fan and Miao (2012) determined - "people search for information because they would like to buy." The increasing trends are rely on sources from internet which can provide them abundance of information about cosmetics no matter when and no matter where from. Though, the questions are how reliable the information available online is, what credibility, if any, customers can trust social networks, and whether that credibility affect customers purchasing intention or not.

1.1 The Research Question of This Study

What are the factors influencing consumers? What are purchasing behavior toward cosmetic product among us Thai people? How important those factors are towards purchasing intention? What are the key influence factors to motivate their purchasing decisions?

1.2 Study Purpose

To determine and to understand the perception of those who choose to consume cosmetic that affect their judgments from the sellers and buyers perspective.

1.3 Scope of the Study and Framework

This research focuses on factors which influence Thai consumers to consume cosmetic. The population of this study is defined as those who experience purchasing cosmetics. Data collection includes data from primary and secondary data through textbook journal and related research data.

CHAPTER II
LITERATURE REVIEW

Maslow proposes that human needs can be sepearated into two groups i.e. Basic needs and Metaneeds whereas the latter is arranged higher in a hierachical order

1. Basic needs include physiological – food, water & sleep – and psychological needs – affection, security & self-esteem. Alternatively called 'deficiency needs', if a person fails to fulfill these basic needs, he shall do whatever to cover the deficiency.

2. Metaneeds or being needs (growth needs) refer to justice, goodness, beauty, order, unity, etc. Normally the importance of basic needs overrides that of these metaneeds. For instance, if an individual does not have adequate supply of water or food, he will neglect the value of justice or beauty.

Cosmetics meaning by Dictionary.com

1. Noun

• A powder, lotion, lipstick, rouge, or other preparation for beautifying the face, skin, hair, nails, etc.

• Cosmetics, superficial measures to make something appear better, more attractive, or more impressive: The budget committee opted for cosmetics instead of a serious urban renewal plan.

2. Adjective

• Serving to beautify; imparting or improving beauty, especially of the face.

• Used or done superficially to make something look better, more attractive, or more iempressiv

Human always need recognition from others, pride and prestige this is call Esteem need. For instance, cosmetic surgery is the most prominent example of Esteem needs such as breast surgery or face lifting, people tend to do more all of these to increase their own self-confidence or pride and appeal to others with recognition

From study A study of factors which affects the impulsive cosmetic consumer in Kaohsiung buying intention of female behavior based on advertising, display of goods. The atmosphere of the shop can arouse them to have more buying intention than their salary, promotion and sales person because of rational purchasing behaviors. Female wants sales person to provide them with comparative information about prices. All these factors are positive significant to involve female buying behavior intentions. Yang et al.(2011)

The research paper titled "Factors affecting consumption behavior of metrosexual toward male grooming products" by Cheng et al.,(2010), This paper is focusing on metrosexual grooming product that affect to self-image and expectation and celebrity endorsement on the consumption in Malaysia. Paper did not somehow mention all grooming products for men in the market such as gel cosmetic and auto shave etc.

2.1 Brand Loyalty/ Brand Image

In the influence of brand royalty on cosmetics purchasing intention of Iranian female consumers, Hanzaee and Andervazh,(2012). Brand loyalty: customer have good attitude and good perception. A consumer will purchase the same product consistently because customer will perceives it as being the superior than product the choices available in the market. Brand loyalty can be defined in product loyalty, service loyalty and chain or store loyalty. Brand loyalty is the same as consumers' brand commitment. Brand loyalty is identical and commitment with the consumers. Sequentially, added an opinion saying that consumers' brand loyalty or commitment is the result of trust. Loyalty or the commitment can determine the willingness to keep or maintain a high quality relationship. In business expect create brand loyalty by give a scholars to finding factor that impact on brand loyalty. When brand loyalty are increase brand equity are increase too because brand loyalty are the component of brand equity. This article have 7 factor involve brand loyalty were brand name, product quality, price, design store environment, promotion and service quality.Khrai,(2010)Reputation is likely to be greatly related to trust or purchase intention (Casalo et al., 2008; Keh&Xie, 2009; Koufaris&Hamption-Sosa, 2004). The impression of the consumer perception to the brand. Brand image is

developed over time by advertising and integrated marketing communications advertising, packaging, word of mouth publicity, other promotional tools, etc. under campaigns theme, and create consumers experience and brand image. The image of the brand can reflect the product and service. They should be the unique or differentiate from other brand and instant to go through positive directions. The brand image can also use for brand advertising. packaging, word of mouth publicity, other promotional tools, etc. to biuld the brand image in the same direction. The benefit beyond the well known brand are create the brand identity and value to the brand by easier to recall but difference from unknown brand because it's no meaningful to the brand that they can't remember. The brand awareness can involve to purchase intention because most of the consumer tend to consume more with the brand that familiar and well known product.

Purchase intention: measured by willing to buy product and service. The brand is already acknowledged by its customers. The long-established brand, of course, is more well-known than the recent one since higher brand loyalty, brand awareness and the well-known of the brand will cause higher purchase intention.

Store environment: it is another factor impacting on consumer behavior since motivation and stimulation of the service can influence emotional reaction to impact the buying behavior; three main factors affecting the brand loyalty of customers are store location, store layout and in-store stimulation, (Kotler,1973)The role of atmosphere, no matter what product although basic such as food. The atmosphere can impact at least in pleasure dimension but not intensity of the feeling. Anyway, the impact of store environment does not affect consumer if they haven't entered the store. In summary from the store environment, there are significant between store environment and purchase intention can significantly affect.

2.2 Service Quality

There will be satisfaction whenever any men are pleased or disappointed from the comparison of the product and service outcome perceived outcome performance with expectation(Kotler& Keller, 2009, p. 789). Satisfaction may be the pleasure derived by someone from the consumption of goods or services offered by another person or group of people to be happy with a when they perceive goods and

service. Satisfaction varies from one person to another because it is different by individual. One size fit all is the fact that it is very difficult to satisfy everybody or to determine satisfaction among group of individuals. Service quality can evaluate from consumer expectations and perceptions of the service quality from (Lethinen and Lehtinen,1982) have 3 factor to determine service quality interm of interaction, physical and corporate. Relationship between employee and customer have a very strong influence of customer satisfaction on intention to repurchase. Customer satisfaction is more important than word of mouth. (Yi,1990)

Price: The price of the product have been discuss for many year but can determine with the price are the factor that consumer consideration to decide to buy product or service. Price is the important factor in many aspects such as the decisions in sales, profit, income distribution and consumers. Many research founded loyalty customer has affect to price because consumers are willing to pay more for the brand, thus, many brands have aims to build strong brands and brand image to set up strategy related to the price, for example, internal price standards, price effects on brand extension quality evaluations, or price perception in brand extension

Promotion is component of marketing mix. Promotion is the tool to let people know and understand your product why they should buy it. Communication through promotion realizes customers to look for a product satisfying their needs. They normally have a perception of the brand in terms of the marketing communications which is built by the company. Advertising is the main marketing communications tool in the consumer market. Advertising is let the customer consider or create awareness to use all of the product the effects of the marketing communications to consumers, and the perceptions that the messages are provoking among different target individuals. Hickie, B. (2011)

1. *Establish corporate goals for your company's customer service strategy.* There should be only one goal and only one message aligning with all functions (Sales, Marketing, Finance and Supply chain etc.) to communicate with customer.

2. *Strategically select Key Performance Indicators (KPIs) for your team to target that strike a balance between service and cost.* Both short and long term KPIs should be in the same alignment. Compensation is the representation of individual and team to encourage their best performance.

3. *Easy to contact with your company*. There are always barriers when customers want to contact with any function of the company. The company should provide the easiest way to contact with to be successful. The company can create such channels to be contacted by customers as telephone, email, online chats, social media, Facebook in particular and etc.

4. *Design customerservice by easy and basic.* Make it easy and simple. Do not let them wait for too long and serve as fast as possible.

5. *Develop a 24/7 line of communication with your customers that is accessible via several channels.* 24/7 available channels to communicate with customers should be provided to right away solve their problems for customer

6. *Gathering information by listen to your customers via social media and traditional communication channels.* Channel of the company to communicate can get the feedback from its customers to improve its service. This solution can build not only customers' trust but also retention which, in long term, can help reduce the size of your customer service call center team.

7. *Create an online self-help center to educate customers about how to better use your products and services, and how to resolve common problems*. This is another solution to help customer solve their problems on their own which they can learn from their own mistake.

8. *Create a service mind* —Customer service contacts should not be the same team as sales because the customer needs at least one person to understand them in term of what they want and one who can resolve their problem. In the long term, when customer impressive experience are occurs, the company can gain more customer retentions and can induce the impact of word of mouth which is led to the benefit to the company.

9. *The time have past so the generation has grow up and be the elder people so consideration the hosting or sponsoring user meetups, The user forums or a convention to facilitate user educate and peer-user problem solving*. One on one session or meeting group can build both good experience and the network of good feedback to the company.(Hickie,2011)

2.3 Product Quality/Design

The key of delivery high product quality to improve performance in competitive market. Factor that influence a product quality performance, durability, fit and finish. The Design create the attractive to customer and build the brand perception toward a brand. Desire and attractive product can define as brand awareness. (Sproles and Kendall, 1986)

2.4 Social Influence

Social influence affects to others by convincing other consumers by changing their behavior. This can be informational where the trend leader provide information about products and services affecting one's behavior then buys and tells others who also follow just to have the products like everyone in the social.

2.5 Two Key Agents of Social Influence

Social information is the community providing the positive or negative feedback. What is going on in social circulation and understand the social influences that affect product adoption. Social influence can drive by two agents:

1. "Bonding" –Sources we perceive to think like us
2. "The trusted expert" – Sources we perceive to know more than us

2.5.1 Social Influencer 1: "Bonding" (People like the same thing)

It's mean like the same thing, have similar beliefs, education and socioeconomic status. This community can create group or society with the same favorite like the same school the same football team and the same hobbies. If customer believe in the same idea that they share a like mind with someone or something, so they can connect and belong to the group of society. Same needs when someone want to buy something they want some opinion from the person they trust and like the similar thing because they tend to believe it would meet their need.

2.5.2 Social Influencer 2: Expert opinion leaders

In Thai culture, most of us trust experts and they, or trend leaders, can convince people by their knowledge as they expertize in the field. For example, we admire, or even idolize, certain sources (ie. Einstein.) No need to be peer-to-peer review but we can reach to more customers by online.

Knowledge came from experiment or experience with product and service. The level of influence depend on product of experience specifically, the customer experience. The important influencer is not the expertise so much as our perception of expertise.

2.6 Personality and Belief

The personality is the needs for sense of pride, accomplishment, social recognition and enjoyment of the finer things in life. The personality can be describes in a person's disposition as other people see it. The "Big Five" personality traits that psychologists discuss frequently to understand more about impact on

1. Openness. How you face to new experiences.
2. Conscientiousness. How diligent you are.
3. Extraversion. How outgoing or shy you are.
5. Agreeableness. How easy you are to align with.
6. Neuroticism. How prone you are to negative mental states.

The aims of marketing department is trying to predict purchasing behavior because it's linked to marketing by how they develop the product, price, place and promotion and how these four factors impact on their customer personalities. If they knew that all these questions is the chance to communicate with their customers about the product, customers, of course, would like to buy.

There are differences in term of selling to B2B and B2C Graham, (2016). Selling to B2B provides more complexity than B2C because B2B have many people involved in decision making process. B2B mainly focuses on account, ROI and develop sales strategy whereas B2C takes shorter time in selling process which shows less advantage and benefit to the customer and decision maker. According to Anderson, Hear and Bush, there are two kinds of factors:

1. Internal factors are: from themselves such as motivation, talent, ability level, satisfaction of job, perception of role and personal factors which are characteristics of salespersons (age, education).

2. External factors: the feeling by positively or negatively influence on salesperson performance and increase or decrease the results.

- Environmental factors include: Macro environmental factors: economical, social, cultural, legal, policy of the company

- Technological factors: the system for supports function such as Its, Microsoft etc.

- Organizational factors are corporative culture, human resource, financial support, market position segment targeting and the other elements of marketing mix. Recognition program

Running the business today does not only depend on the sales number, but also on providing the customer experience across sales, marketing and service. The purchasing experience is now dynamic because customers are constantly moving, being connected and being more informed than ever before. More than 50% of buyers meet the sales representative through buying process. Selling fundamental are about three things

1. Using connected customer insight to differentiate product in buying process

2. Providing a consistent customer experience across all channels

3. Taking benefit of social media, mobile application, analytics and cloud capabilities to reduce time and support of marketing and meeting customers where they want to transact.

CHAPTER III
RESEARCH METHODOLOGY

The trend of cosmetic products has been increased year by year and there are many successful cases from running the business. At the present, many employees resign from their job to start their own business and cosmetic is the best choice they prefer since it's quite easy to build their own brand by hiring the OEMs to create their brand and submit to FDAs. The cosmetic market has recently become spotted since it is linked to personal needs and it can beautify their personality. The perception of the buyers and sellers is apparently different in term of expectation. This study aims to find out in different perspective of sellers and buyers.

3.1 Data Collection

According to the objective of the study, it is to determine and to understand how the perception of those consuming cosmetic affect on their judgments. The data is collected from customers and sellers at the selling counter of cosmetics brand in department store, to know which main factor is needed and related and which factor can drive the business to its success.

We will qualitatively research to collect the data by including in-depth interviews and observation in the working environment and interviewing method will be used to investigate and to understand each interviewee to determine factors.

3.2 Interview Questions

The interview question will be separated into 2 parts since the question will be used to ask to both sellers and buyers which are the factor influencing their buying behavior. The following question are somehow the guideline that could lead to more probing questions.

Sellers

- How long have you working for this company?

- What do you think about the reason why customer buy your product?

- How much profit you get per bills ?

- What do you think about factor impacting to buyers?

- Are there any tools or any training provided from your company to improve selling skills?

- What will you do when customer complain in term of product and service?

- Does your working environment play an important role to involve buying behavior?

- What are the other factors that you think impacting on customer spending?

- What would you do to support your team if you were supervisor?

- Does the marketing campaign impact on customer buying?

- Which information you usually inform your customer?

- What is the question that customer always asks?

- Do you know the reason why the customer does not buy your product? If yes, why?

- What is the main reason you think influencing customers' purchasing?

- Are there any suggestions to improve customers' perception?

- Have you ever attended any training or project development? (Internal and external outsources)

Buyers

- What is your current product that you are using?

- What can make your decision change to choose the product that you are currently using?

- What is the factor impacting on your decision?

- What is the question that you usually ask?

- Did you find any information about products by yourself?

- Where did you get the above information?

- What is your consideration when you choose to buy product?

- Did you recommend your friend or share on the internet or social media?

- Have you ever been trained with the brand that you are using?

- Have you ever been disappointed with any brands? What will you do?
- Did you use the whole set of the brand or different brand ?
- Do you have any services or any expectation from the brand?
- Were you the member of the brand?
- Do you want anything from the brand that you are using?

3.3 Interviewee Profile

Table 3.1 Interviewee profile

Name	Occupation	Gender
Interviewee 1	BA	Female
Interviewee 2	BA	Female
Interviewee 3	BA	Female
Interviewee 4	BA	Male
Interviewee 5	BA	Male
Interviewee 6	Customer(Student)	Female
Interviewee 7	Customer(Student)	Female
Interviewee 8	Customer(Manager)	Female
Interviewee 9	Customer(Sale)	Male
Interviewee 10	Customer(Steward)	Male

Regarding this research study, we try to find out in both male and female about their perspective by the factor influencing customers' consumption of what the factor are from the customers' and the sellers' perspective and which factor they think can influence the customer in their perspective since we want to find out at the point of purchasing to understand and to guideline for developing sales strategy or to understand customers' behavior. The location is Central Ladprao. The counter of the brand will be variable. The data will be collected from both questions and observations to identify the factor influencing buying behaviors and the interview will be conducted in both Thai and English.

CHAPTER IV
RESEARCH FINDING & DATA ANALYSIS

The objective of the study is to find out from the literature review to understand the perception of both the seller and buyer by using interview to find out what their expectation is from buyer and what seller provide or whether they are capable of thinking of any useful information to convince their customers to purchase or not.

All interviewees are interviewed in Thailand at Central Ladprao on the 1st floor (Cosmetic counter brand). Each respondent is from different brand, they somehow have at least a year working experience in Cosmetic industry since each interview used to use cosmetic they will understand which factor impacting on their mind. All factors can influence them in term of purchasing intention and motivation factor to consume more. This paper will be separated into 2 perspectives which are from seller and buyer. In the mean time, this study will, too, find out in gender perspective to understand what perspective and motivation factor can influence to purchasing from each side.

Seller part

- Social

- Brand

- Problem questions/Selling technique

- Gender of the seller

- Skin analysis/Problem and solving

- Packaging

- Sale tools

- Product knowledge

Buyer part

- Brand recognitions

- Social or friend recommendations

- Product knowledge of the sellers

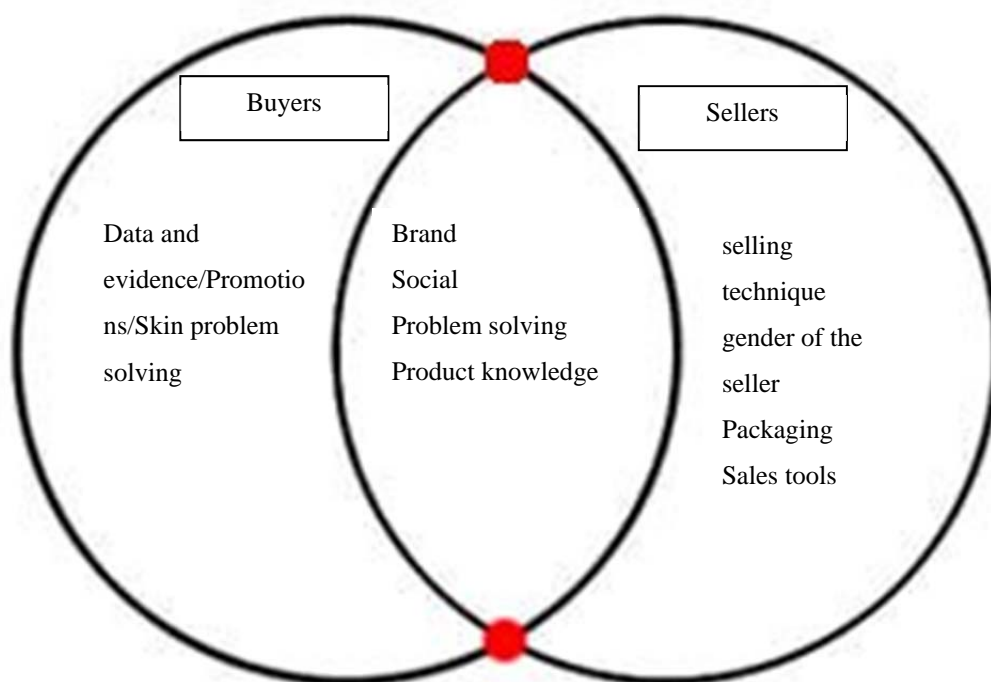- Promotions

- Data and evidence

- Skin problem and solving

Figure 4.1 Summarize in each perspective of seller and buyer

4.1 Social and Friend Recommendations

The effect on consumer behavior by social influence can be information or opinion about the products and services when on person buys and tells the other (Haque, Khatibi and Rahman, 2009) According to female interviewees' perspective, social or friend recommendations are such important factors since they trust in relationship between their friend, they always share the information or technique that they get from the review on the internet or from trend leader including Beauty guru, makeup artist, or Expert leader. From the interview, most of female customers purchase because of their friends' recommendation and their opinion, through posting or any kind of sharing, about the good and bad experience to each other. At the cosmetic counter, female are always asking for the cosmetic that they want which is most likely the cosmetic their friend recommended. Meanwhile, sellers says "Most of the female consumers always

ask for cosmetic that they want although that product doesn't match their skin, some can change their decision, still, someone can't. In the contrary, most of male customers search for the product that can solve their real problem, one customer say that he concerned about his wrinkle around his eyes and his previous brand doesn't work. Hence, they search for the new one and read all the evidences or the reviews on the internet. When male customer come to the shop, they will listen and ask for opinion from the expert.

4.2 Product Knowledge

"Product knowledge is an essential sales skill. Understanding your products' features allows you to present their benefits accurately and persuasively. Customers respond to enthusiastic sales staff who are passionate about their products and eager to share the benefits with them".(Queensland government,2014)This factor is another factor that both the seller and the buyer agree on. There are no differences in gender in term of product knowledge perspective because, the buyer said the seller should know their products and the information compared with other brands. Most of the female expect seller to provide them the best answer to define about the difference of the brand in both terms of ingredients and the type of skin care such as serum, cream, day cream, night cram, Sun screen and others. There are many options for women and they usually find out and compare with other brands. Which one is the best solution for them to help improve their skin? The seller mention about the female "They just would like to shop around" which means they would like to walk around and discuss to other brand, but they hardly make any purchasing. (Seller said at the counter that the price are actually higher than on the internet such as Instagram, Facebook and its own Webpage. Thus, they will still wait for the promotional price and if the offer are interesting, they will then buy at the counter. At the shop, they just want to find out some information. Some shopping offers like membership or treatment are the rather different from buying online. The understanding of male grooming is the key success to the sellers because of the trend of metrosexual - men taking care themselves by using skin care or work out to improve their look. Most of men ask for non-sticky cream containing a not-complicated instruction to use. If the product can be easy to apply providing less step to solve their skin problem, the product will be quite interesting for

them. Men's skin is more oily than women's, so the moisturizer of lotion or serum are more matched as it's easy to absorb and it won't be oily after use. On the other hand, the complicated instruction will be acceptable among females if that product can improve their skin particularly pore minimize, whitening and acne. Regarding product knowledge, confidential of the seller can make them trust and create buying signal to convince them easily. Related to this previous study according to Harris Interactive, the most common methods of gathering information prior to making a purchase are

1. Using a company website (36%),

2. Face-to-face conversation with a salesperson or other company representative (22%),

3. Face-to-face conversation with a person not associated with the company (21%).

Another study says even 59% of people consult their friends and family for their purchasing decisions.

4.3 Brand

Brand awareness is the key component of marketing, by the amount of commercial messaging they see or hear, mental shortcuts are taken to make their decision. Imprinting in their minds what your brand is and what it stands for can increase sales, particularly in areas where few obvious differences are apparent among competitors. (Berman)According to the brand, well brand name can easily be remembered and more recognition but in term of brand, some of the buyers mention that some are more popular than the new ones. For example, they said "Estee are focusing on the elder group" but in fact, this brand has its product pipeline in other segment such as young, whitening and others, whereas in the perception of the buyer, they believe and judge the brand by its target group of its most popular products. Related to the recommendation from their friend, friend will suggest each other about the advantage of the product and induce each other to try. Regarding the brand, there are many new brands starting in this market since they can earn high profit and the trend has been increased over the years, so the current brand should keep researching and developing their products to help and find the new solution for the skin. The brands from SMEs are, though, not the

direct competitor with the counter brand because, according to the seller, the income will be the tools to classify customer by their income and if they earn high income, they will significantly tend to buy and consume more well-known brand. In perspective of the gender, it is not related to the brand. Both male and female customers believe in the brand in the department store because they need more and find out their information and they need some suggestions from the seller to guide and suggest them to handle their skin problems. Most of the brand try to offer their member card to increase brand loyalty. They will get complimentary service or the latest information about new product before others, or they can even get the special treatment. In the loyalty program, some brands use the point for redemption or point for discount. Loyalty program are the tools that every brand use and try to engage with their customer by creating the participation with the brand, for example, make up tutorial and others. To build brand awareness, you must make sure your target market is right by the right product and easy way to remember or recognizes the product in many way. The unique and identifiable logo reflect brand message can show the repetition that can make your name easy to memorable. When the brand exposed to audience there are many multiple distribution platforms., the direct marketing use traditional advertising by expose to social media or public relations. There are differentiate strategy for each campaign, a consistent depiction of the brand, and a commitment should follow up the promises that the company made the commitment to the customer. The perception to the top of mind to the customer make a decision to purchase.

4.4 Sale Tools/ Skin Analysis and Problem Solving

The right sales tools also can increase sales productivity and increase success rates of the sale volume.The customer database such as contact management, software or sophisticated customer relationship management (CRM), to help you to understand your customers and market to make the market more effectively. (Marketingdonut.co.uk) According to the customer, most of them concern about their skin, they want some products that can solve their skin problem that's why the sale tool can support their belief, trust and recognition of the brand. The analytical of skins are important to analyze skin and be divided to various skin type. The sellers mention

about the tools to support their understanding by getting customers to complete the short questionnaire, which skin is considered oily or which type of product they currently use - cream, toner or serum - step or instruction to use. Once the questionnaire is completed, they get those information and match them with their products and describe more about the product about how they can improve their skin. Most of them mention about the ingredient and compare them with other brands. Some brands use machine to analyze the skin but the customer say they are too shy if they set up the pop up booth or the promotional event, they prefer to use the paper analysis than the machine. This tool can be used in every gender and age. Interviewee from seller says "It will be the benefit to solve customer problem" and the buyer says it's true and it can literally be linked to my actual skin problem. So we can summarize in the selling technique that sales tool is the key element to understand customer expectations.

4.5 Packaging

The infographic can make the first impressions that relate to some company use packaging to applies to product package such as box, bottle . The variety of the brand but most of them are the same category of the product such as Anti acne, Whitening etc. so the product packaging can be the factor thar create purchasing intention. (Bercan, 2014) Consumers always make their judgments when making purchases since the product package may be the deciding factor to make decision whether they purchase it or not. According to business insider, first impressions generally take about. Making judgments is based on in gathering information because your brand is represented by your product packaging reflected your brand, Office, employees, website and sales representative. Effective product packaging helps the consumer find the brand and specific product to make their decisions faster and easier. The packaging design can bring consumer attention when they are looking, Attractiveness packaging when making purchase decision. The seller mentions about the packaging in term of whether it's easy to use and even its color because female prefer to use pink, orange and red. The package should be cute and easy to handle. On the contrary to male, the packaging in term of color should be grey, deep blue or green. The vibes of blue are cool and

refresh. Some research found the product decision is based on whether packaging is aligned with their personal preference.

Data and evidence

The customer will find out the information about the possible solution to solve their problem but it depend on level of involvement and the complexity for example buying pasta need little information and involves fewer consumers than buying a car. During the decision-making process and when the process of decision Consumer Buying, the consumer attention about source of information and the information from socail such as friends, family or other consumers. They will be judged more on objective than from the advertisment, a seller or a information brochure of the product."(Engel, Blackwell and Kollat, 1968) Female believe in friend or social recommendation more than male. From the interview, interviewer says they find the information about the product and review or the mechanism of the ingredients. The male customers mostly read the review of the product information on the internet or ask the expert or the seller to clarify their understanding. While sellers have to pass the quiz. (The examination is about product information and the selling skill which they have to be trained about the selling technique of how to convince, how to observe the customer and others.) Anyway, both side say about the information and reference can convince customer purchase intentions.

4.6 Promotions

The promotions are the component of marketing mix. Sales promotion is a marketing tool that is used for engage customers to purchase a product. The promotions are a set period of time and are used for specific purpose, such as increasing market share or unwillingness a new product. A number of promotional techniques are used by product manufacturers and sellers.(Joseph-Chron)Sales promotion plays as its essential role for the dealers and retailers in the marketing programs. Sales Promotion generates large revenues and by using promotional tools, sales can be increased. Variety of promotional techniques are used by the marketer, in order to offer customers an additional incentive to purchase their products. These factors are the major impact for

female because when they want to buy things, the question then will be "Is there any promotion?" and from that perspective, the brand will offer the step of the purchase. For example, if you buy products at the value of 3,000 baht, you will get 10% discount but if it's more than 4,000 baht, you will get 5% discount on top. Hence, sales promotion is such a big impact factor among female. In contrast with male, they are just asking for the product matching with their skin to correct their skin problem and they just need the product that doesn't make their skin oily. Also that the product should be light and easy to absorb is the key factor for men.

4.7 Gender of the Seller

From the interview, male seller says that there are different vibes during the interaction because male seller can convince more and the gap between genders will be decreased because they referred about bias between female seller and buyer and this feeling tends to be in female buyer also. Female buyer mentions when they ask for the product that match for them, the female seller does not well support their needs as they expected in term of information, technique and others. In male perspective, gender of the seller is not their concern, they just need only the person who can answer their question and understand them in their skin. The environment can make the male consumer feel more comfortable,The gap of men's skincare brands have to separate themselves from the female beauty industry. But the norms of each gender have change rapidly, the cosmetics industry has change everyday because may be evolving into a place where beauty is not entirely defined by gender. The glimpse of this brave from Kiehl's, a brand that has managed to successfully to male and female consumers." (Segran, 2014)

4.8 Problem Question/ Selling Technique

The last factor is related to the skin solving as this is the factor that can create awareness for the customer. From the seller interviewee, all of them agreeably mention "We have to find what the concern of the customer is". They can find that from the interview or observation ,for example, you can see the dark spot in aging

people's face. After that they start asking the problem of whether that is their concern. Or some customers will tell by themselves "I have problem with….." so it is the way to offer the suitable product that can solve their skin problem. In the training, they say " Build rapport" to build the story and lead to the product. Clarification and acknowledgement of customer will agree and increase purchase intention. Assuming the problem that the prospect communication from the real situation. The important thing is look deeper into each communication. At the counter, You must ask yourselves "Is this the real problem or is it just a want to have what is the role of our product can help skin problem?" Before offering how we can address their challenges, You have to ask more questions to make sure you'll be getting at the root of their problem, and bringing value to the prospect by supporting their true goals. The goal in selling is to find out why, and under what unmetneed, the customer will buy from you. Asking questions is firstthing that you should do, and sharing your materials and specifics and clarify comes next. Selling for today, educate for tomorrow. "This kind of "solution selling" is a impact more powerful selling technique than simply delivering a purpose sales objective. Your key message can highlight and describe the product that how your product match to your customer, comparative the points that you give a competitive advantage. The information you know about the customer's position and what your product is bad to them, the more likely you can prove its value to them." (Marketingdonut)

CHAPTER V
CONCLUSION AND RECOMMENDATION

5.1 Discussion

The study was motivated to acquire the knowledge of the Seller and Buyer perspective in term of the factor that impact on their purchase intention. The data collected from respondents' perspective, which they consider as the critical successful factor in the cosmetic buying behavior. Data analysis has shown that all the factors: Social, Brand, Problem questions/Selling technique, Gender of the seller, Skin analysis/ Problem and solving, Packaging, Sale tools, Social or friend recommendations, Product knowledge of the sellers, Promotions, Data and evidence Skin problem and solving. These are the factor of the seller and buyer and explain how each factor would impact to the customer.

1. In Social or friend recommendation, it may be hard to determine the impact since we currently have "Celebrity and Net Idol endorsement" which cannot be defined deeply in detail such as where of these endorsement get the information from. It can somehow create the bias when they recommend the product so ,from the finding, maybe we should find out who the most impacting for the cosmetic trend is, who can create the trust and belief in this industry, and how we can measure the result from those who are the endorsement.

2. Brand: According to world wide, they can get benefit beyond the new brand or the local one because they can get the "Trust" of the brand.

3. Problem questions/Selling technique: according to these factors, we can see the technique and other marketing campaigns to point out the skin problem and others so this is the important factor to build engagement between seller and buyer.

4. Data and evidence: most of the brand we call "Cosmetic" in Thai FDA, they don't have to submit the efficacy and safety profile of these cosmetic so there should be some evidences of the efficacy and safety to make sure and warranty for the customer " Make them trust and Believe"

5. Product knowledge is basic information that the seller should know and the customer expect beyond basic skin, they should know about their own product and it will be better if they know about other competitive product available in the market, what the difference are among brands and ingredient. For example, there are two famous brands in the market. The product is the essence to keep the moisturizer they should know about the difference in the ingredient and what each ingredient are for.

6. Promotion: According to the promotion, many brands use the promotion to engage their customer but ,in my opinion, there are difference in term of promotion because every brand use it to increase the sales by point redemption, discount and other tools to gain more sales volume. Anyway, the promotion can create the attractiveness of the brand.

7. Skin solving and problem from the interview: most of the seller may know about the product but they don't know about the skin structure and pathology of the skin that may lead to the skin problem. From overview, it's quite easy to build more confident and connect to the customer.

8. Packaging is the design that can attract the customer interest, the design can tell the story by providing them the role of using. For example ,some product should be contained in unit dose container to prevent the contamination but no one mention about it. This can be the different to be unique for the brand

9. Gender of the seller

From the result, we can conclude in their perspective in

1. Product knowledge

2. Brand

3. Social and friend recommendation

4. Problem solving

So these 4 factors are the same in both side (Seller and Buyer) which means the business should focus on all these factors because all factors will be the biggest impact for purchase intention. Related to seller, the product knowledge is the basic standard for the employee. For the brand recognition, it might take time to be created, yet, it can be created in the long terms win. The brand can attract the purchaser and make costumer trust and recognition the brand. Then the social or friend recommend will follow after the brand recognition is created. According to problem solving, the

basic skin problems in Thailand are Acne, Whitening, Wrinkle and dark spot. If you understand the basic needs and pathology of the problem, then you will provide the correct information and can describe more in detail.

5.2 Lesson Learned

The research is currently a part of the purchase intentions of those having experienced lots of difficulty and challenge of purchase intention while its purchase perspective is from the both side interviewing from customers and sellers around the cosmetic counter on the first floor at Central Ladprao

1. Understanding in cosmetic market which are continuously growing year by year meaning the trend has been increased. In this market "Red Ocean" since there are many players in this market. What are the key of the product to be top of mind for the customer such as the cream when apply to the skin you may feel the warmth that are the impact to feeling for the customer.

2. Understanding in seller perception of what they understand or what they think about the factors convincing purchase intention. Because, in the market, the key is to understand what they think by not changing their thoughts causing their behavior.

3. Understanding in buyer purchase intention of what they expect from the seller or brand, what are the information that they asking for when they will come to the shop, the expectation from the clients. The key to motivate buyers is product knowledge and technique of the seller to make them confident in the product.

4. Learning about the texture of the cream that impact to gender purchase intention. Because the different aspect from gender, many brand has been developing and trying to extend their product by focusing on gender and their aspect in term of skin care product.

5. Understanding in the different expectation between genders. Male need less step to take care of their skin. In the mean time, the trend of metrosexual has been increased, this group of men loves to exercise, to do the skin treatment and else to make themselves more confident and proud. In contrast to female, they are fine to use more steps to take care of their skin - like face wash, toner, serum, lotion, cream and else - if those products can help their skin better.

5.3 Managerial Implications

This study can be used in management level such as marketing and sales department because Marketing will understand how such problems can be solved and focus more on product difference and the basic skin to understand the real cause of skin problems such as wrinkle, acne and whitening. This basic information will make the sales person confident and encourage his customer to consume their product. Beyond customer expectation, marketing can develop sales tools to improve or to analyze skin problem to develop credibility of the brand. Regarding sales, we can determine customer expectation by comparing their product and develop their selling skill to acknowledge and to convince the customer for more consumption. The sales person is the key to provide the information through customer.

5.4 Limitations

The limitation is the most of the interview are the customer who consume the product at Central Ladprao by different gender and from both side of buyer and seller.

In the further study, I would like to study on variety of the location to confirm in this assumption to understand more in the customer perception and expectation to induce purchase intention.

5.5 Recommendations

In recommendation part I would suggest in keeping this study for more improvement by doing quantitative survey to make sure that this perspective can impact in large population by variety of the location and brand.

In term of marketing and sales, there are many perspectives in customer expectation and the information that can be informed to the customer. The key is if you want to run a business, you should know about the customer needs (Need to know, Behavior)

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