

**THE FACTORS THAT INFLUENCE THAI CUSTOMERS'
BUYING BEHAVIOR OF COSMECEUTICAL PRODUCTS**



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entitled
**THE FACTORS THAT INFLUENCE THAI CUSTOMERS'
BUYING BEHAVIOR OF COSMECEUTICAL PRODUCTS**

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ABSTRACT

Nowadays people are more concerned about their appearance, people then seek for a kind of product that is not harmful but can help improve their skin appearance and health cosmeceuticals have become more popular This research aims to find out what are the factors that influence Thai consumers' buying behavior of cosmeceutical products. This research adopted questionnaires target on Thai people age between 18-60 and collected total of 99 respondents.

The findings of this research shows the high percentage on influencers, price is the factor Thai people concern the most followed by product, promotion and place respectively. And for planned behavior; perceived behavioral control is the factor Thai people agree that it is the most affected important on how they intend to purchase cosmeceutical products once they know that they can afford the product, followed by Attitude toward the product and Subjective Norms, respectively.

KEY WORDS: Cosmeceutical/ Thailand/ Buying Behavior

40 pages

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CHAPTER I

INTRODUCTION

1.1 Background

Nowadays people are more concerned about their appearance. “Only 7% of their impression of you is based on what you say, 38% on how you say it, and a massive 55% on their appearance” (Jake Gourd, (2006, April) Judging by Appearances Retrieved from <http://EzineArticles.com/171835>). The first impression matters. Sadly, many people in Thai society judge another by appearance. For example, if you are a candidate for a job interview and you have a same qualification and experiences, appearance might become one of the major decision making factors. You might or might not get that job depending on your appearance. Nowadays, people seek for a kind of product that is not harmful but can help improve their skin appearance and health. Besides that, invasive technique such as plastic surgery or laser treatment, using or taking medicine, cosmeceuticals is one of the alternative choices. But what really influence them to choose these products and methods?

Cosmeceuticals are skin care products such as anti-aging, moisturizing cream, sunscreen lotion, facial cleanser and whitening products group that “have or claim to have medicinal properties” (Dr. L.H. Hiranandani College of Pharmacy, (2015, February) Herbal Cosmetics and Cosmeceuticals Retrived from <https://www.omicsonline.org/open-access/herbal-cosmetics-and-cosmeceuticals-an-overview-2329-6836-1000170.php?aid=42140>). Recently, cosmeceuticals with natural ingredients have become more popular, natural cosmeceutical products that are made from natural extract ingredients without odor, coloring, stabilizer and add-on ingredients. The term cosmeceuticals was first mentioned by DR. Albert M. Klingman a US dermatologist in 1970’s. In Thailand cosmeceuticals was first used among medical professionals. Words with similar meaning as cosmeceuticals are dermoceuticals, performance cosmetics, functional cosmetics and active cosmetics. Even though “The Federal Food, Drug, and Cosmetic Act (FD & C Act) does not recognize the term "cosmeceutical," the cosmetic industry uses this

word to refer to cosmetic products that have medicinal or drug-like benefits.” (U.S. Food and Drug Administration, (2017, June) cosmeceutical Retrieved from <https://www.fda.gov/cosmetics/labeling/claims/ucm127064.htm>). So the word cosmeceuticals came from cosmetics plus pharmaceuticals. In Thailand, products that are called cosmeceuticals exaggerate their functions of actions or efficiency over social media and advertisement. Still what influences people to make purchase of cosmeceutical products? Is it the benefits of everyday use? Is it just a fashion trend? Is it cost-effectiveness? Is it better compared with regular cosmetic? Whatever the answers of those questions may be, the market for cosmeceuticals is growing fast, so it is important to gather more information.

In Thailand, cosmeceutical products are widely used among all ages since newborn, children, teenagers, office workers and in elder age. It is easy to find and get cosmeceutical products which are available at mostly all pharmacies. In Thailand pharmacy is like 7-11 convenient store that exist everywhere and make it easy for customers to access to the products. Dozens of cosmetic companies turn their business to focus more on cosmeceuticals. Brands that available and well-known in Thailand are such as Eucerin, Vichy, Physiogel, La Roche-Posay, Cetaphil and local brand, such as beauty clinic's brands (Nitipon, Wuttisak, Pharmapure). The objective of this study is mainly to explore the underlying motives of consumers purchasing cosmeceutical products in Thailand.

1.2 Research Objective and Scope

The purpose of this study is to examine the factors influencing consumer buying behavior of cosmeceutical products. The scope of the study is limited to Thai people aged between 18-60 years old who had once purchase cosmeceutical products in Thailand. The study conducts quantitative research by distributing the online questionnaire. The total sample size will be approximately 70 respondents.

1.3 Expected Benefits

The finding of this study might be beneficial

1. To better understand the factors influencing customer behavior toward cosmeceutical products in Thailand,
2. To use the data to help cosmeceutical brands strengthen their business,
3. To use as basic knowledge for those who want to start-up their own cosmeceuticals business.



CHAPTER II

LITERATURE REVIEW

From a survey conducted among men groups aged between 18 to more than 65 years old, on the most attractive parts of the women's body "men rated a women's face as her most attractive feature at a massive of 46%." (DrFelix, 2016). One of the reason people care about their look is that the society has changed the way people are judged. There are many ways of appearances improvement, for example, wearing make-up, plastic surgery, laser treatment, cosmeceuticals use, pharmaceutical use, and etc. Walters (1974) provides a definition of the term "consumer" by stating that "A consumer is an individual who purchases, has the capacity to purchase, goods and services offered for sale by marketing institutions in order to satisfy personal or household needs, wants, or desires." This research will mainly focus on factors that influence Thai consumers' buying behavior of cosmeceutical products. To find out factors that can influence Thai consumers' in terms of decision-making for buying behavior of cosmeceutical products, there are theories and related literature to support this topic and they are reviewed below.

2.1 Perception of Price, Quality and Value

There are some basic factors that affect the perception of customers on products. The customers' decision-making is based on acceptable price, good quality and expected value of purchase product. These three factors will be evaluated for individual customers to perfectly fit their needs. There are some related concepts to quality and value like perceived utility and worth. In modeling the consumer decision making process, the use of hierarchy level of benefits is necessary. From a chain of benefits to a concept called the "emotional payoff" (Young & Feigen, 1975), customers' perception will be as follow steps: functional benefit, practical benefit and emotional payoff. Customers might pay for a high-price product if it meets their emotional expectation and personal perception.

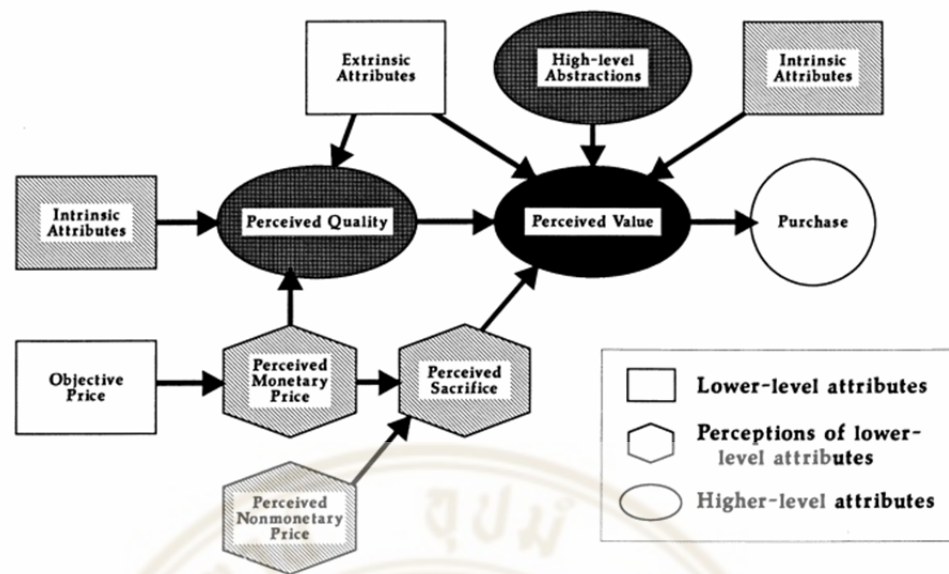


Figure 2.1 A Means-End Model Relating to Price, Quality, and Value

Source: Valarie A. Zeithaml, Journal of Marketing, Vol. 52, No. 3 (Jul., 1988)

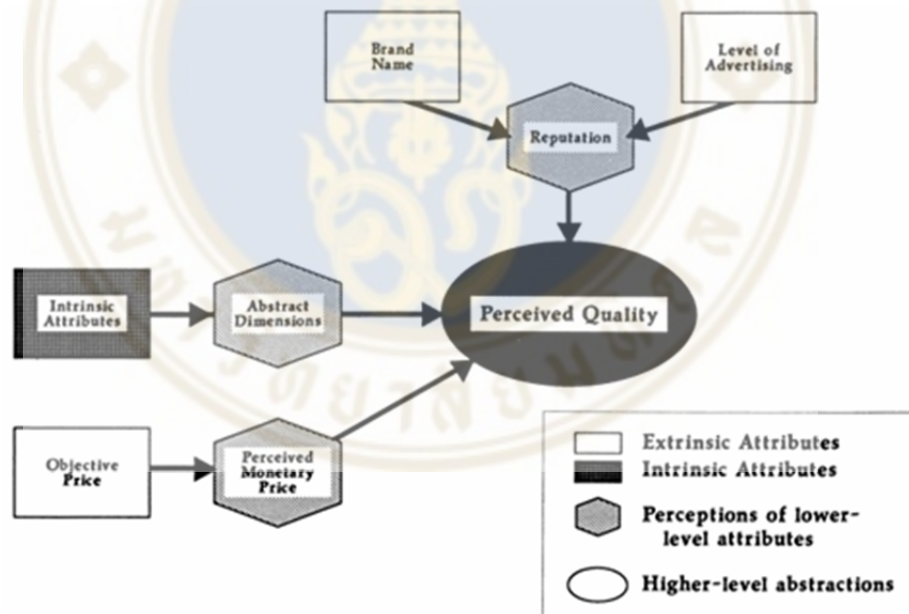


Figure 2.2 The Perceived Quality Component

Source: Valarie A. Zeithaml, Journal of Marketing, Vol. 52, No. 3 (Jul., 1988)

As mentioned above, price, quality and value are to be considered. The most influential one may be value that drives consumers to either spend or not spend their money. The product which has value added on to their perception will likely be

purchased such as brand-awareness from good marketing, brand reputation, functionality, packaging, etc. Customers' purchase decision is not only based on one factor but many factors are also influencing their judgement.

2.2 Theory of Planned Behavior (TPB)

The Theory of Planned Behavior (TPB) was proposed by Icek Ajzen (1985). The TPB was intended to illustrate about the linkage of beliefs and behavior, and the factors impacting consumer behavior. The theory helps to understand how behavior of consumer can change. It differentiates between 3 types of beliefs; behavioral beliefs, normative beliefs, and control beliefs. The attitude toward the behavior, subjective norm and perceived behavioral control are the 3 main constructs for the consideration of the behavior performing outcome. Whereas intention indicates the level of engagement on how strong and likely the behavior will be performed.

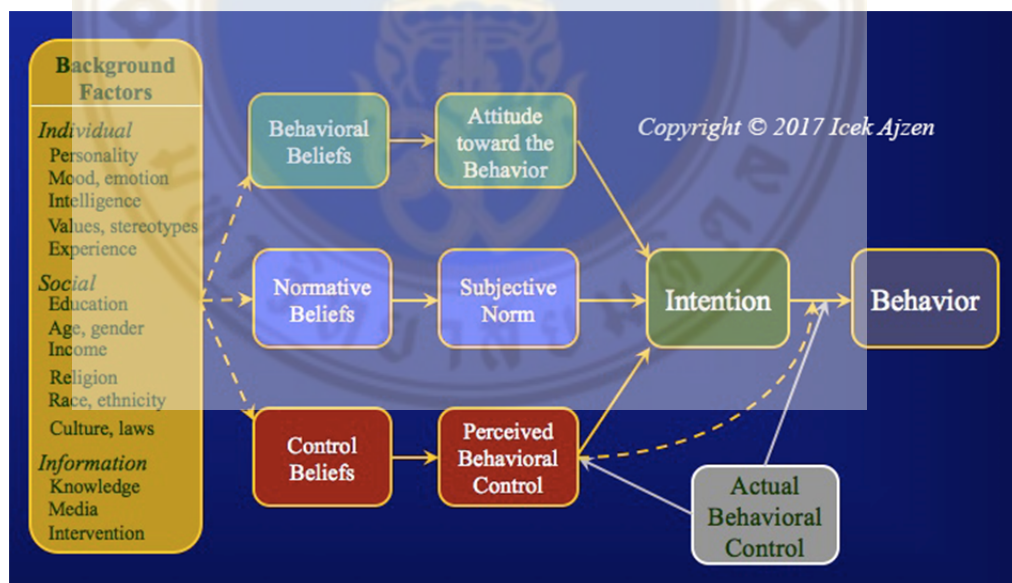


Figure 2.3 Theory of Planned Behavior

Source: <http://people.umass.edu/aizen/tpb.background.html>

1. Attitude toward the Behavior: positive or negative settled way of Individual thinking according to the expectation towards a behavior
2. Subjective Norm: scope of individuals' beliefs that mostly relies on those who are important to them such as parents, siblings, friends, role model, etc.
3. Perceived Behavioral Control: Individuals' perception of their own ability to engage in a particular behavior

2.3 Marketing Mix (4P's)

2.3.1 Product

The study showed that consumers will likely choose to purchase products of the brand that firstly come to their mind. Marketing activity can enhance consumers' brand awareness and maintain it as well (Gowri, S. & N.G.P, 2012). The result on the study stated that brand awareness, perceived quality and brand loyalty are significantly related and has positive effect on purchase intention (Hsin, K.C., Huery, R.Y. & Ya, T.Y., 2009).

2.3.2 Price

A study conducted on Hungarian supermarket shoppers showed that they are more aware on price significantly than promotion, and price is the top priority the shoppers concerned about (Kenesei, Z. & Todd, S., 2003). Price and value should be related and set suitably toward consumer perception. So, the consumers might be willing to pay higher price for products that they perceive to be of high value.

2.3.3 Place

The easier the consumer can access the products, the more likely products will be sold, as some products might come across their eyes and draw attention. Store location, convenience and travelling time are the main factors influencing customers' store choice (Jaravaza, D.C. & Chitando, P., 2013)

2.3.4 Promotion

The study showed that both promotion which put on price discount in dollars and in percentage on high-price products and low-price products, respectively, people tend to buy more. Price promotions also change customers' purchase decision which is good for boost sales (Shin-Fen, S.C., Kent, B.M. & Yung-Chien, L., 1998)

2.4 Conceptual framework

From the theory and literature review above, I hypothesize that all of the factors which are perception of price, quality, value, planned behavior; attitude toward the behavior, subjective norm, perceived behavioral control and marketing mix (4P's) could have impact on consumer behavior for selecting and purchasing cosmeceutical products. The following model shows the conceptual framework that will be used in this study.

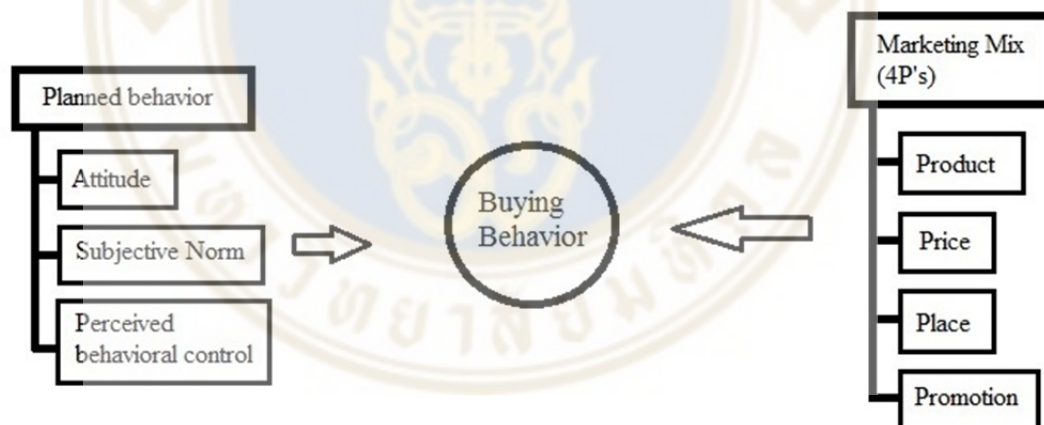


Figure 2.4 Model of factors influences buying behavior of cosmeceutical products

2.5 Gaps in Literature

Although past studies covered many factors that influence consumer behavior, many gaps still exist in the literature. Most research on Thai consumers used qualitative approach and the topic is focused on men purchasing skincare products (Jidanan, 2014) and parents purchasing organic skincare products for babies (Kesarin, 2015), with both

studies having focus groups only in Bangkok. Many studies about skincare products were also conducted outside Thailand. In addition, this research will use quantitative data collection that will not focus only on people in Bangkok but also people who live in every part of Thailand. Therefore, this study will help us describe and understand more on the factors that influence Thai consumer buying behavior on cosmeceutical products. It is also useful for those who interested in cosmeceuticals and the cosmeceutical companies to consider these factors for boosting sales and future marketing campaigns.



CHAPTER III

RESEARCH METHODOLOGY

This key research goals are to determine the factors influencing customers' buying behavior on cosmeceutical products in Thailand and to describe the customers' ideas, beliefs and values from those who have experience using the products before. The research methodology of this study will be quantitative approach

3.1 Research Design

The survey for this research is divided into five sections which are background information, cosmeceuticals purchasing behaviors, awareness towards cosmeceutical brands, marketing mix factors, and influencing purchase intention factors.

1. Part A: Background information
 - Gender
 - Age
 - Education qualification
 - Monthly income
 - Current job
2. Part B: Awareness towards cosmeceutical brands: The question is to assess customers' awareness of cosmeceutical brands, providing brand logos for ease of recognition.
3. Part C: Cosmeceuticals purchasing behavior
 - Which types of cosmeceutical products do you use?
 - What are the influence factors affecting your decision toward purchasing cosmeceutical products?
 - How often do you purchase cosmeceutical products?
 - How many cosmeceutical products do you buy each month?
 - How much do you usually spend on each cosmeceutical product?
 - How much do you spend on cosmeceutical products typically each month?

4. Part D: Marketing mix factors: The research questions in this part are asking customers to circle level of importance to identify each single factor that affect their purchasing behavior on cosmeceutical products, which consist of product factor, price factor, place factor, and promotion factor respectively (using Likert response scales).

The result will be beneficial for marketing analysis. The survey information will be analyzed with the SPSS program and will show the relation between each variable. This finding will help create more understanding on consumers' purchasing behavior of cosmeceutical products in Thailand.

5. Part E: Influencing purchase intention factors: This part of research questions will also use Likert scale on level of agreement to measure attitudes, subjective norms and perceived behavioral controls for cosmeceutical products.

3.2 Data Collection Methodology

3.2.1 Population

The research population will be focused on Thai people aged between 18 to 60 years old, who has experience purchasing cosmeceutical products. The questionnaire will be able to access online via Google forms. The target population should be able to use internet and have access to the questions. This research does not limit gender, income, education level and current job of the respondents.

3.2.2 Sampling

In this research, the sampling group will be randomized as the Google form (survey questions) URL will be posted on Facebook page publicly and online in a group chat. Everyone who did not match the criteria (age range between 18 to 60 years old) will be screened out before analyzing the data. The number of respondents should not be less than 70 and at least 30 of each male and female for demographic comparisons. This research uses an online closed-ended questionnaire to provide the respondents convenience, make it easier to collect data and quicker to access the survey.

3.2.3 Data Collection

The data collection will conduct with the online closed-ended questionnaire that will cover all frameworks which is separated into 5 parts: Introduction, Demographic question, Screening question, General Question, and Specific question respectively.

- Introduction is the first part that will explain the objective of the survey and estimated time using to complete the questionnaire.
- Demographic questions will collect the general information such as age, gender, education qualification, monthly income and current job. The purpose of the questions is to find out the relationship between demographics, behavior and variables that affects purchasing behavior on cosmeceutical products of customers' in Thailand.
- Screening question is to help selected only the research target group who are aged between 18 to 60 years old.
- General questions will explore research target behavior of purchasing cosmeceutical products and also help find out how variable factors affect purchase behavior of the respondents such as influencers and brand awareness.
- Specific questions will be separated into two parts, both will help explore deeper in details covered in research framework. The first part will ask about marketing mix (4P's) factors and will be measured by Likert scales of importance. The questions are covering 4 main variables which are product, price, place and promotion. Another part will explore on 3 main factors; attitude, subjective norms and perceived behavioral control. The question design will be determined by Likert scale of agreement.

The online questionnaire will be posted on social networks such as a Facebook page and Line group chat to seek out the research target respondents. Total number of respondents will be approximately 70 or more.

3.3 Data Analysis

This research will analyze the data by Statistical Package for Social Sciences (SPSS) methods. To find the relation of variables for the research topic, these following methods will be used: Descriptive Frequencies analysis, Correlation and multiple regression. The Descriptive Frequencies analysis is used to summarize the demographic data, brand

awareness and purchasing behavior of the respondents. Then, correlation and multiple regression analysis are used to find out the relationship between variables and nominal data.



CHAPTER IV

FINDINGS AND DISCUSSION

This chapter analyses the data from the online survey. The chapter presents the results of the findings of this study. In the data collection process, a total of 101 responses have been collected. There were two responses that did not meet the criteria, as both of the respondents are over 60 years old. These two responses have been removed and are not used for the study. The remaining data will be only 99 respondents from the reason given above. This paper sets the significance level at 0.05.

4.1 Demographic Results (Part A)

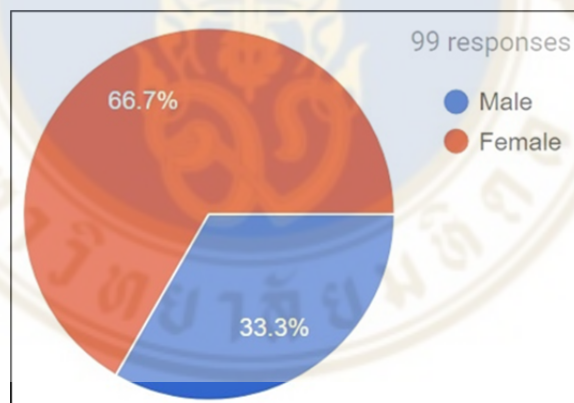


Figure 4.1 Gender

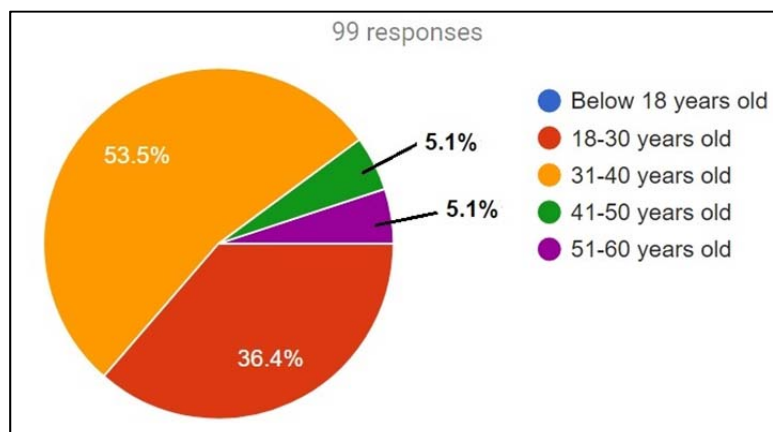


Figure 4.2 Age

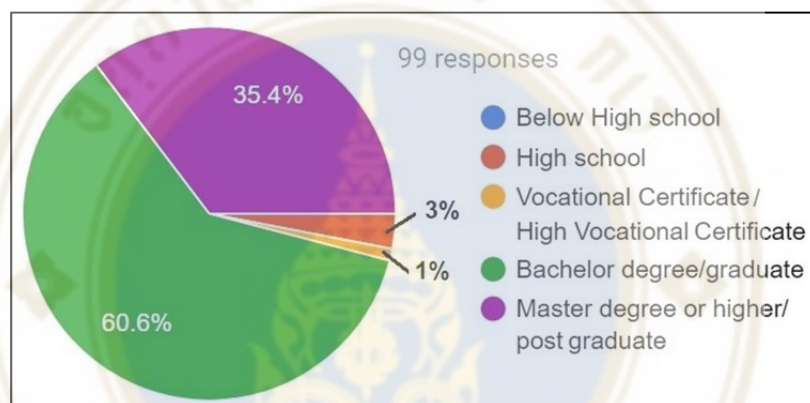


Figure 4.3 Education Level

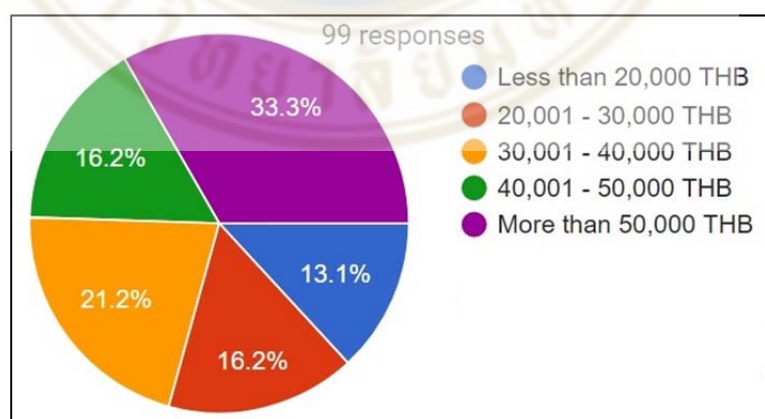


Figure 4.4 Income

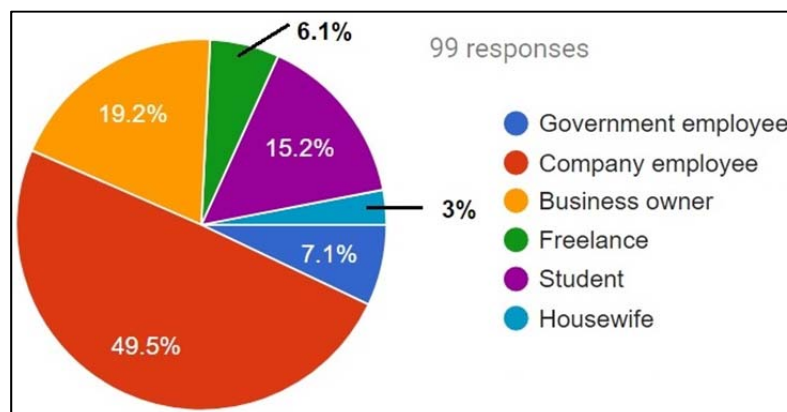


Figure 4.5 Occupation

From figure 4.1 to 4.5 show demographic information about gender, age, education level, income and occupation from 99 respondents.

Figure 4.1 shows that the most of the respondents which is 66.7% are female (66 female) and 33.3% are male (33 male).

Figure 4.2 shows the respondents' age which mostly are aged between 31-40 years at 53.5% follow by 18-30 years at 36.4%, 41-50 years and 51-60 years are equally at 5.1%.

Figure 4.3 shows education level which Bachelor degree respondents came first with 60.6% follow by Master degree at 35.4%, only 3% of High School and 1% of Vocational/High Vocational Certificate.

Figure 4.4 shows that the majority of the respondents' income is more than 50,000 baht at 33.3%, 30,001-40,000 baht at 21.2%, 20,001-30,000 baht and 40,001-50,001 baht are at 16.2% equally and less than 20,000 baht at 13.1%

Figure 4.5 shows that most of the respondents are company employees at 49.5% follow by business owner, student, government employee, freelance, and housewife.

4.2 Brand Awareness and Purchasing Behavior (Part B and Part C)

From the data collection, to describe as a descriptive analysis, the results show that cosmeceuticals' brands the respondents most often rate as being among the five with the highest reputation are Eucerin and Smooth E. Moreover, respondents also recognized Cetaphil, La Roche-Posay and Physiogel.

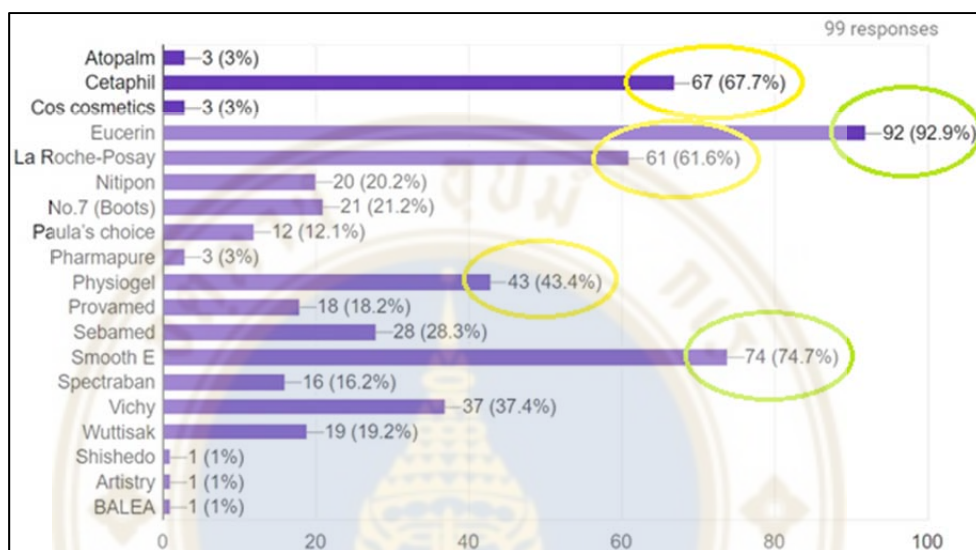


Figure 4.6 Top 5 of Cosmeceuticals' brand awareness

Cleanser products at 80.8% and sunscreen products at 75.8% are the top two mostly purchased products, followed by anti-acne and moisturizer products at 62.6% and 61.6% respectively.



Figure 4.7 Type of Cosmeceutical products mostly purchased

Most respondent purchases are influenced by friends/colleagues, beauty bloggers and family members.

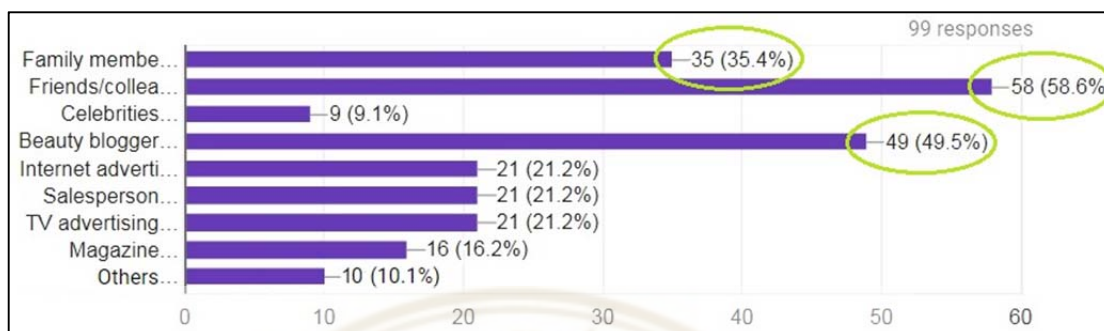


Figure 4.8 Influencing factors affecting purchase decision

The respondents mostly purchased cosmetic products once in every 2-3 months and spend between an average of 501-1,000 baht at 31.3% followed by less than 500 baht at 26.3%.

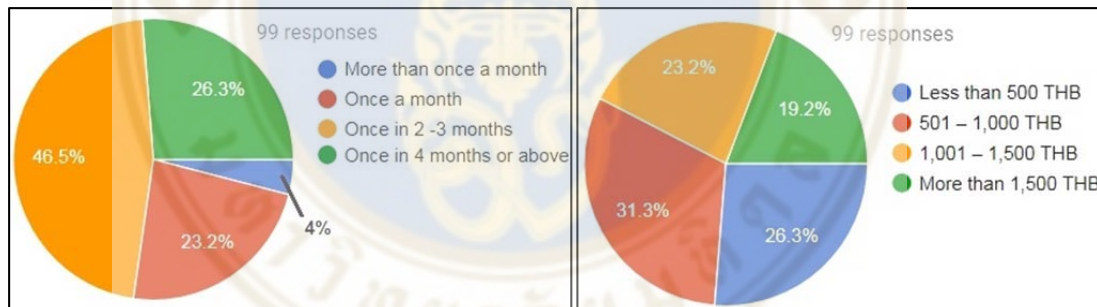


Figure 4.9 Frequency of purchased and an average spend per month

Respondents mostly bought 2-3 and less than one cosmetic products each month while spend mostly on product cost between 501-1,000 baht per piece at 32.3% followed by less than 500 baht per piece at 29.3%.

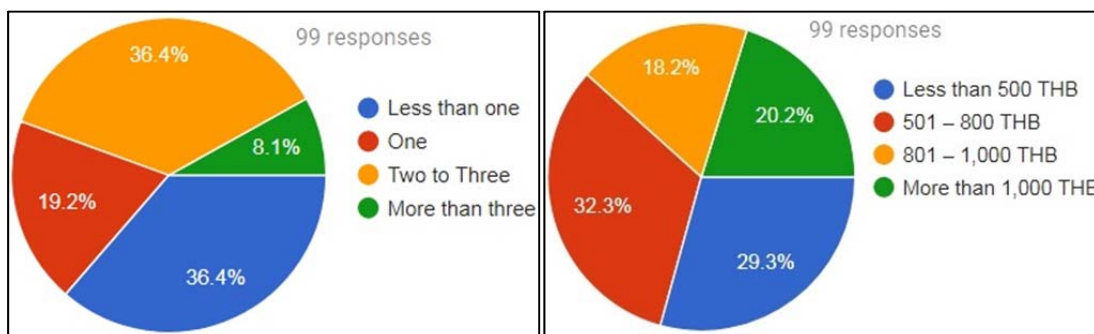


Figure 4.10 Number of products bought each month and amount spending per piece

4.3 Findings (Part D and E)

The table below shows the descriptive statistics of marketing mix factors that could influence the buying behavior of cosmeceutical products of Thai people ordered from highest to lowest mean scores.

4.3.1 Marketing mix factors

The respondents are asked to indicate the degree of importance, using a 5-point Likert scale ranging from not at all important (1) to extremely important (5). The marketing mix (4P's) factors' scores below are computed as the average score of each set of related questions (product, price, place and promotion). The factors are shown in descending order from the highest to the lowest mean score.

Table 4.1 Statistics results of marketing mix factors

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
product effectiveness	99	2	5	4.80	.534
worthwhile - quality	99	2	5	4.71	.593
clear indication of product use	99	2	5	4.33	.782
brand reputation	99	1	5	4.13	.853
worthwhile – product amount	99	2	5	4.02	.845
special discount events	99	1	5	3.98	1.000
price compare to other brands	99	2	5	3.84	.779
looking good packaging	99	1	5	3.41	.845
available in pharmacies	99	1	5	3.18	1.240
many different sizes option	99	1	5	3.17	1.161
give away product sample	99	1	5	3.10	1.083
stand-alone product shelf	99	1	5	2.88	1.100
available online	99	1	5	2.73	1.268
gift set when reach a certain amount of purchase	99	1	5	2.71	1.296
TV channel promotion	99	1	5	2.60	1.097
gift voucher (eg. face treatment massage)	99	1	5	2.33	1.125
available only at hospital	99	1	4	1.95	.962
Valid N (listwise)	99				
Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Price	99	2.67	5.00	4.1886	.52632
Product	99	2.60	5.00	3.9697	.49517
Promotion	99	1.00	4.60	2.9434	.79439
Place	99	1.00	4.50	2.6843	.84936
Valid N (listwise)	99				

According to table 4.1, the result shows that the most influential marketing mix factors is Price with the highest mean score at 4.19 followed by other factors; Product (mean = 3.97), Promotion (mean = 2.94) and Place (mean = 2.68). Furthermore, the top 3 of highest mean score are “product effectiveness” (mean = 4.80) “worthwhile - quality” (mean = 4.71) and “clear indication of product use” (mean = 4.33) respectively and the top three lowest mean score are “available only at hospital” (mean = 1.95) “gift voucher” (mean = 2.33) and “TV channel promotion” (mean = 2.60) respectively.

The data shows that Price is the most influential factor Thai people concern when they making purchase decision on cosmeceutical products followed by product, promotion and place.

4.3.2 Influencing purchase intention factors

The respondents are asked to indicate the degree of agreement, using a 5-point Likert scale ranging from strongly disagree (1) to strongly agree (5)

The Planned behavioral factors' score shown below are computed as the average score of each related set of questions (attitude, subjective norms, and perceive behavioral control). The variables and factors are shown in descending order in the table from the highest to the lowest based on their mean score.

Table 4.2 Statistics results of influencing purchase intention factors

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
You know where you can find the product you want.	99	1	5	4.20	.795
You know you can afford the cosmeceutical product.	99	1	5	4.12	.848
You know you can use cosmeceutical product every day.	99	1	5	3.93	.940
Do you believe that cosmeceutical product is more effective than cosmetic product	99	1	5	3.55	1.013
You know you can manage the unexpected adverse effect.	99	1	5	3.36	1.044
Do you believe that other products from this brand are equally good?	99	1	5	3.33	.990
If your relatives recommend you to use a specific cosmeceutical product, you will also use it.	99	1	5	3.25	.861
If your friends recommend you to use a specific cosmeceutical product, you will also use it.	99	1	5	3.11	.832
Do you believe that cosmeceutical product is more effective than pharmaceutical product?	99	1	5	3.06	1.038
Do you believe that cosmeceutical product is cheaper than cosmetic product?	99	1	5	2.70	1.054
If beauty bloggers recommend you to use a specific cosmeceutical product, you will also use it.	99	1	5	2.66	1.126
Do you believe that cosmeceutical product is cheaper than pharmaceutical product?	99	1	4	2.64	.942
If you know that your favorite actor/actress use a specific cosmeceutical product, you will also use it.	99	1	5	2.10	.995
Valid N (listwise)	99				

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Perceived Behavioral Control	99	1.00	5.00	3.9040	.69226
Attitude	99	1.00	4.60	3.0545	.71132
Subjective Norms	99	1.00	4.75	2.7803	.69919
Valid N (listwise)	99				

According to table 4.2, the result shows that the most influential purchase intention factor is Perceived Behavioral Control with the highest mean score at 3.90 followed by other factors; Attitude (mean = 3.05) and Subjective Norms (mean = 2.78). Furthermore, the top 3 of highest mean score are “You know where you can find the product you want” (mean = 4.20) “You know you can afford the cosmeceutical product.” (mean = 4.12) and “You know you can use cosmeceutical product every day.” (mean = 3.93) respectively which all of the first top 3 are in Perceived Behavioral Control factors. And the top three lowest mean score are “If you know that your favorite actor/actress use a specific cosmeceutical product, you will also use it.” (mean = 2.10) “Do you believe that cosmeceutical product is cheaper than pharmaceutical product?” (mean = 2.64) and “If beauty bloggers recommend you to use a specific cosmeceutical product, you will also use it.” (mean = 2.66) respectively.

The data shows that Perceived behavioral control is the factor Thai people agree that it is the most affected factor on how they intend to purchase cosmeceutical products followed by their attitude toward the product and subjective norms, respectively.

Table 4.3 Correlation Relationship between gender, buying frequency, amount spent and factors that influence buying behavior

		Correlations									
		Product	Price	Place	Promotion	Attitude	Subjective Norms	Perceive Behavioral Control	Gender	How often do you purchase cosmeceutical products?	How much do you spend on cosmeceutical products typically each month?
Product	Pearson Correlation	1	.466**	.462**	.593**	.303**	.268**	.294**	-.113	-.060	.043
	Sig. (2-tailed)		.000	.000	.000	.002	.007	.003	.265	.558	.669
	N	99	99	99	99	99	99	99	99	99	99
Price	Pearson Correlation	.466**	1	.096	.284**	.099	-.150	.354**	-.100	-.049	.031
	Sig. (2-tailed)	.000		.342	.004	.327	.139	.000	.325	.630	.758
	N	99	99	99	99	99	99	99	99	99	99
Place	Pearson Correlation	.462**	.096	1	.605**	.340**	.289**	.066	.015	-.060	.073
	Sig. (2-tailed)	.000	.342		.000	.001	.004	.515	.884	.553	.470
	N	99	99	99	99	99	99	99	99	99	99
Promotion	Pearson Correlation	.593**	.284**	.605**	1	.401**	.420**	.222**	.069	-.042	.052
	Sig. (2-tailed)	.000	.004	.000		.000	.000	.027	.499	.677	.606
	N	99	99	99	99	99	99	99	99	99	99
Attitude	Pearson Correlation	.303**	.099	.340**	.401**	1	.424**	.443**	.145	-.112	.148
	Sig. (2-tailed)	.002	.327	.001	.000		.000	.000	.151	.271	.143
	N	99	99	99	99	99	99	99	99	99	99
Subjective Norm	Pearson Correlation	.268**	-.150	.289**	.420**	.424**	1	.060	-.008	-.132	-.045
	Sig. (2-tailed)	.007	.139	.004	.000	.000		.555	.940	.193	.658
	N	99	99	99	99	99	99	99	99	99	99
Perceive Behavioral Control	Pearson Correlation	.294**	.354**	.066	.222**	.443**	.060	1	.298**	-.054	.177
	Sig. (2-tailed)	.003	.000	.515	.027	.000	.555		.003	.595	.080
	N	99	99	99	99	99	99	99	99	99	99
Gender	Pearson Correlation	-.113	-.100	.015	.069	.145	-.008	.298**	1	.009	.275**
	Sig. (2-tailed)	.265	.325	.884	.499	.151	.940	.003		.931	.006
	N	99	99	99	99	99	99	99	99	99	99
How often do you purchase cosmeceutical products?	Pearson Correlation	-.060	-.049	-.060	-.042	-.112	-.132	-.054	.009	1	-.249*
	Sig. (2-tailed)	.558	.630	.553	.677	.271	.193	.595	.931		.013
	N	99	99	99	99	99	99	99	99	99	99
How much do you spend on cosmeceutical products typically each month?	Pearson Correlation	.043	.031	.073	.052	.148	-.045	.177	.275**	-.249*	1
	Sig. (2-tailed)	.669	.758	.470	.606	.143	.658	.080	.006	.013	
	N	99	99	99	99	99	99	99	99	99	99

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

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

Correlation table above shows the Pearson correlations to find out the relationship between gender, buying frequency, amount spent and factors that influence buying behavior. The results show that gender has statistically significant correlation with perceived behavioral control as the p-value is smaller than 0.05. Also, there is a significant relationship between gender and amount spent on cosmeceutical products.

Between factors are some statistically significant correlations; Attitude and product, place and promotion have moderate positive correlation at 30.3%, 34.0% and 40.1% respectively. It can be interpreted that the higher the positive attitude towards product, place and promotion, the higher chance of buying the products.

Subjective norms and product and place have low positive correlation at 26.8% and 28.9% respectively while with promotion have moderate positive correlation at 42.0%. It can be interpreted that influencers will be able to influence easier when the product has been on a more attracted promotion.

Perceived behavioral control and product and promotion have low positive correlation at 29.4% and 22.2% respectively while have moderate positive correlation with price at 35.4%. This can be interpreted that the higher the respondents feel confident the higher the price they can afford.

Table 4.4 Linear Regression–Measure strength of relationship of each factor toward amount spent of cosmeceutical products

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
		1	(Constant)	.791		
	Product	-.022	.311	-.010	-.070	.944
	Price	-.118	.262	-.058	-.449	.654
	Place	.082	.170	.065	.480	.632
	Promotion	.014	.206	.011	.069	.945
	Attitude	.186	.199	.123	.935	.352
	Subjective Norms	-.207	.194	-.135	-1.067	.289
	Perceived Behavioral Control	.228	.191	.147	1.190	.237

a. Dependent Variable: How much do you spend on cosmeceutical products typically each month?

Table 4.5 Linear Regression (backward) – amount spent

Model		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.791	1.175		.674	.502
	Product	-.022	.311	-.010	-.070	.944
	Price	-.118	.262	-.058	-.449	.654
	Place	.082	.170	.065	.480	.632
	Promotion	.014	.206	.011	.069	.945
	Attitude	.186	.199	.123	.935	.352
	Subjective Norms	-.207	.194	-.135	-1.067	.289
	Perceived Behavioral Control	.228	.191	.147	1.190	.237
2	(Constant)	.768	1.117		.687	.494
	Product	-.016	.297	-.007	-.053	.958
	Price	-.114	.257	-.056	-.446	.657
	Place	.087	.152	.069	.568	.571
	Attitude	.187	.197	.124	.949	.345
	Subjective Norms	-.204	.186	-.133	-1.097	.275
	Perceived Behavioral Control	.228	.190	.147	1.200	.233
3	(Constant)	.752	1.071		.702	.485
	Price	-.121	.226	-.059	-.535	.594
	Place	.083	.139	.066	.599	.551
	Attitude	.187	.196	.124	.954	.343
	Subjective Norms	-.206	.178	-.134	-1.155	.251
	Perceived Behavioral Control	.227	.188	.147	1.208	.230
4	(Constant)	.348	.757		.459	.647
	Place	.073	.137	.058	.532	.596
	Attitude	.189	.195	.125	.969	.335
	Subjective Norms	-.188	.174	-.123	-1.077	.284
	Perceived Behavioral Control	.193	.176	.125	1.096	.276
5	(Constant)	.450	.730		.616	.539
	Attitude	.216	.188	.143	1.148	.254
	Subjective Norms	-.173	.172	-.113	-1.010	.315
	Perceived Behavioral Control	.186	.175	.120	1.063	.290
6	(Constant)	.117	.651		.179	.858
	Attitude	.131	.168	.087	.781	.437
	Perceived Behavioral Control	.214	.173	.138	1.237	.219
7	(Constant)	.285	.614		.464	.644
	Perceived Behavioral Control	.274	.155	.177	1.769	.080

a. Dependent Variable: How much do you spend on cosmeceutical products typically each month?

Table 4.4 above shows that for 1 unit increasing of perceived behavioral control of the customer, the amount spent on cosmeceutical products each month will also increase 0.228 but with the significant test found that $P > 0.05$ which means the coefficient above is not statistically significant and has no effect.

Table 4.5, from running linear regression (backward) confirms that there is no statistically significant between the factors and amount spent of cosmeceutical products as same as the analysis of table 4.4.

Table 4.6 Linear Regression–Measure strength of relationship of each factor toward frequency of purchase of cosmeceutical products

Model		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.032	.902		3.362	.001
	Product	.012	.238	.007	.051	.959
	Price	-.137	.201	-.088	-.680	.498
	Place	-.047	.130	-.050	-.364	.717
	Promotion	.098	.158	.096	.621	.536
	Attitude	-.070	.153	-.061	-.460	.647
	Subjective Norms	-.171	.149	-.147	-1.143	.256
	Perceived Behavioral Control	-.008	.147	-.007	-.056	.956

a. Dependent Variable: How often do you purchase cosmeceutical products?

Table 4.7 Linear Regression (backward) – frequency of purchase

Model		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.032	.902		3.362	.001
	Product	.012	.238	.007	.051	.959
	Price	-.137	.201	-.088	-.680	.498
	Place	-.047	.130	-.050	-.364	.717
	Promotion	.098	.158	.096	.621	.536
	Attitude	-.070	.153	-.061	-.460	.647
	Subjective Norms	-.171	.149	-.147	-1.143	.256
	Perceived Behavioral Control	-.008	.147	-.007	-.056	.956
2	(Constant)	3.047	.848		3.592	.001
	Price	-.133	.184	-.086	-.721	.473
	Place	-.046	.126	-.048	-.363	.717
	Promotion	.101	.151	.098	.665	.508
	Attitude	-.070	.152	-.062	-.464	.644
	Subjective Norms	-.169	.147	-.146	-1.156	.251
	Perceived Behavioral Control	-.007	.145	-.006	-.051	.959
3	(Constant)	3.037	.823		3.691	.000
	Price	-.135	.175	-.088	-.776	.440
	Place	-.045	.125	-.047	-.362	.718
	Promotion	.100	.150	.098	.666	.507
	Attitude	-.074	.136	-.065	-.543	.588
	Subjective Norms	-.169	.145	-.145	-1.162	.248
4	(Constant)	2.990	.809		3.697	.000
	Price	-.129	.173	-.084	-.746	.457
	Promotion	.072	.128	.070	.562	.575
	Attitude	-.080	.134	-.070	-.600	.550
	Subjective Norms	-.167	.145	-.144	-1.159	.249
5	(Constant)	2.919	.796		3.667	.000
	Price	-.094	.161	-.061	-.586	.559
	Attitude	-.064	.130	-.056	-.490	.625
	Subjective Norms	-.137	.133	-.117	-1.025	.308
6	(Constant)	2.865	.785		3.649	.000
	Price	-.109	.158	-.070	-.690	.492
	Subjective Norms	-.166	.119	-.142	-1.396	.166
7	(Constant)	2.376	.335		7.085	.000
	Subjective Norms	-.153	.117	-.132	-1.311	.193
8	(Constant)	1.949	.082		23.864	.000

a. Dependent Variable: How often do you purchase cosmeceutical products?

Table 4.6 above shows that one more unit of subjective norm suggested on purchasing cosmeceutical products, the decrease in purchase frequency at 0.171 time but with the significant test found that $P > 0.05$ which means the coefficient above is not statistically significant and has no effect.

Table 4.7, from running linear regression (backward) confirms that there is no statistically significant between the factors and purchase frequency of cosmeceutical products as same as the analysis of table 4.6.



CHAPTER V

CONCLUSIONS

5.1 Research Conclusions

To be successful in the highly competitive market of cosmeceutical products, the cosmeceutical companies need to consider the factors that influence consumers on their purchase behavior to be able to success. From the research, the data collection and analysis with many factors shows some interesting and relevant findings. This research focuses only on people who aged between 18-60 years old. Most of the respondents are in the group aged between 31-40 years old, bachelor degree on education level, work as a company employee and their monthly personal income is more than 50,000 Baht.

This research aims to find out what are the factors that influence Thai consumers' buying behavior of cosmeceutical products. According to the conceptual framework, there are two groups of hypotheses (the marketing mix and planned behavior) that have been tested to show the study results.

The data collected from this study shows the high percentage on influencers (friends/colleagues, beauty bloggers and family members) influenced the purchase of Thai customers on cosmeceutical products. And the top five cosmeceutical's brand awareness are Eucerin, Smooth E, Cetaphil, La Roche-Posay and Physiogel, respectively. From this results can interpret that these top five might be the brands that have good marketing and product value.

Moreover, descriptive statistics shows that for marketing mix; Price is the factor Thai people concern the most followed by Product, Promotion and Place respectively. And for planned behavior; Perceived behavioral control is the factor Thai people agree that it is the most affected important on how they intend to purchase cosmeceutical products once they know that they can afford the product, followed by Attitude toward the product and Subjective Norms, respectively.

There are many statistically significant relationships shows from using Pearson correlations such as between gender, buying frequency, amount spent and Perceived

behavioral control, between Attitude and product, place and promotion, between Subjective norms (friends/colleagues, beauty bloggers, family member) and product and place, etc.

However, after run the Regression analysis to explore how each factor influences the buying behavior there is no statistically significant result shown on both marketing mix and theory of planned behavior factors.

5.2 Recommendations

According to the findings, the results of this research show that price and perceived behavioral control seem to be the two main factors Thai people considered the most for cosmeceutical products. Therefore, for price factor, cosmeceutical companies should concern more about pricing strategies because the customers are sensitive to price. Even though the customers are confident at the price they can afford, the price should be suitable to the product appearance, worthwhile in both volume and quality for the effectiveness and good marketing is also impact for the brand awareness.

5.3 Limitations

This research has limitations due to small sample size, time constraints and the sampling method. To be able to increase in accuracy and to be able to get the significant result, future research should collect more observations which would require more time and use the probability sampling method, or weight the data to avoid the bias. The details are explained below.

This study has collected the data from total of 99 respondents which was too little to represent the whole country of Thailand and all Thai consumers. Due to the small number of respondents, limited of time to collect the data has affected the results show on this study. With longer time period the study should be able to generate better result and also show more statistically significant relations when running the regression data analysis.

The respondents were mostly in the same group of age, educational level and occupation so this means, the data has been collected in a narrow group of Thai people and need more widely distribution with a better random sampling method.

5.4 Future Research

For future research, more data should be collected with a higher number of respondents and widely distributed to the different groups of age, monthly income, educational level and occupation. Besides, future research can consider on the factors that affect to the behavior with regard to repurchasing and satisfaction of cosmeceutical products. Lastly, future research should maybe observe the marketing campaign and advertisements of cosmeceutical products' brands to see the effect on consumer behavior in both offline and online stores in order to understand better in term of customer satisfaction and serve as a guideline for improving the product quality to meet customers' needs.



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Appendix A: Questionnaire

This survey aims to explore which “**factors that influence Thai customers’ buying behavior of cosmeceutical products**” The survey is a part of the student thematic paper research at College of Management, Mahidol University (CMMU). All information will be kept confidential, and is used for research purposes only. This survey will take around 10 minutes to complete.

Part A: Background information

1. What is your gender?

- Male Female

2. How old are you?

- Below 18 years old 41-50 years old
 18-30 years old 51-60 years old
 31-40 years old Other, please specify__

3. What is your education qualification?

- Below High school
 High school
 Vocational Certificate /High Vocational Certificate
 Bachelor degree/graduate
 Master degree or higher/post graduate

4. What is your current monthly income?

















- Less than 20,000 THB 40,001 - 50,000 THB
 20,001 - 30,000 THB More than 50,000 THB
 30,001 - 40,000 THB

5. What is your current job?

- Government employee Student
 Company employee Housewife
 Business owner Other, please specify__
 Freelance

Part B: Awareness of cosmeceutical brands

According to cosmeceutical brands below, please choose 5 brands you think that have the best reputation

- | | |
|---|---|
| <input type="checkbox"/> Atopalm  | <input type="checkbox"/> Physiogel  |
| <input type="checkbox"/> Cetaphil  | <input type="checkbox"/> Provamed  |
| <input type="checkbox"/> Cos cosmetics  | <input type="checkbox"/> Sebamed  |
| <input type="checkbox"/> Eucerin  | <input type="checkbox"/> Smooth E  |
| <input type="checkbox"/> La Roche-Posay  | <input type="checkbox"/> Spectraban  |
| <input type="checkbox"/> Nitipon  | <input type="checkbox"/> Vichy  |
| <input type="checkbox"/> No.7 (Boots)  | <input type="checkbox"/> Wuttisak  |
| <input type="checkbox"/> Paula's choice  | <input type="checkbox"/> Other, please specify__ |
| <input type="checkbox"/> Pharmapure  | |

Part C: Cosmeceuticals purchasing behaviors

6. Which types of cosmeceutical products do you use?

- | | |
|--|--|
| <input type="checkbox"/> Anti-Acne products | <input type="checkbox"/> Moisturizer products |
| <input type="checkbox"/> Anti-Aging products | <input type="checkbox"/> Sunscreen products |
| <input type="checkbox"/> Cleanser products | <input type="checkbox"/> Whitening product) |
| <input type="checkbox"/> Anti-Melasma products | <input type="checkbox"/> Other, please specify__ |

7. What are the factors affecting your decision toward purchasing cosmeceutical products? (Check all that apply)
- | | |
|---|--|
| <input type="checkbox"/> Friends/colleagues | <input type="checkbox"/> Family members |
| <input type="checkbox"/> Celebrities | <input type="checkbox"/> TV advertising |
| <input type="checkbox"/> Beauty bloggers | <input type="checkbox"/> Magazine |
| <input type="checkbox"/> Internet advertisement | <input type="checkbox"/> Other, please specify__ |
| <input type="checkbox"/> Salesperson | |
8. How often do you purchase cosmeceutical products?
- More than once a month
 - Once a month
 - Once in 2 -3 months
 - Once in 4 months or above
9. How many cosmeceutical products do you buy each month?
- Less than one
 - One
 - Two to Three
 - More than three
10. How much do you usually spend on each cosmeceutical product?
- | | |
|--|--|
| <input type="checkbox"/> Less than 500 THB | <input type="checkbox"/> 801 – 1,000 THB |
| <input type="checkbox"/> 501 – 800 THB | <input type="checkbox"/> More than 1,000 THB |
11. How much do you spend on cosmeceutical products typically each month?
- Less than 500 THB
 - 501 – 1,000 THB
 - 1,001 – 1,500 THB

Part D: Marketing mix factors

Please examine each factor and please select the scale level to indicate how important each factor is for you when purchasing cosmeceutical products

	Not at all important	Somewhat important	So-so	Very important	Extremely important
1. brand reputation	1	2	3	4	5
2. worthwhile – product amount	1	2	3	4	5
3. TV channel promotion	1	2	3	4	5
4. clear indication of product use	1	2	3	4	5
5. good price compare to other brands	1	2	3	4	5
6. many different sizes available	1	2	3	4	5
7. available only at hospital	1	2	3	4	5
8. gift set when reach a certain amount of purchase	1	2	3	4	5
9. worthwhile - quality	1	2	3	4	5
10. good looking packaging	1	2	3	4	5
11. available in pharmacies	1	2	3	4	5
12. gift voucher (e.g. face treatment massage)	1	2	3	4	5
13. available online	1	2	3	4	5
14. has a stand-alone product shelf in the shop	1	2	3	4	5
15. give-away product sample	1	2	3	4	5
16. product effectiveness	1	2	3	4	5
17. special discount events	1	2	3	4	5

Part E: Influencing purchase intention factors

	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
1. If your relatives recommend you to use a specific cosmeceutical product, you will also use it.	1	2	3	4	5
2. Do you believe that a cosmeceutical product is more effective than a similar <u>pharmaceutical</u> product?	1	2	3	4	5
3. You know where you can find the product you want	1	2	3	4	5
4. You know you can afford the cosmeceutical product.	1	2	3	4	5
5. Do you believe that other products from this brand are equally good?	1	2	3	4	5
6. You know you can manage the unexpected adverse effects.	1	2	3	4	5
7. If your friends recommend you to use a specific cosmeceutical product, you will also use it.	1	2	3	4	5
8. Do you believe that a cosmeceutical product is cheaper than a similar <u>cosmetic</u> product?	1	2	3	4	5
9. If you know that your favorite actor/actress uses a specific cosmeceutical product, you will also use it.	1	2	3	4	5
10. Do you believe that a cosmeceutical product is more effective than a similar <u>cosmetic</u> product?	1	2	3	4	5
11. You know you can use cosmeceutical products every day.	1	2	3	4	5

	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
12. Do you believe that a cosmeceutical product is cheaper than a similar <u>pharmaceutical</u> product?	1	2	3	4	5
13. If beauty bloggers recommend you to use a specific cosmeceutical product, you will also use it.	1	2	3	4	5

-End of the questionnaire, Thank you very much-

