

**FACTORS INFLUENCING THE PURCHASING INTENTION OF  
CONSUMERS TO BUY COSMETIC PRODUCT IN THAILAND**



**A THEMATIC PAPER SUBMITTED IN PARTIAL  
FULFILLMENT OF THE REQUIREMENTS FOR  
THE DEGREE OF MASTER OF MANAGEMENT  
COLLEGE OF MANAGEMENT  
MAHIDOL UNIVERSITY  
2019**

**COPYRIGHT OF MAHIDOL UNIVERSITY**

Thematic paper  
entitled  
**FACTORS INFLUENCING THE PURCHASING INTENTION OF  
CONSUMERS TO BUY COSMETIC PRODUCT IN THAILAND**

was submitted to the College of Management, Mahidol University  
for the degree of Master of Management

on  
April 27, 2019



.....  
Mrs. Nut Tunteerasin  
Candidate

.....  
Assoc. Prof. Nathasit Gerd Sri,  
Ph.D.  
Advisor

.....  
Assoc. Prof. Roy Kouwenberg,  
Ph.D., CFA  
Chairperson

.....  
Duangporn Arbhasil,  
Ph.D.  
Dean  
College of Management  
Mahidol University

.....  
Ronald Vatananan-Thesenvitz,  
Ph.D.  
Committee member

## ACKNOWLEDGEMENTS

The success and final outcome of this thematic paper required numerous of guidance and assistant, who I could, not have done this paper without all of them. Thus, I would like to use this space to express my thankful to all support.

Firstly, I would like to thank you to Assoc. Prof. Nathasit Gedsri, Ph.D who give an opportunity and support me since the topic was created and always give the essential feedback. Thus, I gain a lot of new knowledge from this class, I have learnt the new experience from the topic, which benefit to my business. I would use this result and apply to my business in the future.

Secondly, I would like to thank you to my college at the same class who always help me working on this paper about questionnaire. Also, people who give an answer on my questionnaire and make it completed.

Last but not least, I would like to express my special thanks to my family who support throughout my study at CMMU. They are the main support on my business and also apart of my motivation to come out the great result with this paper.

Nut Tunteerasin

## **FACTORS INFLUENCING THE PURCHASING INTENTION OF CONSUMERS TO BUY COSMETIC PRODUCT IN THAILAND**

NUT TUNTEERASIN 6049072

M.M. (MARKETING AND MANAGEMENT)

THEMATIC PAPER ADVISORY COMMITTEE: ASSOC. PROF. NATHASIT GERDSRI, Ph.D., ASSOC. PROF. ROY KOUWENBERG, Ph.D., CFA, RONALD VATANANAN- THESENVITZ, Ph.D.

### **ABSTRACT**

As the trend of cosmetic was change, people start to buy cosmetic in order to keep their look young. Apart from that, consumers are attending on brand name of product and social influence which effect to what they decide to purchase or consumer. Even the price tags on those cosmetic products is quite high, people, especially those who earn high income, are willing to pay for them. In this paper, researcher would like to bring out the factors which influence purchasing decision of consumers who decide to select cosmetic and beauty products.

There are 2 factors, there are Brand and Social Influence which have impact on purchase intention toward organic food according to many scholars and previous researches. Some of them is very important in the eyes of consumers, but has no correlation on purchase intention at all.

**KEY WORDS:** Cosmetic/ Skin Care/ Make Up / Quality of Cosmetic/ Price Concern/ Trend and Environmental

34 pages

## CONTENTS

	<b>Page</b>
<b>ACKNOWLEDGEMENTS</b>	<b>ii</b>
<b>ABSTRACT</b>	<b>iii</b>
<b>LIST OF TABLES</b>	<b>v</b>
<b>LIST OF FIGURES</b>	<b>vi</b>
<b>CHAPTER I INTRODUCTION</b>	<b>1</b>
1.1 The research question of this case study	2
1.2 Purpose of study	2
1.3 Scope of study and framework	2
<b>CHAPTER II LITERATURE REVIEW</b>	<b>3</b>
2.1 Product	4
2.2 Price	5
2.3 Place	5
2.4 Promotion	6
2.5 Brand Image	6
2.6 Social influence	7
2.7 Satisfaction	7
<b>CHAPTER III RESEARCH METHODOLOGY</b>	<b>8</b>
3.1 Research Instrument	8
3.2 Population and Sample selection	9
3.3 Data Collect Method	9
3.4 Data Analysis	9
<b>CHAPTER IV RESEARCH FINDING AND DATA ANALYSIS</b>	<b>10</b>
<b>CHAPTER V CONCLUSIONS AND RECOMMENDATIONS</b>	<b>24</b>
<b>REFERENCES</b>	<b>26</b>
<b>APPENDICES</b>	<b>28</b>
Appendix A: Questionnaire Survey	29
<b>BIOGRAPHY</b>	<b>34</b>

## LIST OF TABLES

<b>Table</b>	<b>Page</b>
4.1 Gender	10
4.2 Age	10
4.3 Married	11
4.4 Education Level	11
4.5 Monthly Income	11
4.6 Frequency of consume cosmetic product in the 6 months	12
4.7 Spending for cosmetic product at one time	12
4.8 Origin brand of cosmetic product	13
4.9 Response of Brand Image component	13
4.10 Response of Product Component	14
4.11 Response of Satisfaction Component	15
4.12 Response of Price Component	15
4.13 Response of Place Component	16
4.14 Response of Promotion Component	16
4.15 Response of Social Influence Component	17
4.16 Summary of Mean	17
4.17 Model Summary	18
4.18 The affect of each variable toward to purchase intention of Cosmetic product	18
4.19 Component Matrix	19
4.20 Correlation between dependent variable and independent variable	20
4.21 Chi-Square Tests	22
4.22 Crosstabulation	22

## LIST OF FIGURES

<b>Figure</b>	<b>Page</b>
2.1 4P marketing mix elements	4
4.1 Screen plot	19



## **CHAPTER I**

### **INTRODUCTION**

The world has been changed fast especially cosmetic trend and lifestyle. Once change in trend and life style lead consumers to think about what they follow up the present trend of cosmetic. Thailand's beauty and cosmetic product market was valued at approximately 4.7 billion us dollar in 2017, 7.8% increase over 2016 (Exprot, 2018). In Thailand, it's fast growing health and beauty category especially cosmetic such as make up, and skincare product.

Cosmetic market share in Thailand, it very impressive and size of market quite large. The statistic of the beauty product market size in Thailand from 2014 to 2016, with an estimate for 2017, based on production, import and export. In 2017, personal care product and product market in Thailand was estimated at around 4.42 billion U.S. dollars, up from around 3.39 billion dollars in 2014 (Statista, 2017).

Therefore, this study aims to study impact of Thai consumers' attitude toward cosmetic such as skincare and make up product through consumers' health and lifestyle on consumer purchase intention by using factors such as health and lifestyle, environment attitude, and appearance consciousness toward choose cosmetic in daily life.

Nowadays, company or organization trying to adopt themselves with new concept of marketing and develop strategy to suit to situation. In fact, to understand on consumers' need and want and consumer behavior in term of marketing. Thus, study and finding the effective factors on the consumers' intention are important for an analyze those factors to use as strategy and production process. To conduct a purposes and methods towards understanding consumers behavior in term of physical and psychological as much as possible. Which are related to marketing mix; 4Ps marketing.

Other reason to study in Thai consumers' attitude and decision to purchase cosmetic product in term of brand image and social influence are more strongly environment which is effective variables with related to reaction of people' mind. This case study

will knowledge for all audience and especially for me who would like to understand more clearly of consumer behavior in cosmetic market.

### **1.1 The research question of this case study**

What are factors which can influence consumers' purchase intention related to cosmetic product of Thai people? and How important of those factors related to purchase intention?

### **1.2 Purpose of study**

To understand the perception of those who choose to consume cosmetic products and majority of each factors related to their judgments.

### **1.3 Scope of study and framework**

This research focuses on factors which influence Thai consumers to consume cosmetic product and majority of each factors toward purchase intention.

To define who have experiences in purchase cosmetic product in previous month.

To collect data from questionnaire survey, and journals, textbooks, and related to research in online. And SPSS tool will be utilized for data analysis.

## **CHAPTER II**

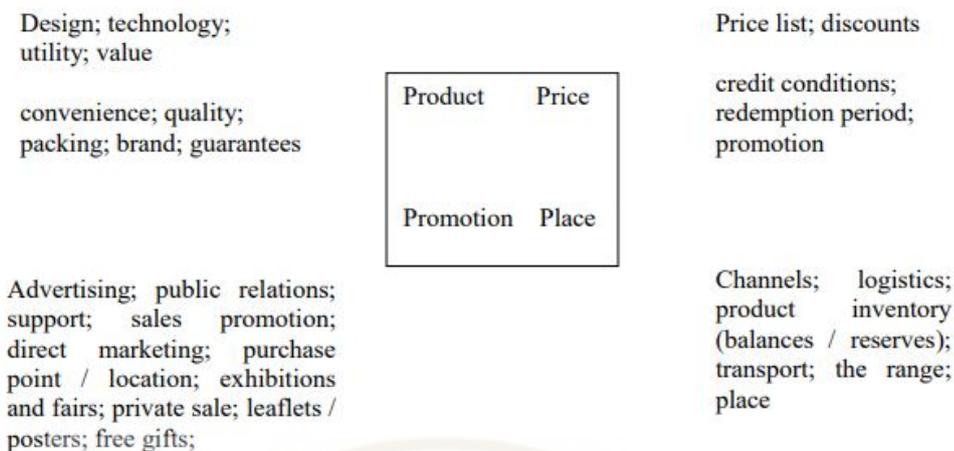
### **LITERATURE REVIEW**

Consumer's purchase intention is related to consumer behavior, it means study of consumer's thoughts, emotion, and behavior of human and environment. Thus, to understand what factors are effect or intention to buy cosmetic products. An effect of attitude of personal factors on purchase to understand and classify of consumer's quality and quantity.

Between psychology factors can refer to motivation, perception, thinking, personality types, and life style, which all are effect on the marketing field. To study of consumer purchase cosmetic product, consumer buying behavior is important role to analyze and understand in widely accepted that a focus on customer needs is major source of competitive advantage and improve business performance. It follows that company or organize need to understand their customers, which analysis of all factors influencing consumers' buying behavior (Bearden, & Michael, 1982).

Motivation, including needs, wants, feelings and intention of people which drive them toward purpose behavior in term of buying and consumption and behavior. Effect of achievement motivation on consumer behavior to summarize the theories in the field if motivational psychology and detail of basic intrinsic and extrinsic. Motivation theory relate to behavior psychology, in fact of consumer intention to purchase product, when people feeling good or bad base on what their perception and experience. However, people's feeling is important, it might affect their intention and desirable to purchase product.

Marketing mix concept have been used to analyze and develop strategy to produce product, target consumer, channel, and advertising which are solution to meet consumer needs (Sereikienė, 2013).



**Figure 2.1 4P marketing mix elements**

## 2.1 Product

Products or services are first consideration and very important to consumers' decision of purchase that product. In fact, product quality, features and designs of a product or service which can satisfy need and want (Dileep, 2006). In order to consumer may re-purchase of only one brands or try others brands due to the quality, brand image, design, their need and want. Moreover, ingredient and material are important to reflect quality of product because it affects or could be cause positive or negative of experience, feeling, and performance aspect of products or services (Besharat, 2010).

Consumers relate personal type or lifestyle to attractive point of product and could choose or ignore a product of attractive. Functional attribute in product include functional of product which suitable to personality types, characteristic, lifestyle. For in case of some consumers use cosmetic for social status, as they need look for the brand that can reflect them character or even wealthy, while more value of product be in flavor of people in social status. Environmental is important to consideration in purchasing a cosmetic product (Jansson & Cathrine, 2010).

It shows that lifestyle and characteristic of consumer may affect how they consume the product by choose feature, quality, or value that want in difference situations. consumer who influenced by some group of people about their decision, they will choose a product that suitable to their activity and focus on quality to response to need and want.

## 2.2 Price

The price is probably important consideration for the average consumer. Consumer who have high brand loyalty or hi-class are willing to pay a premium price for themselves, so their purchase intention is not easily affected by price. On the other side, mass product or general brand may affect to consumer's perception, some consumer may think that the quality of product is not good because of mass (Chinomona, 2013).

Consumers' satisfaction can affect to their perception of comparing price in term of costs and values. If the perceived values of the product are greater than cost, it is observed that consumers be willing to purchase that products or services. For loyalty consumers are willing to pay a premium even if the price has increase because the perceived value is very high, and they prefer to pay a higher price. Consumers have a strong belief in the price and value of brand and product, so they would compare and evaluate prices with alternative brands (Dodds, Monroe, & Grewal, 1991).

## 2.3 Place

Distribution channel are definite in marketing, it was transection and exchange channel between buyer and seller. In order to distribute product or service to consumer including action and decision relate to producer movement to customer movement. Moreover, distribution channel could be third party, which involve provide service like broker, or agent.

Nowadays, there are many channels purchase products or service, it can separate to two main channel which, online and offline. In fact, online channels are powerful and effective in term of distribute products or services. For online channel, people start searching the information and reference for their decision to buy a products or services. Therefore, that information will make people to have more understand on product and confidence to purchase in online. On other hand, offline channel seem less role of distribute products or services.

## **2.4 Promotion**

To attractiveness on consumers' attention to purchase, advertising is the way to communication or presentation of information in mass media such as TV or Social media. All content cover all about product detail, brand, services, or even celebrity. It greatly affects consumers' images, trustworthy and attitude towards products and brands to influences their purchase behaviors (Hassan, 2015).

According to promotion is an important for marketing strategy, it is in used to communicate with consumers respect to product offerings, and it is the way to communicate to encourage purchase or sales of a product or service. In addition, sale promotion tools are used and support of advertising and public relation activity, and they are targeted toward consumers (Eric, Unal, & Candan., 2012).

Moreover, word of mouth is one way to communicate or perceive of idea, comments, opinions, and information among people. Word of mouth can give reliable and trust of information about products more than advertisement because people will trust other people base on their experience or some people may compliant.

## **2.5 Brand Image**

Branding refer to symbol or an reflect in term of organization, product quality, product design, and any services. In fact, branding can communicate many things to consumer. Therefore emotion, quality, unique, trust, including social state. These things affect to consumers interested in or intention to purchase product. In addition, when consumer make a decision to purchase product, first thing will come up in head is brand of product because consumer belief or trust on that product and satisfy their need (Hsu & Lin, 2008).

In market, brand make difference perception of consumer with same product type. Nowadays, consumer following their favorite brand and most of them are trust in those brands or it kindly like loyalty customer to those brands. Once in future consumer might not look for ingredient or supplement fact of product but they will search for the brand and make decision to purchase product.

Positive brand image will reflect certain of trustworthy and product value to support and generate outcome well. In order to make brand image well and value, it relates to product quality, product design, and creative advertisement (Lin, & Chen, 2006).

## **2.6 Social influence**

Researchers have considered the impact of society environment on consumer behavior. In fact, social influence has empowered to change people behavior by surround of people in community or society. In order to people can change their mind when they were influenced from other people (Besharat, 2010), it will affect to their intention to purchase. In addition, social influence applies into consumers' intention to buy products or services, it can be influenced by social media or famous people whether that person want to purchase or not (Aaronson, 2004).

According to new technology of social media which can connect people in everywhere and anytime. Thus, social influence is one way to communicate among people which mean that people can create their character and attitude to influence to other people, make communicate to public can make positive and negative, and it will affect to people perception and decision to purchase (Ajzen, 1991).

Social influence is environmental factors that could be affect to how consumption in market. In fact, that trends of product may induce by influencer or some group of people such as celebrity, etc. (Wu, Vassileva, Zhao, Zhu, & Fang, n.d.).

## **2.7 Satisfaction**

Nowadays, it cannot except that customer satisfaction is important for marketing and marketer need to understand consumer's need. Consumer willing to consume products and services base on them satisfy to purchase it, however satisfaction may affect decision making and consideration. Consumer satisfaction can be observed by a personality type, lifestyle, and thought.

Positively customer satisfaction has effect to generate revenue of every business when customer has positive perception of products or services. Customer satisfaction is benefiting to identify import of requirements (Joshi, 2012).

## **CHAPTER III**

### **RESEARCH METHODOLOGY**

This research is conducted to provide a better picture and understanding of Thai cosmetic brand and market in Thailand in relationship to each factor which affect purchase intention of consumers. Consumer purchase cosmetic is selected to be case study, because health and beauty market is quite huge around the world, but health and beauty or cosmetic is high competition.

In addition, high-end or premium product from America, European, even in Asia country such as Korea and Japan, they're big play in cosmetic market and those brands come to Thailand market more and more, consumer have more alternative to choose and purchase. In order to attract customer's attention and influence their purchase decision, marketers need to understand which factor has an impact on customer's thought.

To evaluate the size of each factor toward cosmetic and purchase intention, as global of research a huge number of respondents are needed, thus, a quantitative research method is appropriate method to collect the data and analysis.

#### **3.1 Research Instrument**

In order to design and collect of data in the level of importance and attitude of respondents, questionnaire method will be implemented. It can separation into two parts; consumer behave data and general data. For specific part of survey questionnaire were asked to which elements or factor that can convince and which elements or factors are possible and important to effect in consumers' behavior and consumers' perception when they make decision to buy cosmetic product. These factors or element were comprised 4Ps marketing mix concept (Product, Price, Place, and Promotion) and including brand image and social influence, it can influence and effect to their purchase decision. For general question part of survey were asked to personal's respondent for identify gender, age, income, etc.

### **3.2 Population and Sample selection**

The questionnaire was designed in google form and distributed through online channel with total sampling size of 371 respondents. In order to define the respondents who have interested in or potential respondents with using screening question to filter who are match with our survey question. If the sampling group is not defined in correctly, it can lead to ineffective result during data analysis process.

When finished survey and collected data from sample size, we need to define process, sampling method to be adopted, because if collect for whole population, it will be infinite and vast amount of resource to collect. So, researcher need to choose specific subset group of samples those who are in the population of related to conduct research and extract information from them.

### **3.3 Data Collect Method**

The survey questionnaire in online from google form, these online forms will collect and analyze data from respondents.

### **3.4 Data Analysis**

SPSS program was applied to analyze these data with literature reviews part. In order to analyze survey descriptive, statistic, correlation, and linear regression were used.

## CHAPTER IV

### RESEARCH FINDING AND DATA ANALYSIS

Distribute survey question to sampling group and the result from respondents 371 people and take those data with SPSS program to processing analyze information, which it could be outcome with useful factors and those factors were related to intention to purchase and consumers' behavior.

**Table 4.1 Gender**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	345	93.0	93.0	93.0
	Male	26	7.0	7.0	100.0
	Total	371	100.0	100.0	

**Table 4.2 Age**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-24	97	26.1	26.1	26.1
	25-29	87	23.5	23.5	49.6
	30-39	94	25.3	25.3	74.9
	40-49	57	15.4	15.4	90.3
	More than 50-year-old	10	2.7	2.7	93.0
	Under 18	26	7.0	7.0	100.0
	Total	371	100.0	100.0	

**Table 4.3 Married**

		<b>Frequency</b>	<b>Percent</b>	<b>Valid Percent</b>	<b>Cumulative Percent</b>
Valid	Divorced	7	1.9	1.9	1.9
	Married	97	26.1	26.1	28.0
	Single	267	72.0	72.0	100.0
	Total	371	100.0	100.0	

**Table 4.4 Education Level**

		<b>Frequency</b>	<b>Percent</b>	<b>Valid Percent</b>	<b>Cumulative Percent</b>
Valid	Bachelor's degree	256	69.0	69.0	69.0
	Doctoral Degree	1	.3	.3	69.3
	Master's degree	58	15.6	15.6	84.9
	Under High school or Equivalency	56	15.1	15.1	100.0
	Total	371	100.0	100.0	

**Table 4.5 Monthly Income**

		<b>Frequency</b>	<b>Percent</b>	<b>Valid Percent</b>	<b>Cumulative Percent</b>
Valid	10,000-20,000 baht	116	31.3	31.3	31.3
	20,001-40,000 baht	123	33.2	33.2	64.4
	40,001-60,000 baht	36	9.7	9.7	74.1
	60,001-80,000 baht	13	3.5	3.5	77.6
	Less than 10,000 baht	67	18.1	18.1	95.7
	More than 80,000 baht	16	4.3	4.3	100.0
	Total	371	100.0	100.0	

From Table 4.1-4.5, It show result of those respondents from 371 people, the majority of respondent are Female with proportion 93 percentage, who are aged between 18-24 years with proportion 26.1 percentage, majority respondents are earn monthly income 20,001-40,000 baht with proportion 33.2 percentage, and education level of majority of respondent are bachelor's degree with proportion 69 percentage.

**Table 4.6 Frequency of consume cosmetic product in the 6 months**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2-3	154	41.5	41.5	41.5
	4	39	10.5	10.5	52.0
	5-6	60	16.2	16.2	68.2
	Less than 2	63	17.0	17.0	85.2
	More than 7 times	55	14.8	14.8	100.0
	Total	371	100.0	100.0	

**Table 4.7 Spending for cosmetic product at one time**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,001-2,000 baht	94	25.3	25.3	25.3
	101-500 baht	65	17.5	17.5	42.9
	2,001-3,000 baht	50	13.5	13.5	56.3
	3,001-4,000 baht	19	5.1	5.1	61.5
	501-1,000 baht	125	33.7	33.7	95.1
	More than 4,001 baht	16	4.3	4.3	99.5
	Under 100 baht	2	.5	.5	100.0
	Total	371	100.0	100.0	

**Table 4.8 Origin brand of cosmetic product**

		<b>Frequency</b>	<b>Percent</b>	<b>Valid Percent</b>	<b>Cumulative Percent</b>
Valid	America	59	15.9	15.9	15.9
	China	1	.3	.3	16.2
	England	14	3.8	3.8	19.9
	French	38	10.2	10.2	30.2
	Germany	7	1.9	1.9	32.1
	Japan	85	22.9	22.9	55.0
	Korea	122	32.9	32.9	87.9
	Thailand	42	11.3	11.3	99.2
	Swaziland	1	.3	.3	99.5
	Canada	1	.3	.3	99.7
	Italy	1	.3	.3	100.0
	Total	371	100.0	100.0	

From Table 4.6-4.8, It show result of majority of respondent's consumption, from those 371 respondents were consume cosmetic product in term of spending, frequency, and Branding. To describe table above, majority respondents are buying cosmetic product 2-3 times in past 6 months and they're spending 501-1,000 baht at one time of bought. Moreover, majority of respondents are chosen Korea's brand when they bought it.

**Table 4.9 Response of Brand Image component**

	<b>N</b>	<b>Minimum</b>	<b>Maximum</b>	<b>Mean</b>	<b>Std. Deviation</b>
I prefer to use cosmetic product under the well-known brand	371	1.0	6.0	4.95	1.2819
I prefer to use cosmetic brand under the most people know	371	1.0	6.0	4.56	1.2466
I prefer to use cosmetic product which has reputation	371	1.0	6.0	4.26	1.2973
<b>Total</b>				<b>4.59</b>	

Table 4.9 shows, each of brand image components are positive mean, in fact respondents prefer to use cosmetic product which well-known brand (4.95), based on majority used, premium brand. These components support them prefer to consume of cosmetic.

**Table 4.10 Response of Product Component**

	<b>N</b>	<b>Minimum</b>	<b>Maximum</b>	<b>Mean</b>	<b>Std. Deviation</b>
I prefer to use cosmetic product with it can convenience to carry	371	1.0	6.0	4.74	1.2873
I prefer to use cosmetic product which easy to use	371	1.0	6.0	5.02	1.2722
I prefer to use cosmetic product which certificate by state agency (FDA)	371	1.0	6.0	5.03	1.3534
I prefer to use cosmetic product which is fashionable	371	1.0	6.0	4.45	1.2101
I prefer to use cosmetic product which is innovation	371	1.0	6.0	4.24	1.1930
I prefer to use cosmetic product that unique	371	1.0	6.0	4.46	1.2237
I prefer to use cosmetic product which newness product	371	1.0	6.0	4.49	1.2742
<b>Total</b>				<b>4.63</b>	

Table 4.10 shows each of product components are positive Mean, in fact respondents prefer to use cosmetic product which the most important is safety (5.03), quality, attractive design including easy and convenience to use, and unique of product.

**Table 4.11 Response of Satisfaction Component**

	<b>N</b>	<b>Minimum</b>	<b>Maximum</b>	<b>Mean</b>	<b>Std. Deviation</b>
I prefer to use cosmetic product because it important for me in my life	371	1.0	6.0	4.76	1.3538
I prefer to use cosmetic product because it makes me feel joyful	371	1.0	6.0	4.39	1.3339
I prefer to use cosmetic product because it makes myself-confident	371	1.0	6.0	4.96	1.2949
I prefer to use cosmetic product with it make me happy	371	1.0	6.0	4.78	1.3421
<b>Total</b>				<b>4.72</b>	

Table 4.11 shows each of satisfaction component are positive mean, in fact respondents prefer to use cosmetic product with them satisfy in term of confidential (4.96), happy (4.78), joyful (4.39).

**Table 4.12 Response of Price Component**

	<b>N</b>	<b>Minimum</b>	<b>Maximum</b>	<b>Mean</b>	<b>Std. Deviation</b>
I prefer to use cosmetic product with reasonable price	371	1.0	6.0	5.13	1.2423
I prefer to pay money in order to use cosmetic product that more 1,000 baht	371	1.0	6.0	4.76	1.2408
I prefer to pay for cosmetic product that value for my money	371	1.0	6.0	5.18	1.2588
<b>Total</b>				<b>5.23</b>	

Table 4.12 shows each of price component are positive mean, in fact respondents prefer to use cosmetic product that value for what they spend to it and product it should be reasonable price. Moreover, they acceptable if the price of product more than 1,000 baht.

**Table 4.13 Response of Place Component**

	N	Minimum	Maximum	Mean	Std. Deviation
I prefer to use cosmetic product that easy to buy	371	1.0	6.0	4.87	1.2504

Table 4.13 shows place component are positive mean, in fact location of distribution to sell product. Moreover, respondents are likely to buy cosmetic in convenience channel.

**Table 4.14 Response of Promotion Component**

	N	Minimum	Maximum	Mean	Std. Deviation
I prefer to use cosmetic product that usually offer discount	371	1.0	6.0	4.85	1.3257
I would buy cosmetic product if I see an advertising outside home	371	1.0	6.0	3.51	1.2869
I would buy cosmetic product if I aware from a social media such as Facebook, Instagram, etc.	371	1.0	6.0	4.14	1.2853
Cosmetic advertisement can motivate me to purchase it	371	1.0	6.0	4.19	1.2237
<b>Total</b>				<b>4.17</b>	

Table 4.14 shoews each of promotion component are positive mean, in fact respondents prefer to use cosmetic product when they get discount or price off and they aware about product or informaiton from advertisement in social media, but if they aware outside home such as bus satation or maybe billboard, they may not sure on it. However, from those adsvrtising motivate them want to buy product.

**Table 4.15 Response of Social Influence Component**

	N	Minimum	Maximum	Mean	Std. Deviation
Cosmetic review from influencers can motivate me to purchase it	371	1.0	6.0	4.66	1.3082
Cosmetic review from online community such as www.jeban.com can motivate me to purchase it	371	1.0	6.0	4.32	1.3327
Cosmetic product recommendation from family can motivate me to purchase it.	371	1.0	6.0	4.38	1.2797
<b>Total</b>				<b>4.45</b>	

Table 4.15 shows each of social influence component are positive mean, in fact community or social have influence to motivate respondents to use cosmetic product in term of reviews from influencer, public experience, family, and friends. Those people can influence or motivate them perception to consume cosmetic product.

**Table 4.16 Summary of Mean**

Factors	Mean	Level of Import
Brand Image	4.59	Moderate Important
Social Influence	4.45	Moderate Important
Satisfaction	4.72	Moderate Important
Product	4.63	Moderate Important
Price	5.23	Most Important
Place	4.87	Very Important
Promotion	4.17	Moderate Important

Table 4.16 shows each factor which measurable in order to most import, very important, and moderate important. Base on mean, we will see that the most important is price which, mean that respondents are first priority for price sensitive level of cosmetic product, second priority is place and third priority is satisfaction.

**Table 4.17 Model Summary**

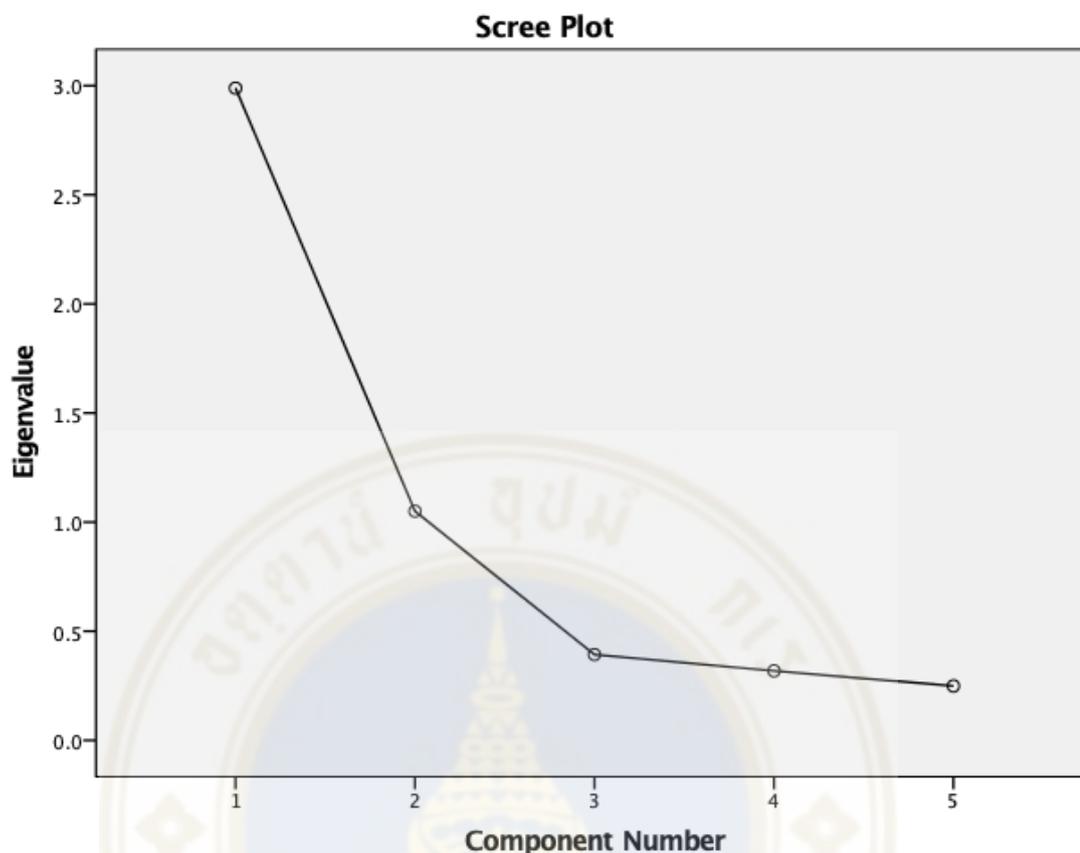
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.850 <sup>a</sup>	.722	.702	.6532

Table 4.17 shows result of relationship between dependent variable and independent variables. For independent variable(s) which is category of product, price, place, promotion, brand image, social influence, and satisfaction and dependent variable which is intention to purchase cosmetic product. R square = 72.2% of relation between independent variable(s) and dependent variable.

**Table 4.18 The affect of each variable toward to purchase intention of Cosmetic product**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	382.467	25	15.299	35.861	.000 <sup>b</sup>
	Residual	147.183	345	.427		
	Total	529.650	370			

Table 4.18 shows global test according to ANOVA has significant 100% can be trust the modal, which is 4Ps modal of marketing mix including brand image, satisfaction, and social influence. It could be factors which can affect intention to purchase cosmetic product.



**Figure 4.1** Screen plot

**Table 4.19** Component Matrix

	Component	
	1	2
<b>Brand Image</b>		
I prefer to use cosmetic product which has reputation.	.883	
I likely to use cosmetic brand under the most people know.	.882	
Brand image: I likely to use cosmetic product under the well-know brand.	.853	
<b>Social Influence</b>		
Cosmetic product recommendation from family can motivate me to purchase it.		.882
Cosmetic review from online community such as www.jeban.com can motivate me to purchase.		.869

Table 4.19 shows 2 group of variables that will be factor, there are first group is brand image factors and second group is social influence factor. In fact, those 2 factors an affect to intention to buy and from result factor 1 reflect respondents when they make decision to buy cosmetic product base on brand reputation and brand that majority in community were using it. From factor 2 reflect environmental is import fact that effect to intention to buy cosmetic product base on their family member can convince or influence to make decision to buy. Moreover, community group of influencers are influence to intention to buy because community are sharing their experience and opinion to other people.

**Table 4.20 Correlation between dependent variable and independent variable**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.260	.183		1.417	.157
	I likely to use cosmetic product under the well know brand	-.053	.054	-.057	-.985	.326
	I likely to use cosmetic brand under the most people know	.104	.048	.108	2.153	.032
	I prefer to use cosmetic product which has reputation	.013	.042	.014	.312	.755
	I prefer to use cosmetic product with it can convenience to carry	.041	.048	.044	.857	.392
	I prefer to use cosmetic product which easy to use	.044	.059	.047	.748	.455
	I prefer to use cosmetic product which certificate by state agency (FDA)	-.066	.046	-.075	-1.442	.150
	I prefer to use cosmetic product which is fashionable	.046	.044	.047	1.055	.292
	I prefer to use cosmetic product which is innovation	-.044	.052	-.043	-.841	.401
	I prefer to use cosmetic product that unique	.027	.050	.028	.546	.585
	I prefer to use cosmetic product which newness product	-.005	.041	-.006	-.132	.895

**Table 4.20 Correlation between dependent variable and independent variable (cont.)**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
	I prefer to use cosmetic product because it important for me in my life	-.068	.047	-.077	-1.446	.149
	I prefer to use cosmetic product because it makes me feel joyful	-.119	.045	-.133	-2.664	.008
	I prefer to use cosmetic product because it makes myself-confident	.146	.061	.158	2.378	.018
	I prefer to use cosmetic product with it make me happy	.056	.057	.063	.975	.330
	I prefer to use cosmetic product that easy to buy	-.023	.054	-.024	-.427	.670
	I prefer to use cosmetic product with reasonable price	.026	.064	.027	.406	.685
	I prefer to pay money in order to use cosmetic product	.037	.051	.039	.728	.467
	I prefer to pay for cosmetic product that value for my money	.047	.062	.050	.763	.446
	I prefer to use cosmetic product that usually offer discount	-.004	.047	-.004	-.077	.939
	I would buy cosmetic product if I see an advertising outside home	-.045	.032	-.049	-1.398	.163
	I would buy cosmetic product if I aware from a social media such as Facebook, Instagram	.021	.038	.022	.546	.586
	Cosmetic advertisement can motivate me to purchase it	.110	.043	.112	2.540	.012
	Cosmetic review from influencers can motivate me to purchase it	.002	.045	.002	.043	.965
	Cosmetic review from online community such as www.jeban.com can motivate me to purchase	.113	.041	.126	2.720	.007
	Cosmetic product recommendation from family can motivate me to purchase it.	.554	.037	.593	15.164	.000

Table 4.20 shows each of independent variable that can be used to analysis relationship to dependent variable (intention to purchase cosmetic product). From the result on table, only 6 variables. Furthermore, standard coefficient of each factors can show arrange in term of the most priority variable. For the most coefficient variable is social influence.

**Table 4.21 Chi-Square Tests**

	<b>Value</b>	<b>df</b>	<b>Asymptotic Significance (2-sided)</b>
Pearson Chi-Square	55.218 <sup>a</sup>	25	.000
Likelihood Ratio	56.857	25	.000
Linear-by-Linear Association	18.142	1	.000
N of Valid Cases	371		

a. 18 cells (50.0%) have expected count less than 5. The minimum expected count is .49.

**Table 4.22 Crosstabulation**

			How much do you usually spend for cosmetic product at one time						Total
			100-500 Baht	501-1,000 Baht	1,001-2,000 Baht	2,001-3,000 Baht	3,001-4,000 Baht	4,001 Baht	
What is your age?	1.0	Count	11	10	3	1	1	0	26
		% within What is your age? under18	42.3%	38.5%	11.5%	3.8%	3.8%	0.0%	100.0%
	2.0	Count	22	45	16	9	1	4	97
		% within What is your age? 18-24	22.7%	46.4%	16.5%	9.3%	1.0%	4.1%	100.0%
	3.0	Count	9	30	29	12	2	5	87
		% within What is your age? 25-29	10.3%	34.5%	33.3%	13.8%	2.3%	5.7%	100.0%
	4.0	Count	10	23	29	17	9	6	94
		% within What is your age? 30-39	10.6%	24.5%	30.9%	18.1%	9.6%	6.4%	100.0%
	5.0	Count	12	13	15	8	6	3	57
		% within What is your age? 40-49	21.1%	22.8%	26.3%	14.0%	10.5%	5.3%	100.0%

**Table 4.21 Crosstabulation (cont.)**

			How much do you usually spend for cosmetic product at one time						Total
			100-500 Baht	501-1,000 Baht	1,001-2,000 Baht	2,001-3,000 Baht	3,001-4,000 Baht	4,001 Baht	
	6.0	Count	1	4	2	3	0	0	10
		% within What is your age? more than 50	10.0%	40.0%	20.0%	30.0%	0.0%	0.0%	100.0%
Total		Count	65	125	94	50	19	18	371
		% within What is your age? under18-more than 50	17.5%	33.7%	25.3%	13.5%	5.1%	4.9%	100.0%

Table 4.22 show range of age of respondents who spending money to buy cosmetic product at one time, at table we will see majority of respondents 33.7% spending 501-1,000 baht and 25.3% spending 1,001-2,000 baht at one time purchase. Furthermore, age between 30-39 of respondents are highly spending more than 4,001 baht to buy cosmetic at one time which is 6.4%. on the other hand, for total 371 respondents 45

## **CHAPTER V**

### **CONCLUSIONS AND RECOMMENDATIONS**

Cosmetic industry is fast growth and high competition in market because many new players as small company is interested in beauty market especially actors or actress who has influence to general people perception. Health & Beauty business in Thailand, which it can make a lot of profit even global economic has fluctuation or depression. The main reason for beauty or cosmetic is growing very fast because people was emphasized for their health and beauty even women or men.

According to result from sampling group of 371 respondents, 93% women and 7% men and the most of respondent's age is 18-24-year-old (26.1%) consume cosmetic product, thus age between 18-24 could be potential target market. Furthermore, consumer behavior is main cause affect to purchase cosmetic product, as this research we found interesting factors that possible which influence to intention to buy.

The research has applied 4 Ps modal with Brand image, Social influence, and Satisfaction to be concept which use to analyze factors that affect intention to buy. But as result, show 2 factors (Brand image, Social influence) which have positive mean and significant factors that related to people's behavior on make decision to buy cosmetic product. However, those 2 factors can describe 371 respondents are emphasize with brand image because they trust on that brand and some of them may thought about "social status". For Social influence, they may follow the trend and influencer because some group of people which can make powerful trend leader to the market base on experiment or experience share direct to end user.

On the other hand, there are some factors that may possible factors that relate to intention to buy, like satisfaction, this might understand people's emotional, and self-satisfy when they want to buy. For Promotion, advertisement is important to make consumer awareness of brand or product that willing to communicate and recognition them. for product, price, and place even those are not significant, but respondents are

agreed with it. Furthermore, price need to be reasonable, easy to buy or convenience to delivery, and product quality need to under standardize and certify.

For recommendation, as we know that health & beauty business in Thailand is high competition because it is not only inside but import brand comes it many in every year. Thus, company or entrepreneur need to understand and improve in term of brand image and social influence base on research found. It seems factors result are psychology factors way, in order to reach object of company, which is generate more sale and profit, so company should try to build brand awareness to aware public by hire actor or influencer to become presenter of brand. consumer will recognize the brand with presenter. Social influence factor, as mention early about influencer (actor, net idol) that will help encourage among people perception and intention to buy. Moreover, consumer's experience is important that an affect other consumer's decision by share idea or some kind of experience of product. Thus, to keep positive experience for consumer that it might following with positive result too. Satisfaction is more psychologic way, it depends on consumer's mind and feeling. This factor is important to analyze depth inside thought and feeling, thus company or entrepreneur should be creative way or better service to provide to customer. Promotion is one factor which communicate and make awareness to attract consumer to become customer. For promotion factor need to separate to 2 parts there are advertisement and promotion event(discount); for advertising has many ways to communicate such as online (social media, website, TV commercial) and offline (billboard, sky train, subway). Furthermore, event activity help attract public to involvement and it can reach to customer relationship.

Lastly, even product, price, and place are not significant factor but we still need to improve them too. Product is first thing that people realize when consumption, thus it need to emphasize on product quality and design when it on production. Price can reflect to people' mind or perception about product, for example some people might look at price and make judge on high price is good quality, thus price should be reasonable is better.

## REFERENCES

- Aaronson, E. (2004). *The social animal*. New York: Worth Publishers.
- Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Process*, 50, 179-211.
- Bearden, William O. & Michael J. Etzel. (1982). Reference group influence on product and brand decisions. *Journal of Consumer Research*, 9, 183-194.
- Besharat, A. (2010). How co-branding versus brand extensions drive consumers' evaluations of new products: A brand equity approach. *Industrial Marketing Management*, 39(8), 1240-1249, 2010.
- Besharat, A. (2010). How co-branding versus brand extensions drive consumers evaluation of new products: A brand equity approach. *Industrial Marketing Management*, 39(8), 1240-1249.
- Chinomona, R. (2013). The Impact of Product Quality on Perceived Value, Trust and Students' Intention to 3 Purchase Electronic Gadgets. *Mediterranean Journal of Social Sciences*, 4(14), 462.
- Dileep, K. M. (2006). *Role of Packaging in Marketing Product and Organisation*. Retrieved from [http://www.indianmba.com/faculty\\_column/fc337/fc337.html](http://www.indianmba.com/faculty_column/fc337/fc337.html)
- Dodds, W. B., Monroe, K. B., & Grewal, D. (1991). Effects of Price, Brand, and Store information on Buyers' Product Evaluation. *Journal of Marketing Research* 28(3), 307-319.
- Dutka, A. (1993). *AMA Handbook for Customer Satisfaction*. Chicago: NTC Publishing.
- Eric, A., Unal, S., Candan., (2012) The effect of brand satisfaction, trust and brand commitment on loyalty and repurchase intentions. *Social and behavioral sciences*, 58, 1395 – 1404.
- Exprot. (2018). *Thailand - Personal Care and Beauty Products*. Retrieved from <https://www.export.gov/article?id=Thailand-personal-care-and-beauty-products>.

- Hassan, A. (2015). Effects of TV Advertisement on Consumer Buying Behaviour: A Comparative Study of Rural-Urban and Male-Female Consumers. *International Journal of Innovation and Applied Studies*, 11(3), 608-614.
- Hsu, C.-L., and Lin, J. C.-C. (2008). Acceptance of blog usage: the roles of technology acceptance, social influence and knowledge sharing motivation. *Information and Management*, 45(1), 65-74.
- Jansson-Boyd, P. & Cathrine V. (2010). *Consumer behavior -- Psychological aspects. Consumers – Psychology*. New York: McGraw-Hill Education
- Joshi, S. (2012). Impact of E-Advertising on Customer Purchase Decision. *International Journal of Management Prudence*, 4(2), 7.
- Lin, L. Y., & Chen, C. S. (2006). The influence of the country- of-origin image, product knowledge and product involvement on consumer purchase decisions: An empirical study of insurance and catering services in Taiwan. *Journal of Consumer Marketing*, 23, 248-265.
- Martin. (2014). *Understanding the Marketing Mix Concept – 4Ps*. Retrieved from <https://www.cleverism.com/understanding-marketing-mix-concept-4ps/>
- Sereikienė-Abromaitytė, L. (2013). *Žiniasklaidos rinkodara*. Vadovėlis. Klaipėda.
- Statista. (2017). *Personal care and beauty product market size in Thailand from 2014 to 2017 (in billion U.S. dollars)*. Retrieved from <https://www.statista.com/statistics/872695/thailand-personal-care-beauty-market-size/>.
- Wu, K., J. Vassileva, Y. Zhao, Q. Zhu, & J. Fang. (n.d.). *The influence of price dispersion on purchase intention in Chinese online C2C market: A trust perspective*. Retrieved from <http://www.pacis-net.org/file/2014/2188.pdf>



## Appendix A: Questionnaire Survey

### “The purchasing intention of consumers to buy cosmetic product in Thailand”

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 education purpose only. Please complete all questions truthfully by selecting the answers you prefer or fit with your opinion.

#### Part1: Screening Question

Have you bought cosmetic product in the past 6 months?

Yes

No

#### Part2: General Question

2.1 Which brand of cosmetic product that you use? (You can choose more than 1 answer)

- |                  |              |
|------------------|--------------|
| a) La Mer        | b) Clinique  |
| c) Estee Lauder  | d) Lancôme   |
| e) SK-II         | f) Nars      |
| g) Dior          | h) Chanel    |
| i) Shiseido      | j) L’oreal   |
| k) MAC           | l) Sulwhasoo |
| m) Naked         | n) Maybeline |
| o) The Face Shop | p) Laneige   |
| q) Other.....    |              |

2.2 How often do you buy cosmetic product in the 6 months?

- |                      |        |
|----------------------|--------|
| a) Less than 2 times | b) 2-3 |
| c) 4                 | d) 5-6 |
| e) More than 7 times |        |

2.3 How much do you usually spend for cosmetic product at one time?

- a) Under 100 baht
- b) 101-500 baht
- c) 501-1000 baht
- d) 1001-2000 baht
- e) 2001-3000 baht
- f) 3001-4000 baht
- g) More than 4001 baht

2.4 Where do you usually buy cosmetic product? (You can choose more than 1 answer)

- a) Beauty Shop (Eveandboy, Sephora, Beautrim)
- b) Convenience Store (7-Eleven, Family Mart)
- c) Department Store (Central, King power)
- d) Social Media (Facebook, Instagram, Line)
- e) Website (Lazada, Shopee, Konvy)
- f) Other.....

2.5 Which channel do you aware about cosmetic advertisement from? (You can choose more than 1 answer)

- a) Television
- b) Radio
- c) Newspaper
- d) Magazine
- e) Friends
- f) Social Media (Facebook, Instagram, Line)
- g) Website (Pantip, Jeeban, official website)
- h) Other....

2.6 Which is you're the most favorite origin brand of cosmetic product?

- a) America
- b) French
- c) England
- d) Germany
- e) Japan
- f) Korea
- g) Thailand
- h) China
- I) Other...

2.7 Please select 3 items in references, which you usually bought frequently?

- |                |                 |
|----------------|-----------------|
| a) Eyeliner    | b) Powder       |
| c) Lipstick    | d) Facial cream |
| e) Sun block   | f) Eye shadow   |
| g) Facial foam | h) Mascara      |
| i) Toner       | j) Eye cream    |
| k) Other...    |                 |

2.8 Please select one item reference to its the most important to you?

- |                |                 |
|----------------|-----------------|
| a) Eyeliner    | b) Powder       |
| c) Lipstick    | d) Facial cream |
| e) Sun block   | f) Eye shadow   |
| g) Facial foam | h) Mascara      |
| i) Toner       | j) Eye cream    |
| k) Other...    |                 |

### Part3: Specific Question

3.1 Please identify an attitude for each item in reference. (Assessment scale 1 = Strongly Disagree, 2 = Disagree, 3 = Slightly Disagree, 4 = Slightly Agree, 5 = Agree, 6 = Strongly Agree)

	Strongly Disagree	Disagree	Slightly Disagree	Slightly Agree	Agree	Strongly Agree
I prefer to use cosmetic product under the well-known brand						
I likely to use cosmetic brand under the most people know						
I prefer to use cosmetic product which has reputation						
I prefer to use cosmetic product with it can convenience to carry						
I prefer to use cosmetic product which easy to use						
I prefer to use cosmetic product which certificate by state agency (FDA)						

	<b>Strongly Disagree</b>	<b>Disagree</b>	<b>Slightly Disagree</b>	<b>Slightly Agree</b>	<b>Agree</b>	<b>Strongly Agree</b>
I prefer to use cosmetic product which is fashionable						
I prefer to use cosmetic product which is innovation						
I prefer to use cosmetic product that unique						
I prefer to use cosmetic product which newness product						
I prefer to use cosmetic product because it important for me in my life						
I prefer to use cosmetic product because it makes me feel joyful						
I prefer to use cosmetic product because it makes myself-confident						
I prefer to use cosmetic product with it make me happy						
I prefer to use cosmetic product that easy to buy						
I prefer to use cosmetic product with reasonable price						
I prefer to pay money in order to use cosmetic product						
I prefer to pay for cosmetic product that value for my money						
I prefer to use cosmetic product that usually offer discount						
I would buy cosmetic product if I see an advertising outside home						
I would buy cosmetic product if I aware from a social media such as Facebook, Instagram						
Cosmetic advertisement can motivate me to purchase it						
Cosmetic review from influencers can motivate me to purchase it						

	<b>Strongly Disagree</b>	<b>Disagree</b>	<b>Slightly Disagree</b>	<b>Slightly Agree</b>	<b>Agree</b>	<b>Strongly Agree</b>
Cosmetic review from online community such as www.jeban.com can motivate me to purchase						
Cosmetic product recommendation from family can motivate me to purchase it.						

3.2 In next month, I am using/willing to purchase cosmetic product

- a) Strongly Disagree
- b) Disagree
- c) Slightly Disagree
- d) Slightly Agree
- e) Agree
- f) Strongly Agree

#### **Part4: Demographic**

4.1 What is your gender?

- a) Male
- b) Female

4.2 What is your age?

- a) Under 18- year-old
- b) 18-24
- c) 25-29
- d) 30-39
- e) 40-49
- f) More than 50-year-old

4.3 What is your marital status

- a) Single
- b) Married
- c) Divorced

4.4 What is your education level?

- a) Under High school or Equivalency
- b) Bachelor Degree
- c) Master Degree
- d) Doctoral Degree

4.5 What is your monthly income?

- a) Less than 10000 baht
- b) 10000-20000 baht
- c) 40000-60000 baht
- d) 60000-80000 baht
- e) More than 80000 baht