FACTORS THAT INFLUENCE THAI WOMEN TO PURCHASE PRIVATE LABEL BRAND OF SKINCARE PRODUCTS

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FACTORS THAT INFLUENCE THAI WOMEN TO PURCHASE PRIVATE LABEL BRAND OF SKINCARE PRODUCTS

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ABSTRACT

Thai cosmetics and personal care market especially in Bangkok has been growing rapidly. Thai women, moreover, have high level of interest on beauty and skincare products. There is a chance to grasp the opportunity in doing business about private label brand of skincare products. It is remarkable to apprehend the factors that influence Thai women to purchase private label brand of skincare products in order to execute business plan to be succeed. The study was tested hypotheses of the influencing factors based on price, quality, and brand consciousness, power of influencers, distribution channels, package, and country of origin. The study was targeted at Thai women aged between 20-35 who living in Bangkok as the respondents and completed the questionnaire translated into Thai. The hypotheses were tested by correlation and regression analysis. The research findings revealed that price consciousness, distribution channels, country of origin, and quality consciousness have an impact on Thai women's purchasing decision towards private label brand of skincare products respectively.

KEY WORDS: Private Label Brand / Skincare Products / Influencing Factors /
                         Thai Women / Purchase Intention

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CHAPTER I
INTRODUCTION

1.1   Background and Problem Statement

Thai cosmetics and personal care market has been growing rapidly. It was at THB 44.8 billion in 2007 and was at THB 65.6 billion in 2015 which was a growth of 46% (JETRO, 2012; Euromonitor, 2016). However, Bangkok has a very high usage level of skincare products, among Asians, of around 85% of female population (Hakuhodo, 2012). Thai women have a tendency to care more about their skin rather than use only cosmetics for makeup compared to those in Asian countries (Nobuo, Takubo *et al.*, 2016).

As Thai women have high level of interest on beauty, consumers' demand of skincare products is rising. Since there is also more pollution nowadays and Thai women need to take care more about their skin whereas price of imported brands skincare products are getting higher and higher as well. Some seem to be unaffordable by restricted budget for middle-income women who are the largest population in Thailand (NSO, 2016). However, private label brand, which is the brand made for retail stores, of skincare products manufacturers are increasing in emerging market today. Therefore, Thai women, especially middle-income women, consider more on private label brand of skincare products as everyday-used products following the bloggers' or celebrities' reviews via social media. The research will focus on private label brand of skincare products which manufactured by health, beauty, and well-being retailers including with the ones manufactured by personal business owners. Since skincare products might be affect to consumers' skin and can cause harmful if getting allergy, low-involvement private label brand of skincare products such as facial cleanser, facial mask, moisturizer, body scrub, and lip care etc. would be good choices for consideration. Low-involvement products typically are products that inexpensive and cause a low risk if purchase mistakenly. Consumers purchase low-involvement products unconcernedly, try new product, and can switch to other brands easily

(Kassarjian, 1981). Regarding to low-involvement skincare products, it can be seen regularly on social media that the influencers review a new and must-try item which available online as well and many women give it a try as suggested. Yozzo (2016) revealed the statistic of Internet users in Thailand that is 21.7 million users on social media and 38.7 percent of those are female. Thai women who habitually surfing on the Internet will try low-involvement skincare products, as they perceive the information from social media and it can be easily found online.

The research will illustrate the influencing factors including price consciousness, quality consciousness, brand consciousness, power of influencers, distribution channels, product package and country of origin that impact Thai women's purchasing decision on private label brand of skincare products. These factors come up based on consumers buying decision process. On the assumption, whenever consumers acquire to make purchasing decision toward skincare products, they will be attracted by influencers and consider price, quality, country of origin, package and distribution channels altogether. The research will clarify which factors affect consumers' purchasing decision and how does it work. Moreover, it will depict how Thai women perceive products value relating to price, quality, brand, package, and country of origin of the products. The research will reveal the great opportunity and suggestions on new product development, pricing, and customer segmentation (Almquist, Senior & Bloch, 2016) for new entrepreneurs to catch the momentum while skincare products market is at a fast-paced growing.

1.2   Research Questions

What are the factors that influence Thai women to purchase private label brand of skincare products?

1.3   Research Objectives

The research objectives of this study are as the followings:

1.3.1 To identify the factors that influence Thai women to purchase private label brand of skincare products in order to understand competitive market and plan business strategy.

1.3.2 To explore the potential factors that encourage Thai women to purchase more private label brand of skincare products.

CHAPTER II
LITERATURE REVIEW

2.1   Theoretical Foundation

2.1.1 Skincare Products Market in Thailand

The Center of Economics and Business Forecasting, UTCC (2016) analyzed that skincare products manufacture is one of the most noteworthy business to invest. Since Thai consumers have a propensity to care more about their health, sanitation, and personality (DBD, 2016), skincare products manufacture seems to be the business that needs to keep an eye on. Beauty and healthy trend is spreading widely via social media, causing awareness and imitation among consumers made this kind of business to be more attractive.

Women and beauty consciousness cannot be separated; especially, Thai women who have a strong interest about beauty. Thailand can be considered as a hub of skincare products manufacturer in Southeast Asia as having 40 percent of market share (DBD, 2016). It is an opportunity for both manufacturers and consumers which manufacturers can have market penetration and consumers can reach skincare products easily. Women tend to take care about their skin as they perceive that the real beauty of skin come from inside out (Pick, 2016). Thus, Thai women spend up to 20 percent of their monthly salary on skincare products (Nobuo, Takubo *et al.*, 2016). Even though purchasing skincare products maybe classified as the low-involvement one, women still take some time to consider it before making decision. In this research will focus on low-involvement private label brand of skincare products which are facial cleanser, facial mask, moisturizer, body scrub, and lip care etc.

2.1.2 Private Label Brand of Skincare Products

Private label brand or house brand product is a product made only for each retailer to sell equivalent products at a lower price (Nguyen & Gizaw, 2014). Some

consumers who are non-users discriminate private label brand as inferior brand that has low quality whereas users of private label brand do not see the products as being less trustworthy or low quality than other brands (Nenycz-Thiel & Romaniuk, 2009). However, private label brand of skincare products are somewhat prevail among middle-income Thai women. They consider private label brand of skincare products to look after their skin within a restricted budget. Moreover, there are many private label brands of skincare products in the market for consumers' selection. It is effortless for them to grasp ones. It emphasizes that private label brand of skincare products manufacturer is a remarkable business.

2.1.3 Consumers Buying Process

In this case, the research will focus on low-involvement private label brand of skincare products. They are the products that consumers purchase without concerning much (Kassarjian, 1981). For example, facial cleanser, facial mask, moisturizer, body scrub, and lip care etc. These products are available in retail stores and via online market which easily accessed. Whenever Thai women need to make decision to buy private label brand of skincare products, they do it the same way similar to the way they buy other brands based on consumers buying process (Ellis & Uncles, 1991). Engel, Blackwell & Kollat (1968) have developed consumers buying process as illustrated below which is a guidance model in decision making and purchasing process for shoppers consisting of need recognition, information search, alternatives evaluation, purchase decision, and post-purchase behavior.

Need Recognition

Information Search

Alternatives Evaluation

Purchase Decision

Post-purchase Behavior

Figure 2.1 Consumers Buying Process Model (Engel, Blackwell & Kollat, 1968)

The consumers buying process starts from recognition. Without recognition of need, there will be no purchase (Perreau, 2013). Consumers' recognition of need caused by internal and external stimuli. An internal stimulus is the individual physiological needs and an external stimulus is like the exposure to the advertisement. After consumers recognized their needs, they will start to search information about such products.

If there are choices of products, consumers may need to search more information to guide their choices. They can have internal information that came from their experiences or external information that obtained by friends, family, or reviewers. Many consumers go through product reviews, list of ingredients and benefit claims in order to obtain information as much as possible before making purchase decision (Euromonitor, 2016).

When all information collected, consumers will distinguish the alternatives that most suitable to their needs. They will evaluate in two aspects (Perreau, 2013) which are functionality of the products and brand value perceived. Once consumers differentiate the products and it is available, the purchase will proceed.

After purchased and used the products, consumers will evaluate again whether they have made the right choice in term of satisfaction and expectation fulfilment.

2.1.4 Framework

The factors, based on assumption, that consumers will take into consideration when making decision to purchase private label brand of skincare products are price consciousness, quality consciousness, brand consciousness, power of influencers, distribution channels, package and country of origin.
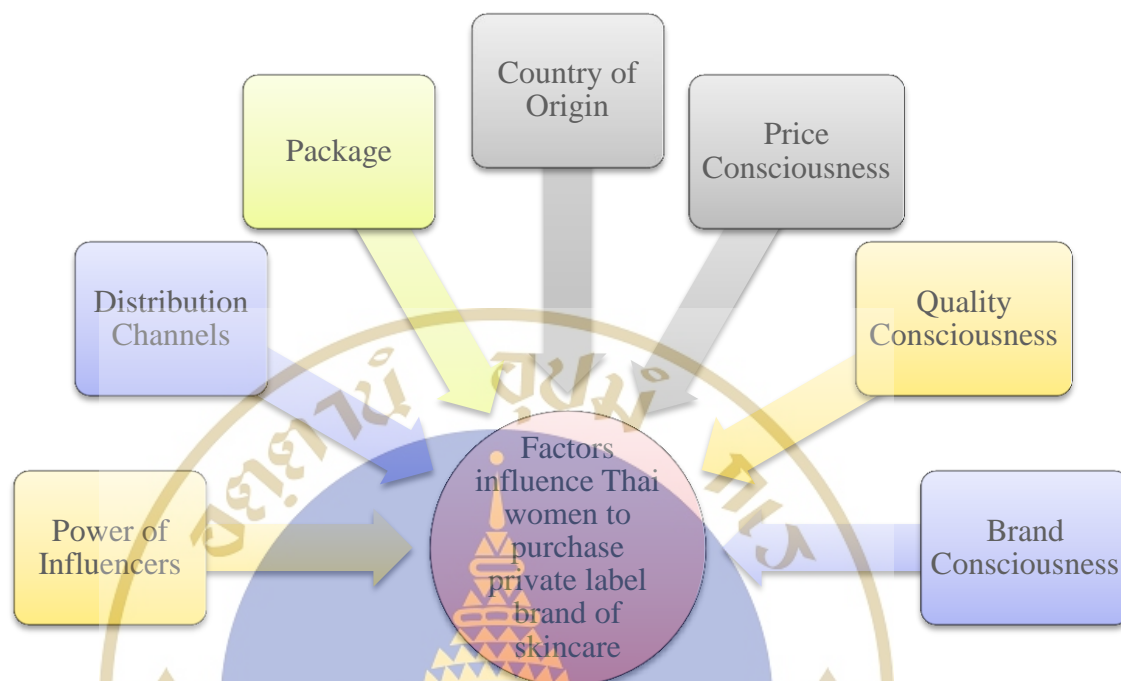
Figure 2.2 Factors Influence Thai Women to Purchase Private Label Brand of Skincare Products Framework

2.1.5 Price Consciousness

The first component that came into consumers' consideration when purchasing products is price consciousness. There is a significant relationship between price consciousness and private label brand purchasing decision (Thanasuta, 2015). Price-conscious consumers are the ones who looking for low-price products. Private label brand of skincare products have been promoted as low-price alternatives (Kwon *et al.*, 2008). Moreover, the price of private label brand of skincare products is related to product involvement which is low. Consumers do not concern much with purchasing low-involvement products. Therefore, price-conscious consumers perceive private label brand of skincare products are valued paid.

2.1.6 Quality Consciousness

Quality-conscious consumers are the ones who seeking for the highest quality products. On the contrary, private label brand of skincare products are offered in lower price and private label brand of skincare products are regularly perceived as inferior products in quality (Kwon *et al.*, 2008). Consumers who are quality-conscious will perceive private label brand of skincare products as low-quality products. Hence, quality-conscious consumers might avoid purchasing private label brand of skincare products.

2.1.7 Brand Consciousness

Brand is a mean to distinguish specific product offering in marketplace; then, consumers can differentiate each product (Goldsmith *et al.*, 2010). Brand-conscious consumers are the ones who prefer to purchase well-known brand product which refer to lower risk and higher quality (Goldsmith *et al.*, 2010). Consequently, brand-conscious consumers may have more concern about purchasing private label brand of skincare products.

2.1.8 Power of Influencers

In the world of networking nowadays, individuals can connect to each other easier and can receive information at once. Unsurprisingly, number of blogger reviews becomes widespread. Thai women who habitually surf on the Internet will be aware this kind of content especially skincare products reviews. The influencers including celebrities' endorsement on social media will have an impact on correlation between women's self-esteem and purchasing intention of private label brand of skincare products (Saaksjarvi *et al.*, 2016).

2.1.9 Distribution Channels

Private label brand of skincare products are available both offline and online in many retail stores and on the Internet. It is effortless for consumers to acquire one. On this basis, private label brand of skincare products can increase market share since the products are promptly found (Arce-Urriza & Cebollada, 2012).

This is an advantage of private label brand of skincare products that make Thai women consider purchasing more.

2.1.10 Package

Package design is essential as it acts like a way to communicate to consumers in competitive market. The visual package can affect purchasing decision especially in low-involvement products when consumers are buying in rush (Silayoi & Speece, 2004). Emphasizing on private label brand of skincare products, package design can be one of the elements that attract consumers.

2.1.11 Country of Origin

Private label brand can be able to build brand equity throughout their development (Cuneo *et al.*, 2012) in which country of origin of the products can significantly influence brand equity (Yasin *et al.*, 2007). The superior reputation of the brand encourages consumers to purchase such products (Parkvithee & Miranda, 2012).

2.2   Hypotheses Development

The research will test the hypotheses as aforementioned in order to determine influencing factors that impact Thai women's purchasing decision on private label brand of skincare products.

Table 2.1 Hypotheses testing

Factors	Hypotheses
1. Price consciousness	**Hypothesis 1** : Price consciousness has a positive correlation with Thai women's purchasing decision on private label brand of skincare products

Table 2.1 Hypotheses testing (cont.)

Factors	Hypotheses
2. Quality consciousness	**Hypothesis 2** : Quality consciousness has a negative correlation with Thai women's purchasing decision on private label brand of skincare products
3. Brand consciousness	**Hypothesis 3** : Brand consciousness has a negative correlation with Thai women's purchasing decision on private label brand of skincare products
4. Power of influencers	**Hypothesis 4** : Power of influencers has a positive correlation with Thai women's purchasing decision on private label brand of skincare products
5. Distribution channels	**Hypothesis 5** : Distribution channels have a positive correlation with Thai women's purchasing decision on private label brand of skincare products
6. Package	**Hypothesis 6** : Package has a positive correlation with Thai women's purchasing decision on private label brand of skincare products
7. Country of origin	**Hypothesis 7** : Product's country of origin has a positive correlation with Thai women's purchasing decision on private label brand of skincare products

CHAPTER III
RESEARCH METHODOLOGY

3.1   Research Design

A quantitative research method will be applied to this research. The quantitative research can be used as a statistic to identify relationship between variables and to test hypotheses which is suitable for this study. 120 sets of questionnaire will be distributed to collect primary data from respondents who are Thai women aged between 20-35 living in Bangkok. The women respondents who are at such age are the largest population in Thailand (DOPA, 2015). The questionnaire will require the respondents to complete questionnaire about their perception towards private label brand of skincare products. The questionnaire will be focusing on each factor described in the framework by using Likert scale type questions (where 1 being strongly disagree and 5 being strongly agree). The questions will ask respondents to identify which factors that influencing them to purchase or not purchase private label brand of skincare products.

The primary data collection will be useful for this research since the researcher can collect specific information regarding to the research topic. Moreover, the respondents can respond their best answers about their perception, attitude, motivation, and intention.

Besides, secondary data obtained from other researches will be part of data collection. The advantages of secondary data are making primary data collection be more specific. Researcher will know the gap and what information needed to be collected. It is also provide comparison between primary data and secondary data in order to help researcher scope down with the topic.

3.2   Data Collection

Questionnaire will be developed based on influencing factors illustrated in literature review. The questionnaire will be randomly distributed to collect the data from Thai women aged between 20-35, as a sampling group, who living in Bangkok no matter in urban or rural area. Women aged between 20-35 are considered as young adult women who starting to take care about their own beauty, image, sanitation, and personality. While early young adult like 20-year-old women have not had their own salary yet, 22-year-old women and afterwards can afford items on their own; it will show the differentiation of their influencing factors apparently.

The questionnaire will be divided into many parts including demographics, consumer behavior, and purchasing intention.

Table 3.1 Questionnaire references

Factors	Questions	References
Proneness to skincare	I use skincare products regularly	Hakuhodo, 2012
	I believe by using skincare products regularly will help improve my image and personality	Nobuo, Takubo *et al.*, 2016
	I purchase private label brand of skincare products	Nenycz-Thiel & Romaniuk, 2009
Price consciousness	Price of skincare is important to me when making decision to purchase	Thanasuta, 2015
	I perceive high price of product conveys to high quality	Kwon *et al.*, 2008
	From my perception, good quality product does not need to have high price	Thanasuta, 2015

Table 3.1 Questionnaire references (cont.)

Factors	Questions	References
Quality consciousness	Private label brand of skincare products are not having good quality	Kwon *et al.*, 2008
	Private label brand of skincare products are imitate the branded ones	Kwon *et al.*, 2008
	I do not buy private label brand of skincare products due to its quality	Kwon *et al.*, 2008
Brand consciousness	Only well-known skincare brand can offer the best products	Goldsmith *et al.*, 2010
	I prefer to purchase branded skincare products	Goldsmith *et al.*, 2010
	I do not mind paying more to get branded skincare products	Goldsmith *et al.*, 2010
Power of influencers	I will seek for advice only from my friends and family when I need to purchase skincare products	Saaksjarvi *et al.*, 2016
	Blogger reviews can influence me to purchase skincare products	Saaksjarvi *et al.*, 2016
	Celebrities can influence me to purchase skincare products	Saaksjarvi *et al.*, 2016

Table 3.1 Questionnaire references (cont.)

Factors	Questions	References
Distribution channels	I prefer to purchase skincare products from nearby retail stores	Arce-Urriza & Cebollada, 2012
	I prefer to purchase skincare products via online	Arce-Urriza & Cebollada, 2012
Package	Package design can induce me to purchase skincare products	Silayoi & Speece, 2004
	I purchase private label brand of skincare products because of its attractive package design	Silayoi & Speece, 2004
Country of origin	I believe skincare products manufactured overseas have a better quality than the private brand ones	Yasin *et al.*, 2007
	I believe using skincare products manufactured overseas can imply my social status	Parkvithee & Miranda, 2012
Purchase Intention	In the future, I will purchase private label brand of skincare products	
	I will recommend others to purchase private label brand of skincare products	

CHAPTER IV
RESEARCH FINDINGS

4.1 Respondents' Profiles

SPSS was utilized as a tool to comprehend the data regarding how respondents express their opinions and perceptions toward each abovementioned factor. The data will be analyzed to answer the objectives of the research. 124 sets of questionnaire were collected whereas 120 sets of data without any missing data was used. Profile of respondents is as the following table:

Table 4.1 Profile of Respondents

Gender

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Female	120	100.0	100.0	100.0

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
	20-25 years	8	6.7	6.7	6.7
	26-30 years	73	60.8	60.8	67.5
Valid	31-35 years	29	24.2	24.2	91.7
	36-40 years	10	8.3	8.3	100.0
	Total	120	100.0	100.0	

Education Level

		Frequency	Percent	Valid Percent	Cumulative Percent
	High School	3	2.5	2.5	2.5
Valid	Bachelors	77	64.2	64.2	66.7
	Masters	40	33.3	33.3	100.0
	Total	120	100.0	100.0	

Table 4.1 Profile of Respondents (cont.)

Income

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 15,000 THB	7	5.8	5.8	5.8
	15,000-20,000 THB	27	22.5	22.5	28.3
	20,001-25,000 THB	23	19.2	19.2	47.5
	25,001-30,000 THB	20	16.7	16.7	64.2
	30,001-35,000 THB	10	8.3	8.3	72.5
	35,001-40,000 THB	11	9.2	9.2	81.7
	More than 40,000 THB	22	18.3	18.3	100.0
	Total	120	100.0	100.0	

Occupation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Employee	88	73.3	73.3	73.3
	Business Owner	15	12.5	12.5	85.8
	Government Employee	12	10.0	10.0	95.8
	Students	5	4.2	4.2	100.0
	Total	120	100.0	100.0	

According to table 4.1, all of 120 respondents are female. Eight of them are 20-25 years old, 73 of them are 26-30 years old, 29 of them are 31-35 years old, and 10 of them are 36-40 years old. Most of them, 77 respondents are holding Bachelors Degree, while 40 of them are obtaining Master's Degree and the rest three of them are holding high school diploma. Most of them are employees, 88 respondents whereas 15 of them are business owners, 12 are government employees, and five of them are students. Their income range most fall into 15,000-20,000 THB range with 27 respondents, 20,001-25,000 THB with 23 respondents, more than 40,000 THB with 22 respondents, 25,001-30,000 THB with 20 respondents, 35,001-40,000 THB with 11 respondents, 30,001-35,000 THB with 10 respondents, and less than 15,000 THB with seven respondents.

4.2 Proneness to Skincare

Table 4.2 Proneness to Skincare

I use skincare products regularly

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	4	3.3	3.3	3.3
	Disagree	5	4.2	4.2	7.5
	Neutral	19	15.8	15.8	23.3
	Agree	42	35.0	35.0	58.3
	Strongly agree	50	41.7	41.7	100.0
	Total	120	100.0	100.0	

I believe by using skincare products regularly will help improve my image and personality

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	2	1.7	1.7	1.7
	Disagree	5	4.2	4.2	5.8
	Neutral	11	9.2	9.2	15.0
	Agree	60	50.0	50.0	65.0
	Strongly agree	42	35.0	35.0	100.0
	Total	120	100.0	100.0	

I purchase private label brand of skincare products

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	12	10.0	10.0	10.0
	Disagree	27	22.5	22.5	32.5
	Neutral	35	29.2	29.2	61.7
	Agree	35	29.2	29.2	90.8
	Strongly agree	11	9.2	9.2	100.0
	Total	120	100.0	100.0	

According to the table 4.2, most of the respondents, 76.7 percent, are using skincare products regularly. Moreover, 85 percent of them agreed that by using

skincare products regularly will help improve their images and personalities while seven percent of them disagreed. However, 38.4 percent of the respondents purchase private label brand of skincare products while 32.5 percent of them do not purchase such products.

4.3 Price Consciousness

Table 4.3 Price Consciousness

Price of skincare is important to me when making decision to purchase

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	3	2.5	2.5	2.5
	Disagree	8	6.7	6.7	9.2
	Neutral	19	15.8	15.8	25.0
	Agree	63	52.5	52.5	77.5
	Strongly agree	27	22.5	22.5	100.0
	Total	120	100.0	100.0	

I perceive high price of product conveys to high quality

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	2	1.7	1.7	1.7
	Disagree	20	16.7	16.7	18.3
	Neutral	34	28.3	28.3	46.7
	Agree	47	39.2	39.2	85.8
	Strongly agree	17	14.2	14.2	100.0
	Total	120	100.0	100.0	

Table 4.3 Price Consciousness (cont.)

From my perception, good quality product does not need to have high price

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	2	1.7	1.7	1.7
	Disagree	6	5.0	5.0	6.7
	Neutral	30	25.0	25.0	31.7
	Agree	56	46.7	46.7	78.3
	Strongly agree	26	21.7	21.7	100.0
	Total	120	100.0	100.0	

Most of the respondents, 52.5 percent agreed that price of skincare products is important to them when making decision to purchase while 22.5 percent of them strongly agreed and 11 percent of them disagreed. Nevertheless, from their perception, 53.4 percent of the respondents perceive that high price of product conveys to high quality while 18.4 percent of them disagreed. However, according to the table above, 68.4 percent of the respondents agreed that a good quality product does not need to have high price while only 6.7 percent of them disagreed with that.

4.4 Quality Consciousness

Table 4.4 Quality Consciousness

Private label brand of skincare products are not having good quality

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	1	.8	.8	.8
	Disagree	24	20.0	20.0	20.8
	Neutral	66	55.0	55.0	75.8
	Agree	23	19.2	19.2	95.0
	Strongly agree	6	5.0	5.0	100.0
	Total	120	100.0	100.0	

Table 4.4 Quality Consciousness (cont.)

Private label brand of skincare products are imitate the branded ones

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	2	1.7	1.7	1.7
	Disagree	6	5.0	5.0	6.7
	Neutral	63	52.5	52.5	59.2
	Agree	41	34.2	34.2	93.3
	Strongly agree	8	6.7	6.7	100.0
	Total	120	100.0	100.0	

I do not buy private label brand of skincare products due to its quality

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	3	2.5	2.5	2.5
	Disagree	16	13.3	13.3	15.8
	Neutral	49	40.8	40.8	56.7
	Agree	39	32.5	32.5	89.2
	Strongly agree	13	10.8	10.8	100.0
	Total	120	100.0	100.0	

In term of quality consciousness, 24.2 percent of the respondents opined that private label brand of skincare products are not having good quality while 20.8 percent of them disagreed.

40.9 percent of the respondents perceived that private label brand of skincare products are imitating the branded ones. 43.3 percent of them do not buy private label brand of skincare products due to its quality while 15.8 percent of them disagreed.

4.5 Brand Consciousness

Table 4.5 Brand Consciousness

Only well-known skincare brand can offer the best products

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	8	6.7	6.7	6.7
	Disagree	34	28.3	28.3	35.0
	Neutral	41	34.2	34.2	69.2
	Agree	27	22.5	22.5	91.7
	Strongly agree	10	8.3	8.3	100.0
	Total	120	100.0	100.0	

I prefer to purchase branded skincare products

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	2	1.7	1.7	1.7
	Disagree	14	11.7	11.7	13.3
	Neutral	20	16.7	16.7	30.0
	Agree	62	51.7	51.7	81.7
	Strongly agree	22	18.3	18.3	100.0
	Total	120	100.0	100.0	

I do not mind paying more to get branded skincare products

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	2	1.7	1.7	1.7
	Disagree	22	18.3	18.3	20.0
	Neutral	35	29.2	29.2	49.2
	Agree	42	35.0	35.0	84.2
	Strongly agree	19	15.8	15.8	100.0
	Total	120	100.0	100.0	

According to brand consciousness in table 4.5, most of them, 35 percent, disagreed that only well-known skincare brand can offer the best products which can be convey that they do not only believe in well-known skincare brand. On the contrary, 70 percent of the respondents prefer to purchase branded skincare products. Interestingly, 50.8 percent of them do not mind paying more to get branded skincare products while 20 percent of them concerned about this.

4.6 Power of Influencers

Table 4.6 Power of Influencers

I will seek for advice only from my friends and family when I need to purchase skincare products

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	3	2.5	2.5	2.5
	Disagree	43	35.8	35.8	38.3
	Neutral	39	32.5	32.5	70.8
	Agree	28	23.3	23.3	94.2
	Strongly agree	7	5.8	5.8	100.0
	Total	120	100.0	100.0	

Blogger reviews can influence me to purchase skincare products

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	8	6.7	6.7	6.7
	Disagree	21	17.5	17.5	24.2
	Neutral	23	19.2	19.2	43.3
	Agree	53	44.2	44.2	87.5
	Strongly agree	15	12.5	12.5	100.0
	Total	120	100.0	100.0	

Table 4.6 Power of Influencers (cont.)

Celebrities can influence me to purchase skincare products

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	10	8.3	8.3	8.3
	Disagree	28	23.3	23.3	31.7
	Neutral	29	24.2	24.2	55.8
	Agree	43	35.8	35.8	91.7
	Strongly agree	10	8.3	8.3	100.0
	Total	120	100.0	100.0	

According to the above tables, most of the respondents 38.3 percent do not seek for advice only from friends and family when they need to purchase skincare products while 29.2 percent agreed to seek for advice only from friends and family.

Furthermore, blogger reviews can influence 56.7 percent of the respondents to purchase skincare products while celebrities can influence 44.1 percent of the respondents to purchase skincare products.

4.7 Distribution Channels

Table 4.7 Distribution Channels

I prefer to purchase skincare products from nearby retail stores

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	8	6.7	6.7	6.7
	Disagree	23	19.2	19.2	25.8
	Neutral	39	32.5	32.5	58.3
	Agree	41	34.2	34.2	92.5
	Strongly agree	9	7.5	7.5	100.0
	Total	120	100.0	100.0	

Table 4.7 Distribution Channels (cont.)

I prefer to purchase skincare products via online

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	39	32.5	32.5	32.5
	Disagree	36	30.0	30.0	62.5
	Neutral	24	20.0	20.0	82.5
	Agree	14	11.7	11.7	94.2
	Strongly agree	7	5.8	5.8	100.0
	Total	120	100.0	100.0	

41.7 percent of the respondents prefer to purchase skincare products from nearby retail stores. Moreover, most of them, 62.5 percent of them do not prefer to purchase skincare products via online.

4.8 Package

Table 4.8 Package

Package design can induce me to purchase skincare products

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	8	6.7	6.7	6.7
	Disagree	24	20.0	20.0	26.7
	Neutral	41	34.2	34.2	60.8
	Agree	36	30.0	30.0	90.8
	Strongly agree	11	9.2	9.2	100.0
	Total	120	100.0	100.0	

Table 4.8 Package (cont.)

I purchase private label brand of skincare products because of its

attractive package design

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	13	10.8	10.8	10.8
	Disagree	28	23.3	23.3	34.2
	Neutral	38	31.7	31.7	65.8
	Agree	35	29.2	29.2	95.0
	Strongly agree	6	5.0	5.0	100.0
	Total	120	100.0	100.0	

39.2 percent of the respondents admitted that package design could induce them to purchase skincare products while 34.2 percent of them purchase private label brand of skincare products because of its attractive package design.

4.9 Country of Origin

Table 4.9 Country of Origin

I believe skincare products manufactured overseas have a better quality

than the private brand ones

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	6	5.0	5.0	5.0
	Disagree	14	11.7	11.7	16.7
	Neutral	36	30.0	30.0	46.7
	Agree	50	41.7	41.7	88.3
	Strongly agree	14	11.7	11.7	100.0
	Total	120	100.0	100.0	

Table 4.9 Country of Origin (cont.)

I believe using skincare products manufactured overseas can imply my social status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	16	13.3	13.3	13.3
	Disagree	28	23.3	23.3	36.7
	Neutral	33	27.5	27.5	64.2
	Agree	34	28.3	28.3	92.5
	Strongly agree	9	7.5	7.5	100.0
	Total	120	100.0	100.0	

According to table 4.9 above, 53.4 percent of the respondents believe that skincare products manufactured overseas have a better quality than the private brand ones. In contrast, 36.6 percent of the respondents do not believe that using skincare products manufactured overseas can imply their social status while 35.8 percent believe that it can be implied.

4.10 Purchase Intention

Table 4.10 Purchase Intention

I will purchase private label brand of skincare products

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	7	5.8	5.8	5.8
	Disagree	27	22.5	22.5	28.3
	Neutral	56	46.7	46.7	75.0
	Agree	23	19.2	19.2	94.2
	Strongly agree	7	5.8	5.8	100.0
	Total	120	100.0	100.0	

Table 4.10 Purchase Intention (cont.)

I will recommend others to purchase private label brand of skincare products

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	8	6.7	6.7	6.7
	Disagree	22	18.3	18.3	25.0
	Neutral	65	54.2	54.2	79.2
	Agree	18	15.0	15.0	94.2
	Strongly agree	7	5.8	5.8	100.0
	Total	120	100.0	100.0	

When asked the respondents about their purchasing intention of private label brand of skincare products, only 25 percent of them will purchase private label brand of skincare products and only 20.8 percent of the respondents will recommend others to purchase private label brand of skincare products.

4.11 Statistical Results

In order to determine the reliability of each factor that influence Thai women to purchase private label brand of skincare products, the reliability table is illustrated as the following:

Table 4.11 Reliability

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	n of Items
.574	.595	3

Table 4.11 Reliability (cont.)

Item Statistics

	Mean	Std. Deviation	n
I use skincare products regularly	4.08	1.022	120
I believe by using skincare products regularly will help improve my image and personality	4.13	.865	120
I purchase private label brand of skincare products	3.05	1.136	120

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	n of Items
.466	.470	3

Item Statistics

	Mean	Std. Deviation	n
Price of skincare is important to me when making decision to purchase	3.86	.929	120
I perceive high price of product conveys to high quality	3.48	.987	120
From my perception, a good quality product does not need to have high price	3.82	.889	120

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	n of Items
.793	.800	3

Table 4.11 Reliability (cont.)

Item Statistics

	Mean	Std. Deviation	n
Private label brand of skincare products are not having good quality	3.08	.790	120
Private label brand of skincare products are imitate the branded ones	3.39	.759	120
I do not buy private label brand of skincare products due to its quality	3.36	.933	120

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	n of Items
.756	.758	3

Item Statistics

	Mean	Std. Deviation	n
Only well-known skincare brand can offer the best products	2.98	1.057	120
I prefer to purchase branded skincare products	3.73	.950	120
I do not mind paying more to get branded skincare products	3.45	1.020	120

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	n of Items
.630	.618	3

Table 4.11 Reliability (cont.)

Item Statistics

	Mean	Std. Deviation	n
I will seek for advice only from my friends and family when I need to purchase skincare products	2.94	.964	120
Blogger reviews can influence me to purchase skincare products	3.38	1.117	120
Celebrities can influence me to purchase skincare products	3.13	1.119	120

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	n of Items
.552	.556	2

Item Statistics

	Mean	Std. Deviation	n
I prefer to purchase skincare products from nearby retail stores	3.17	1.040	120
I prefer to purchase skincare products via online	2.28	1.204	120

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	n of Items
.797	.797	2

Table 4.11 Reliability (cont.)

Item Statistics

	Mean	Std. Deviation	n
Package design can induce me to purchase skincare products	3.15	1.058	120
I purchase private label brand of skincare products because of its attractive package design	2.94	1.079	120

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	n of Items
.639	.644	2

Item Statistics

	Mean	Std. Deviation	n
I believe skincare products manufactured overseas have a better quality than the private brand ones	3.43	1.010	120
I believe using skincare products manufactured overseas can imply my social status	2.93	1.165	120

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	n of Items
.916	.916	2

Table 4.11 Reliability (cont.)

Item Statistics

	Mean	Std. Deviation	n
I will purchase private label brand of skincare products	2.97	.943	120
I will recommend others to purchase private label brand of skincare products	2.95	.915	120

Cronbach's Alpha is utilized to measure an internal consistency of the data in which to see how closely related a set of items and to measure the scale reliability (UCLA, 2016). However, the reliability coefficient more than .7 is considered as acceptable in research analysis. According to the table 4.11, factors that have a higher reliability are quality consciousness, brand consciousness, package, and dependent variable as purchase intention while other constructs' reliability are lower as around .4-.6.

Once Cronbach's Alpha reliability was measured, the regression and correlation analysis can be performed as demonstrated in the table 4.12 below.

Table 4.12 Correlation Analysis Result

Descriptive Statistics

	n	Minimum	Maximum	Mean	Std. Deviation
Proneness	120	1.00	5.00	3.7500	.74504
Price consciousness	120	1.00	5.00	3.7167	.65058
Quality consciousness	120	1.00	5.00	3.2750	.69902
Brand consciousness	120	1.00	5.00	3.3861	.82785
Power of influencers	120	1.00	5.00	3.1500	.81059
Distribution Channels	120	1.00	5.00	2.7250	.93452
Package	120	1.00	5.00	3.0458	.97445
Country of origin	120	1.00	5.00	3.1833	.93470
Purchase intention	120	1.00	5.00	2.9583	.89251
Valid n (listwise)	120				

CHAPTER V

SUMMARY, RECOMMENDATION AND LIMITATION

5.1 Summary and Recommendation

As the fast growing market of Thai cosmetics and personal care, it is a great opportunity for business owners of private label brand of skincare products who need to catch this opportunity for business success. According to the factors that consumers will take into consideration when making decision to purchase private label brand of skincare products, price consciousness, quality consciousness, brand consciousness, power of influencers, distribution channels, package, and country of origin, only some of these factors that have relationship with purchase intention of Thai women towards private label brand of skincare products.

Thai women considered price as one of the important factors that have an impact on their purchase decision including with quality of the products. Even they prefer to purchase products at a cheaper price, they still need good quality products. Furthermore, on the assumption, Thai women prefer to purchase well-known and international brand of skincare products. However, blogger reviews on the Internet or celebrities' reviews can influence them to purchase private label brand of skincare products. Based on the hypotheses, Thai women will purchase skincare products from nearby retail stores and via online which a nice package design of the products can induce them to purchase.

From the research findings, there are only four factors that influence Thai women to purchase private label brand of skincare products which are price consciousness, quality consciousness, distribution channels, and country of origin. Other factors do not have much relationship with their purchase intention. Interestingly, even Thai women considered on price, quality, and country of origin as mentioned in hypotheses, they are less likely to purchase skincare products via online. They prefer to purchase skincare products at nearby retail stores. Therefore, private label brand of skincare products manufacturers or business owners should make use of

overseas-originated ingredients. Doing public relations and marketing is one of the alternatives. Once Thai women realize that such private label brand of skincare products are partially related to overseas and having a good quality at a cheaper price, their purchase intention will increase. Moreover, the vendors can expand the distribution channels to retail chain stores in order to increase sales volume. To conclude, hypotheses 1, 2, 5, and 7 are accepted.

5.2 Limitation and Further Study

A larger group sampling can be collected. As there is only a small group of sample size was gathered, 120 set of questionnaires. It might not represent all of Thai women purchase intention towards private label brand of skincare products. Moreover, within the time constraint, a small number of surveys could be distributed and collected. If there were more time, more number of surveys would distributed to reflect a clearer view of Thai women purchase intention towards private label brand of skincare products. Besides, interview and focus group could be conducted to get consumers' insight. Furthermore, the researcher was faced the limitation with Cronbach's Alpha values in the analysis. The results shown that the Cronbach's Alpha values are not enough to proceed factor analysis as wish. Then, the researcher reconsidered and get through it by utilized reliability, correlation, and regressions analysis accordingly.

Regarding to further study, a researcher could conduct a research on each significant variables in more depth or other potential variables. For price consciousness, a researcher could study more whether a higher price of private label brand of skincare products is still significant when they became customer already. Moreover, a researcher could study deeper to explore the potential distribution channels for private label brand of skincare products. Nevertheless, more variables could be study to illustrate whether there is a correlation between those variables and purchase intention of private label brand of skincare products.

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Table 4.11 Reliability (cont.)

Item Statistics

	Mean	Std. Deviation	n
I will purchase private label brand of skincare products	2.97	.943	120
I will recommend others to purchase private label brand of skincare products	2.95	.915	120

Cronbach's Alpha is utilized to measure an internal consistency of the data in which to see how closely related a set of items and to measure the scale reliability (UCLA, 2016). However, the reliability coefficient more than .7 is considered as acceptable in research analysis. According to the table 4.11, factors that have a higher reliability are quality consciousness, brand consciousness, package, and dependent variable as purchase intention while other constructs' reliability are lower as around .4-.6.

Once Cronbach's Alpha reliability was measured, the regression and correlation analysis can be performed as demonstrated in the table 4.12 below.

Table 4.12 Correlation Analysis Result

Descriptive Statistics

	n	Minimum	Maximum	Mean	Std. Deviation
Proneness	120	1.00	5.00	3.7500	.74504
Price consciousness	120	1.00	5.00	3.7167	.65058
Quality consciousness	120	1.00	5.00	3.2750	.69902
Brand consciousness	120	1.00	5.00	3.3861	.82785
Power of influencers	120	1.00	5.00	3.1500	.81059
Distribution Channels	120	1.00	5.00	2.7250	.93452
Package	120	1.00	5.00	3.0458	.97445
Country of origin	120	1.00	5.00	3.1833	.93470
Purchase intention	120	1.00	5.00	2.9583	.89251
Valid n (listwise)	120				

Correlations

		Proneness	Price consciousness	Quality consciousness	Brand consciousness	Power of influencers	Distribution Channels	Package	Country of origin	Purchase intention
Proneness	Pearson Correlation	1	.546**	.038	.217*	.457**	.327**	.346**	.235**	.437**
	Sig. (2-tailed)		.000	.680	.017	.000	.000	.000	.010	.000
	n	120	120	120	120	120	120	120	120	120
Price consciousness	Pearson Correlation	.546**	1	.199*	.319**	.288**	.260**	.246**	.171	.450**
	Sig. (2-tailed)	.000		.029	.000	.001	.004	.007	.061	.000
	n	120	120	120	120	120	120	120	120	120
Quality consciousness	Pearson Correlation	.038	.199*	1	.418**	.311**	.314**	.152	.383**	.102
	Sig. (2-tailed)	.680	.029		.000	.001	.000	.097	.000	.270
	n	120	120	120	120	120	120	120	120	120
Brand consciousness	Pearson Correlation	.217*	.319**	.418**	1	.443**	.108	.089	.453**	.210*
	Sig. (2-tailed)	.017	.000	.000		.000	.242	.334	.000	.022
	n	120	120	120	120	120	120	120	120	120
Power of influencers	Pearson Correlation	.457**	.288**	.311**	.443**	1	.576**	.404**	.461**	.402**
	Sig. (2-tailed)	.000	.001	.001	.000		.000	.000	.000	.000
	n	120	120	120	120	120	120	120	120	120
Distribution channels	Pearson Correlation	.327**	.260**	.314**	.108	.576**	1	.489**	.267**	.457**
	Sig. (2-tailed)	.000	.004	.000	.242	.000		.000	.003	.000
	n	120	120	120	120	120	120	120	120	120
Package	Pearson Correlation	.346**	.246**	.152	.089	.404**	.489**	1	.321**	.374**
	Sig. (2-tailed)	.000	.007	.097	.334	.000	.000		.000	.000
	n	120	120	120	120	120	120	120	120	120
Country of origin	Pearson Correlation	.235**	.171	.383**	.453**	.461**	.267**	.321**	1	.392**
	Sig. (2-tailed)	.010	.061	.000	.000	.000	.003	.000		.000
	n	120	120	120	120	120	120	120	120	120
Purchase intention	Pearson Correlation	.437**	.450**	.102	.210*	.402**	.457**	.374**	.392**	1
	Sig. (2-tailed)	.000	.000	.270	.022	.000	.000	.000	.000	
	n	120	120	120	120	120	120	120	120	120

**. Correlation is significant at the 0.01 level (2-tailed).
*. Correlation is significant at the 0.05 level (2-tailed).

Correlation and regression analysis are dealing with relationships among variables. The correlation coefficient is a measurement of linear association between two variables which values are always between -1 and +1. The values of correlation define the strength of a relationship which over .5 considered as a strong relationship. Regarding to the table 4.12 above, price consciousness, power of influencers, distribution channels, package, and country of origin are considered as having a medium positive correlation which valued between .37-.45. On the contrary, some factors as quality consciousness and brand consciousness are considered as having a low positive correlation with purchase intention valued between .10-.21.

After determining the relationship between the variables, linear and stepwise regression could perform to predict which variables that have an impact on purchase intention of Thai women towards private label brand of skincare products. The significant value of the regression is less than .05. As exhibited in the following table 4.13, factors that have the most significant valued at .002 are price consciousness and country of origin. Followed by distribution channels and quality consciousness which valued at .003 and .049 respectively. As it can be seen at beta of standardized coefficients in linear regression, distribution channels has the highest impact on purchase intention of Thai women towards private label brand of skincare products at .300. Price consciousness and country of origin, however, are being at the same rank in beta of standardized coefficients at .287. Meanwhile, other variables, brand consciousness, power of influencers, and package are not significant as their values are more than .05. They are considered as having low impact on the purchase intention of Thai women towards private label brand of skincare products respectively beta valued at .002, -.004, and .057.

Table 4.13 Linear Regression Results

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.653[a]	.427	.385	.69979

a. Predictors: (Constant), Country of origin, Price consciousness, Distribution channels, Quality consciousness, Package, Brand consciousness, Proneness, Power of influencers

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	40.434	8	5.054	10.321	.000[b]
	Residual	54.357	111	.490		
	Total	94.792	119			

a. Dependent Variable: Purchase Intention

b. Predictors: (Constant), Country of origin, Price consciousness, Distribution channels, Quality consciousness, Package, Brand consciousness, Proneness, Power of influencers

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	-.054	.476		-.114	.909	-.998	.889
	Proneness	.123	.115	.103	1.071	.287	-.105	.351
	Price consciousness	.394	.124	.287	3.173	.002	.148	.640
	Quality consciousness	-.220	.110	-.172	-1.992	.049	-.439	-.001
	Brand consciousness	.002	.102	.002	.023	.982	-.199	.204
	Power of influencers	-.004	.119	-.004	-.034	.973	-.239	.231
	Distribution channels	.287	.095	.300	3.034	.003	.100	.474
	Package	.052	.080	.057	.650	.517	-.106	.210
	Country of origin	.274	.085	.287	3.210	.002	.105	.443

a. Dependent Variable: Purchase Intention

Furthermore, stepwise regression was performed by omitted the insignificant variables as shown in table 4.14 in order to emphasize that such significant variables have an impact on the purchase intention of Thai women towards private label brand of skincare products. The stepwise regression illustrated that the strongest factor impact on purchase intention of Thai women towards private label brand of skincare products are distribution channels and price consciousness which beta valued equally at .345. Other significant factors, country of origin and quality consciousness, are valued at .316 and -.197 respectively.

Table 4.14 Stepwise Regression Results

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.457[a]	.209	.202	.79714
2	.571[b]	.326	.315	.73870
3	.621[c]	.386	.370	.70836
4	.646[d]	.417	.396	.69337

a. Predictors: (Constant), Distribution channels
b. Predictors: (Constant), Distribution channels, Price consciousness
c. Predictors: (Constant), Distribution channels, Price consciousness, Country of origin
d. Predictors: (Constant), Distribution channels, Price consciousness, Country of origin, Quality consciousness

Table 4.14 Stepwise Regression Results (cont.)

ANOVA[a]

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	19.811	1	19.811	31.178	.000[b]
	Residual	74.980	118	.635		
	Total	94.792	119			
2	Regression	30.947	2	15.474	28.356	.000[c]
	Residual	63.845	117	.546		
	Total	94.792	119			
3	Regression	36.586	3	12.195	24.305	.000[d]
	Residual	58.205	116	.502		
	Total	94.792	119			
4	Regression	39.505	4	9.876	20.543	.000[e]
	Residual	55.287	115	.481		
	Total	94.792	119			

a. Dependent Variable: Purchase intention
b. Predictors: (Constant), Distribution channels
c. Predictors: (Constant), Distribution channels, Price consciousness
d. Predictors: (Constant), Distribution channels, Price consciousness, Country of origin
e. Predictors: (Constant), Distribution channels, Price consciousness, Country of origin, Quality consciousness

Coefficients[a]

	Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	1.769	.225		7.855	.000	1.323	2.214
	Distribution channels	.437	.078	.457	5.584	.000	.282	.591
2	(Constant)	.199	.405		.491	.624	-.604	1.002
	Distribution channels	.348	.075	.365	4.643	.000	.200	.497
	Price consciousness	.487	.108	.355	4.517	.000	.273	.700
3	(Constant)	-.275	.414		-.665	.508	-1.094	.544
	Distribution channels	.290	.074	.304	3.922	.000	.144	.437
	Price consciousness	.449	.104	.327	4.316	.000	.243	.655
	Country of origin	.243	.073	.255	3.352	.001	.100	.387
4	(Constant)	.162	.442		.367	.714	-.713	1.038
	Distribution channels	.329	.074	.345	4.438	.000	.182	.476
	Price consciousness	.474	.102	.345	4.631	.000	.271	.676
	Country of origin	.302	.075	.316	4.030	.000	.153	.450
	Quality consciousness	-.251	.102	-.197	-2.464	.015	-.453	-.049

a. Dependent Variable: Purchase Intention

If the entrepreneurs or business owners of private label brand of skincare products need to attract more consumers, they should consider about distribution channels, price of the products, country of origin, and quality of the products. Regarding to the research results, Thai women's purchase intention towards private label brand of skincare products is influenced by those factors. The business owners can set the price as cheap as possible while maintaining the good quality of the products since price is important to them when making decision to purchase skincare products. Moreover, the distribution channels can increase the sales volume since Thai women consider purchasing skincare products more at nearby retail stores. As well as, country of origin of the products can influence their purchase intention since Thai women believe that overseas products have a better quality. In this case, the manufacturers can do marketing that such products have an overseas ingredients or manufactured in abroad in order to persuade them to purchase.

APPENDICES
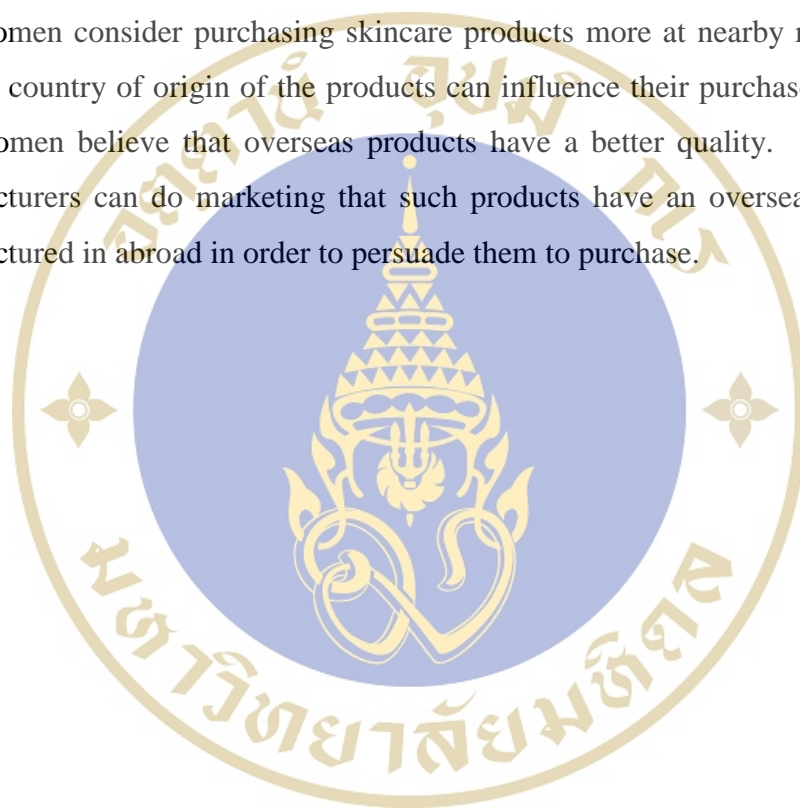
APPENDIX A

Questionnaire

"Factors that Influence Thai Women to Purchase Private Label Brand of Skincare Products"

ปัจจัยที่มีผลต่อการเลือกซื้อผลิตภัณฑ์ดูแลผิวตราสินค้าเฉพาะ (Private Label Brand) ของผู้หญิงไทย

This questionnaire has been developed by Mahidol University's International Student to be used for Thematic Study. All of the information given by respondents will be treated with high confidentiality and the given information will be used for educational purpose only. Please complete all questions truthfully by selecting the answers you prefer or fit with your opinion.

แบบสอบถามนี้เป็นส่วนหนึ่งของการศึกษาในระดับปริญญาโท ภาควิชาการจัดการการตลาด วิทยาลัยการจัดการ มหาวิทยาลัยมหิดล ข้อมูลที่ได้จากการทำแบบสอบถามทั้งหมดจะถูกเก็บเป็นความลับและนำมาใช้เพื่อประกอบ การศึกษาในครั้งนี้เท่านั้น กรุณาตอบคำถามทั้งหมดโดยเลือกคำตอบที่ตรงกับความเห็นของท่านมากที่สุด

Part 1 : Proneness to Skincare

	Strongly disagree (1) ไม่เห็นด้วย มากที่สุด	Disagree (2)	Neutral (3)	Agree (4)	Strongly agree (5) เห็นด้วย มากที่สุด
I use skincare products regularly ฉันใช้ผลิตภัณฑ์ดูแลผิวเป็น ประจำ					

Part 1 : Proneness to Skincare

	Strongly disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly agree (5)
I believe by using skincare products regularly will help improve my image and personality ฉันเชื่อว่าการใช้ผลิตภัณฑ์ดูแลผิวเป็นประจำจะช่วยให้ภาพลักษณ์และบุคลิกภาพของฉันดีขึ้น					
I purchase private label brand of skincare products ฉันซื้อผลิตภัณฑ์ดูแลผิวตราสินค้าเฉพาะ (Private Label Brand)					

Part 2 : Price Consciousness

	Strongly disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly agree (5)
Price of skincare is important to me when making decision to purchase ราคาของผลิตภัณฑ์ดูแลผิวสำคัญสำหรับฉันเมื่อต้องตัดสินใจเลือกซื้อ					
I perceive high price of skincare product conveys to high quality ฉันรับรู้ว่าราคาที่สูงของผลิตภัณฑ์ดูแลผิวสื่อถึงคุณภาพสูงของผลิตภัณฑ์					

Part 2 : Price Consciousness

	Strongly disagree (1)	**Disagree (2)**	**Neutral (3)**	**Agree (4)**	**Strongly agree (5)**
From my perception, a good quality skincare product does not need to have high price ในความเห็นของฉัน ผลิตภัณฑ์ดูแลผิวที่มีคุณภาพดี ไม่จำเป็นต้องมีราคาสูง					

Part 3 : Quality Consciousness

	Strongly disagree (1)	**Disagree (2)**	**Neutral (3)**	**Agree (4)**	**Strongly agree (5)**
Private label brand of skincare products are not having good quality ผลิตภัณฑ์ดูแลผิวตราสินค้าเฉพาะมีคุณภาพไม่ดี					
Private label brand of skincare products are imitate the branded ones ผลิตภัณฑ์ดูแลผิวตราสินค้าเฉพาะเลียนแบบสินค้ามียี่ห้อ					
I do not buy private label brand of skincare products due to its quality ฉันไม่ซื้อผลิตภัณฑ์ดูแลผิวตราสินค้าเฉพาะเนื่องจากคุณภาพของสินค้า					

Part 4 : Brand Consciousness

	Strongly disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly agree (5)
Only well-known skincare brand can offer the best products ผลิตภัณฑ์ดูแลผิวที่ดีที่สุดเป็นยี่ห้อที่มีชื่อเสียงเท่านั้น					
I prefer to purchase branded skincare products ฉันเลือกที่จะซื้อผลิตภัณฑ์ดูแลผิวที่มียี่ห้อมากกว่า					
I do not mind paying more to get branded skincare products ฉันไม่สนใจถ้าจะต้องจ่ายมากกว่าเพื่อซื้อผลิตภัณฑ์ดูแลผิวที่มียี่ห้อ					

Part 5 : Power of Influencers

	Strongly disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly agree (5)
I will seek for advice only from my friends and family when I need to purchase skincare products เมื่อต้องซื้อผลิตภัณฑ์ดูแลผิว ฉันถามความเห็นและคำแนะนำจากเพื่อนและครอบครัวเท่านั้น					
Blogger reviews can influence me to purchase skincare products คำวิจารณ์จากบล็อกเกอร์สามารถชักจูงให้ฉันซื้อผลิตภัณฑ์ดูแลผิวนั้นๆ ได้					

Part 5 : Power of Influencers

	Strongly disagree (1)	**Disagree (2)**	**Neutral (3)**	**Agree (4)**	**Strongly agree (5)**
Celebrities can influence me to purchase skincare products ผู้มีชื่อเสียงสามารถชักจูงให้ฉัน ซื้อผลิตภัณฑ์ดูแลผิวนั้นๆ ได้					

Part 6 : Distribution Channels

	Strongly disagree (1)	**Disagree (2)**	**Neutral (3)**	**Agree (4)**	**Strongly agree (5)**
I prefer to purchase skincare products from nearby retail stores ฉันเลือกซื้อผลิตภัณฑ์ดูแลผิว จากร้านค้าปลีกใกล้เคียง มากกว่าจากแหล่งอื่น					
I prefer to purchase skincare products via online ฉันเลือกซื้อผลิตภัณฑ์ดูแลผิว ออนไลน์มากกว่าจากแหล่งอื่น					

Part 7 : Package

	Strongly disagree (1)	**Disagree (2)**	**Neutral (3)**	**Agree (4)**	**Strongly agree (5)**
Package design can induce me to purchase skincare products รูปแบบบรรจุภัณฑ์ สามารถชัก จูงให้ฉันซื้อผลิตภัณฑ์ดูแลผิว นั้นๆ ได้					

Part 7 : Package

	Strongly disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly agree (5)
I purchase private label brand of skincare products because of its attractive package design ฉันซื้อผลิตภัณฑ์ดูแลผิวตราสินค้าเฉพาะเนื่องจากการออกแบบบรรจุภัณฑ์ที่น่าดึงดูด					

Part 8 : Country of Origin

	Strongly disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly agree (5)
I believe skincare products manufactured overseas have a better quality than the private brand ones ฉันเชื่อว่าผลิตภัณฑ์ดูแลผิวที่ผลิตในต่างประเทศมีคุณภาพดีมากกว่าสินค้าตราเฉพาะ					
I believe using skincare products manufactured overseas can imply my social status ฉันเชื่อว่าการใช้ผลิตภัณฑ์ดูแลผิวที่ผลิตในต่างประเทศสามารถสื่อถึงสถานะทางสังคมของฉันได้					

Part 9 : Purchase Intention

	Strongly disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly agree (5)
I will purchase private label brand of skincare products ฉันจะซื้อผลิตภัณฑ์ดูแลผิวตราสินค้าเฉพาะ					

Part 9 : Purchase Intention

	Strongly disagree (1)	**Disagree (2)**	**Neutral (3)**	**Agree (4)**	**Strongly agree (5)**
I will recommend others to purchase private label brand of skincare products ฉันจะแนะนำให้คนอื่นซื้อ ผลิตภัณฑ์ดูแลผิวตราสินค้า เฉพาะ					

Part 10 : Demographics

1. What is your gender? เพศ

   ☐ Male ชาย

   ☐ Female หญิง

2. Age อายุ

   ☐ 20-25 years
   ☐ 26-30 years
   ☐ 31-35 years
   ☐ 36-40 years

3. What is your level of education? ระดับการศึกษา

   ☐ High school มัธยมศึกษา

   ☐ Bachelors ปริญญาตรี

   ☐ Masters ปริญญาโท

   ☐ PhD ปริญญาเอก

4. What is your income? รายได้ต่อเดือน

☐ Less than 15,000 THB

☐ 15,000-20,000 THB

☐ 20,001-25,000 THB

☐ 25,001-30,000 THB

☐ 30,001-35,000 THB

☐ 35,001-40,000 THB

☐ More than 40,000 THB

5. What is your occupation? อาชีพ

☐ Employee พนักงานบริษัท

☐ Business Owner เจ้าของธุรกิจ

☐ Government Employee พนักงานราชการ

☐ Students นักเรียน/นักศึกษา