

**HOW DO CONSUMER CONCERN ABOUT USING
HERBAL COSMETIC AND HERBAL PERSONAL
CARE PRODUCT**



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ABSTRACT

Nowadays, herbal products become an important part of our daily's life. Almost every personal care product was mixed with herbal extract, especially herbal cosmetic so the purpose of this study is to explore and understand the reason behind the use of the buyers and users toward herbal cosmetic and herbal personal care product. Moreover, SME business can use this research to adjust with their company to make strength for their product development in the industry to make adapt themselves with the changing trend and make growth to their business.

KEY WORDS: Herbal Product/ Herbal Trends/ Health Concern

21 pages

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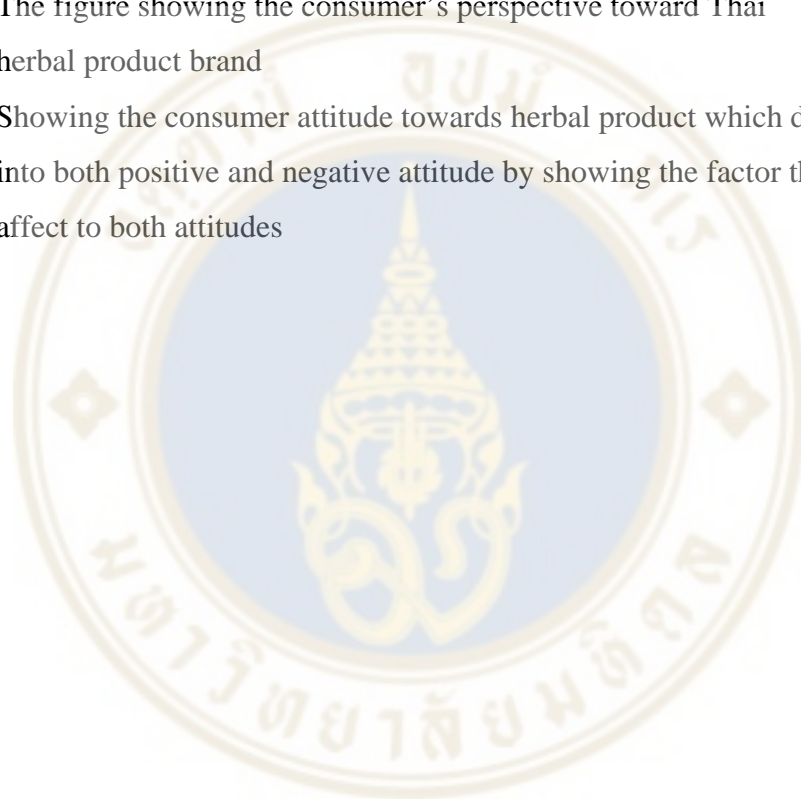
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CHAPTER I

INTRODUCTION

1.1 Background

Nowadays cosmetic and personal care product become a significant part of our daily life. People trend to use these kinds of personal care in everyday's life while some of them concerned about the ingredient of the product that they're using and also question about the booming of the trend of herbal cosmetic and herbal personal care product in this present.

Actually, the origin of using herb in traditional medicine and beautification exist for a centuries and the market research show upward trend and in the herbal trade and herbal cosmetic industry playing a major role in fuelling this worldwide demands for herbals (Kole, P.L., Jadhav, H.R., Thakurdesai, P., Nagappa, A.N., 2005).

With the changing trend of consumer behavior in Thailand that people trend to concern more about their beauty and health also cause the booming of herbal cosmetic and herbal personal care trends, this also increase the number of supplier in cosmetic industry to concentrate on organic and herbal extracts.

In additional, due to my family business is manufacturer and distributor of herbal cosmetic and herbal personal care product, so this can be the useful research and information to my background business to develop and understand consumer insight toward the use of herbal cosmetic and herbal personal care product for using the benefit from this research to be the useful knowledge to my business background for developing and make growth in the company and also make a competitive advantage in this massive competitive trends.

1.2 The Topic Question of This Study

How do consumer concern about using Herbal cosmetic and herbal personal care product?

1.3 Research Objective

1. To find the perspective of customer toward the using of herbal cosmetic and herbal personal care product.
2. To know the barrier of consumer that why they're afraid of using herbal product.
3. To know the cause that make consumer feel positive and negative of using herbal product.
4. To accumulate the information from research to be a useful information for my business background.



CHAPTER II

LITERATURE REVIEW

The increasing of herbal extracts in cosmetic and personal care product become popular in this present and it causes many businesses in cosmetic and personal care industry changing their trend to focus more on the herbal extracts. So to research the need and perspective of consumer toward the herbal product trend many SME have to study in many relevant factor that involve in the herbal product area including with herbal extracts, consumer behavior, trends, purchasing decision, and branding. On the other hands, there are some concerning about the product that consist with herbs from the barrier mind set of some customers, so in this literature review will explore in many field of herbal cosmetic and personal care product toward relevant source.

2.1 Market Size and Growth In Thailand

We can say that in these recent years is the popularity trends of herbal cosmetic and herbal personal care product, as consumer turn to focus on their health and the tendency of Natural Cosmeceuticals is continuing increase in both producer and consumer. As the information of Thai Cosmetics Manufacturers Association in 2016 the total value of market size in Thailand of cosmetic industry is 2.8 hundred billion THB, exporting 1.12 hundred billion and domestic 1.68 hundred billion THB. Moreover, 97% of exporting cosmetic are from SMEs which we can said that SMEs are the main major player in cosmetic industry (Thai Cosmetic Manufacturer Association). Moreover, Thai Government tries to support and give attention to SMEs in cosmetic industry from the growth rate of the industry by supporting in developing and innovative product to make strength to Thai cosmetic market such as bringing more than 200,000 Thai herbal extracts to produce a potential product for the strength of Thai product.

Table 2.1 The table showing the total market size of personal care and beauty product in Thailand which show the growth rate number from year 2014 to 2017

Thailand - Personal Care and Beauty Products - Total Market Size

	2014	2015	2016	2017 (Estimated)
Total Local Production	4,285	4,897	4,864	5,041
Total Exports	2,044	2,408	1,877	2,064
Total Imports	1,145	1,258	1,378	1,447
Imports from the US	179	179	174	182
Total Market Size	3,386	3,747	4,365	4,424
Exchange Rates	32.48	34.29	35.28	35.28

\$US Millions (*total market size = (total local production + imports) - exports*)

Source: <https://www.export.gov/article?id=Thailand-personal-care-and-beauty-products>

2.2 Cosmetology and Potential of Herbal Extracts

There are many researches that show about the potential of herbal extracts in cosmetic product and personal care product or we can call Cosmetology. We can define a word Cosmetology in the easy way that it's the scientific account of the use of herbal extracts in cosmetic. There is information that can prove the use of herbal extracts can use in cosmetic product. The herbal preparation may be used as active component of cosmetic formulation. And it can divide in many sections such as Bleaching agent (e.g. azalaic acid, and kojic acid), Moisturizing agent (e.g. Olive oil, Vegetable oil), Emollient (e.g. Olive oil), or as Skin toner (e.g. onion, lime, cherry fruit, rosemary). These components may not have well defined but are still used as they enhance the appearance of skin (Pieroni A, Cassandra LQ, 2014).

2.3 The Important Role of Herbal Cosmetic

Herbal cosmetic also known as “Natural cosmetic” was made since the beginning of the civilization for the purpose of impressing others and their look, at that time there is no fancy creams or cosmetic surgeries (D.K. Chaudhuri, 2006). So the only thing at that moment is knowledge about nature, and with the science of ayurveda several herbs and floras were used to make ayurvedic cosmetics. Ayurvedic cosmetics is not only for the beauty of the skin, it also use of the protection against any kind of external affects of the body (Ayurvedic herb product.html). When time pass by the revolution of herbal cosmetic was developed for many purposes just like we use as this daily purposes including with herbal faced wash, herbal conditioner, herbal soup, herbal toothpaste, and many more of herbal product. Moreover, herbal extracts is the process for using the extracts from herb to formulate many kind of herbal cosmetics with testing and researching through the skin testing to avoid any skin allergic. As today many cosmetic brands usually use the extract from many sources to produce the cosmetic for their market.

2.4 Consumer Purchase Intension for Organic Personal Care Product

To understand the purchase intension of consumer toward organic personal care product this research was use Theory of planned behavior to examine the effect of customer value and past experiences on their purchase intension for this organic product (Hee Yeon Kim, 2011). This study also related to herbal cosmetic and herbal personal care product that need the information to understand the purchasing decision. So from the study we found that the positively environmental consciousness and appearance consciousness influence the buying decision. Moreover, the study shows that the ecology beauty, product safety, and affordable prices also be the factor that increase customer intension to buy organic personal care product (Hee Yeon Kim, 2011).

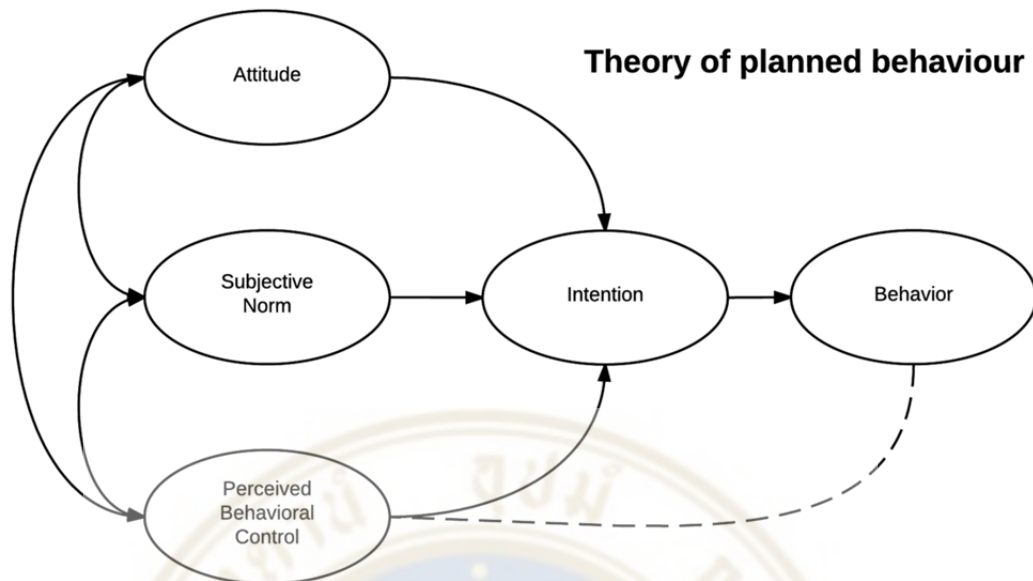


Figure 2.1 Showing the theory of planned behavior which related to the consumer purchase intention toward the study of planned behavior

2.5 Brand Loyalty and Repurchase Intension

In order to build the commitment toward customer mind, the brand should consist with 2 main major components which is satisfaction and trust to the brand. Satisfaction alone cannot build the commitment and satisfied customer isn't always loyal customer (Bowen, Shoemaker, 1998). The study show that if the trust customer feel for the brand increases, their satisfaction also increases. To increase commitment the company should create trust and affective commitment to the brand and also need to offer various and valid reasons to customers for making them buy product and services. In addition, as there are many competition of herbal cosmetic and herbal personal care product in Thai market, so it's very important to build brand loyalty and making customer to repurchasing the product.

2.6 Raw Material, Ingredient, and Extract

In order to produce a good product quality, the company needs to have a good source or quality ingredient that comes from the credible resource. So in this case, the company need to find a good extract that would help producing the quality product including with the standard factory that making good product. Such as the fragrance for making cosmetic that was made from herb, or the factory that make the herb extract for cosmetic and personal care product. These are the important factor for making the quality product because it helps company explore which extracts come from the good source. Here is one of my company suppliers and this is a link from one from fragrance based company source (<http://www.tcff-thailand.com/th/index.php>).

2.7 Hypotheses Development

After explored in several studies and researches from above, this paper objective is to investigate the study of how do people concern about using herbal cosmetic and herbal personal care product in Thai market and to better understand in-depth about consumer insight. As the market size of herbal cosmetic and personal care product is continuing to grow it also causes the growth of many manufacturers and total market size also continue to grow year by year (Kole, P.L., Jadhav, H.R., Thakurdesai, P., Nagappa, A.N., 2005). As we can see from the past studied about the existing of herbal extracts that were occurred since the beginning of the civilization for the purpose of impressing others (D.K. Chaudhuri, 2006). This also can refer to the important of role of herbal cosmetic and herbal personal care product that people use the extract from herb to mix with the cosmetic and personal care product such as, consumer product that we use in daily day like soup, toothpaste, shampoo, and etc. With the purpose of this research, we also need to focus on the consumer mind set or the purchase intension of them, and from one of the studied show that the positively environmental consciousness and appearance consciousness influence the buying decision (Hee, 2011). So this will be useful to build the factor that can apply to influence the purchase decision in the suitable atmosphere toward the herbal cosmetic and personal care product. As the trend of herbal cosmetic and personal care product are increased we also need to focus on brand loyalty to build the commitment to the brand by creating trust and satisfaction toward the product and

services (Bowen, Shoemaker, 1998). Some consumers may have barrier or negative about using product which assemble from herb while some have positive attitude toward herbal products. So in this context it will focus on consumer mind and perspective toward herbal cosmetic and herbal personal care product by using several studies and researches above to explore the research questions to relate with the objective:

In exploratory research question, the study aim to explore the need and perspective of consumer toward their opinion and purchase behavior to understand their in-depth insight to help this research to be useful for SME business and the cosmetic company and personal care factory. Moreover, this exploratory research also help answering the perspective of consumer toward the use of herbal cosmetic and personal care product which to measure and explore 10 of interviewee by using the exploratory question to collect the data of those consumer who related with this study.



CHAPTER III

RESEARCH AND METHODOLOGY

This research method will be conducted to support the hypotheses which we focus on the objective of this question topic, which is “How do people concern about using herbal cosmetic and herbal personal care product”. To support the hypotheses and research field we will use the research method by qualitative research in order to understand in depth consumer’s factor toward the use of herbal cosmetic and her personal care product. In research and interview question we also have to search for the information and respondent who are the user and buyer of the product which can be both male and female that using the personal care product that has herbal extracts in the product. In addition, we also want to know the barrier factors toward the herbal cosmetic and herbal personal care product which can be price, packaging, herbal extracts, and the property of the product also with the past experience of using the product to figure out the influence factors that can reduce the barrier of customer to be efficient tool for the benefit of producing herbal cosmetic and herbal personal care product in the future. Moreover, in the research scope we also want to find the reason of the purchase intension and also with the repurchase of herbal personal care product to link to the factor that can build brand loyalty toward the herbal product.

The criteria for this qualitative research method will be consumers who are both male and female, which are those who are end users or those who buy the product for using by themselves and also concern in their healthy or concerning about natural product.

3.1 Qualitative Research

To use this qualitative research to explore and understand the reason of the buyers and users because it tells the in depth information and the reason behind their use of herbal cosmetic and herbal personal care product while focusing on those target

group who are the health concerned group and also with the multiple groups that use a normal personal care product or consumer product. As the topic question is “How do people concern about using herbal cosmetic and herbal personal care product” which related to the purpose of qualitative research that has to answer insight of the reason for using herbal cosmetic and herbal personal care product. The success of exploratory research will lead this research to retrieve the information to understand the in-sight perspective and the concerned reason of consumer to be the significant tool to attract consumer purchase intention and understand how people concern in using herbal cosmetic and herbal personal care product.



CHAPTER IV

DATA COLLECTION AND ANALYSIS

After conducting the qualitative research, the summary of data findings from 10 respondents were analyzed and grouped into positive and negative way.

4.1 Consumer's Perspective Toward Herbal Product

After interview with eight out of ten respondents, the research prove that consumers feel good and safe when they know product were mixed with herb because they feel less chemical in the product and good for their health for both herbal cosmetic or herbal personal care product. Moreover, some of respondents feel that the price of herbal product is not high as it made from herb. Respondents are health concerned as there's a lot pollution at this present, so when the product were made with natural material, this make them feel safe and more comfortable to use. Respondents who are in this group provide more about they've a good experience with the herbal product before the booming of herbal trend exist, they use many kind of personal care product that made from herb such as shampoo, and toothpaste. Moreover, these respondents also provide the information that they also have bad experience about the chemical product to use with their body and face and it takes time to heal that allergic such as some of the respondent they said that their face got acne problem from many consumer shampoo brand, that's why they are turning to open their mind to use herbal product later because they think that herbal product are less chemical.

On the other hands, there are minorities who has negative feeling that the herb makes packaging to be older than it should be, and make them thought about traditional thing which make them feel negative about the herbal product. Respondents are not comfortable to hold the herbal product in outdoor because they're worried about their personality look. They also mention that they used to have experience to use the herbal cosmetic product in the public and they saw other people look at them with the weird

eyes sight so after that experience make them feel embarrass to use the herbal cosmetic in the public or they have to use the herbal product only in their room.

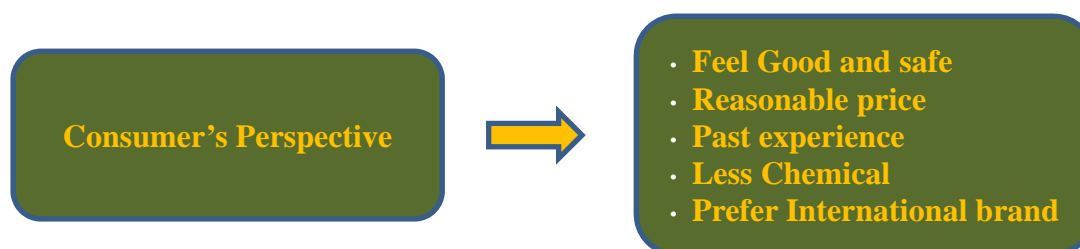


Figure 4.1 The figure showing the consumer's perspective toward Thai herbal product brand

4.2 Trends are Very Important Factor for Purchase Intention and The Use of Herbal Cosmetic and Herbal Personal Care Product

As the growth of herbal product trends in Thailand, majority feel good with this growth because they feel that they have more opportunity to choose product in their daily's use, they don't need to stick with the same brand or same product. Moreover, the more trends growth also means better option for them to choose from many various type of product because some respondents give the information that in the past when they want to try the new product or the new brand, but they don't know any credible brand exist in the market so they have no option to choose for their better life, but after the trend of herbal product booming they've seen many new brands with the credible proved in the product and also seen many well-known brands produce more products that have herbal extracts mixed.

With the expansion of the market, respondents feel in the same way that there will be more brand existed and also with many kind of herbal product to choose. In addition, respondents think that from the growth trends of herbal product also causes many household brands and well-known brand turn to focus on herbal extracts too, then this make more competition in the market so some of well known brand made product to be more interesting in the way of packaging and design.

On the other hands, three out of ten respondents also response that from the fast growing trend in herbal product cause a booming of SME and many new local brand

in cosmetic business, while most of the brands want to gain benefit from this trend so respondents afraid that it may cause a low quality of product including with unapproved product by Food and Drug Administration. Moreover, respondents still worried about opportunists that use the advantages from the booming trend to produce unsafe product to the market. They also mention that they usually found the unproved product in the market and this make them feel unwilling to use the herbal product because they don't know which one is the right one that proved by the FDA.

4.3 The Properties from Herb in The Product Affect to Consumer's Perspective.

Four out of ten Respondents believe in the property and benefit of the herb that mix in the product. They say that they usually buy the herbal product that they already know its property and benefit because most of Thai herbal are the herb that related in their life for many years and some time they can predict the benefit of those herbs. They also mention that sometime the factor that make them decide to buy the product is the benefit of the herb which mixed in the product because they're normally see the property of the product from the label of the product first to match with their need and design of their purpose of use, while other three out of ten believe in the benefit of the herb because they search for those benefit and read the instruction before looking for the product. Sometime they will search for the herb that can solve their problem first then they will look into the market that provide product or brand that have the property related to their need.

On the other hands, the rest of the respondents say that they have tried herbal product that they think the benefit will be effective but the result is not clear enough to believe in the herbal extract. Although the respondents believe that the products contain herbal extracts, they have raised concerns that the actual amount of herbal ingredients might be too minimal to actually gain the real benefits of the herbal extract. Because from their past experience, these group of respondents have an experience with ineffective herbal product in the market from many brand, and they also feel that the effect from the product is less than it should be.

4.4 The Believe of International Brand and Thai Brand Toward The Herbal Product

Respondents believe in international brand from the country of origin, packaging, and design. They believe that international brand is better than Thai brand but it depends on which country is the manufacturer. If it comes from U.S. or Japan, they usually think that the brand is good but if it from the countryside they're still concerned about buying the product. Respondents prefer international brand in the way of packaging and credibility of the brand. Most of the respondents provide more information that they've good experience with product that came from other countries, because most of the product that they're used is the credible and well-known brand that sold in many countries, especially the product from Japan and US are the good quality product with good design and good packaging. Moreover they also mention that they haven't seen much Thai personal care brand that successful in international country. That's why if they have to choose only from the origin of the country they prefer international brand.

On the other hands, respondents say that if the product made from herb or Thai herb, they will prefer the Thai brand rather than international brand because of they believe that there're many effective herb extracts in Thailand to make the good quality of herbal product in Thailand. They mention that even thought they prefer international brand rather than Thai brand but if there is herbal extracts mix in the product or product that produce from Thai herb, respondents still believe that Thai brand is better than international brand. They are willing to use Thai brand if the product is mixed with Thai herb or the herbal extracts that they already knew. Moreover, some respondents prefer to use Thai product because they try to support Thai brand to be success in the future.

4.5 The Discover of New Herbal Extracts and New Formula of The Product Affect To The Purchase Intention of Consumer

Seven out ten respondents are willing to try new formula of the herbal personal care product even it's the same brand that they used but it depends on what kind of herbal extracts the producer have mixed in the product. They also mention that the product

that they're willing to try can be Toothpaste, shampoo, and soap because these kinds of products can get along well with personal care product from their perspective. Moreover, respondents aren't afraid to get allergic from herbal product because they believe that the product was made from herbal extracts will be more safety than other chemical product but it's still depend which part of the body that they use with. Respondents provide information that they've experience to try many herbal personal care product and they like to use these kinds product when it comes to herbal extracts mixed within, they feel more safer when they know product were made from herb extracts and sometime with the part of the body that they use the product such as, dental things, hair, and body. But some of the products such as for herbal cream for face they still a bit concerned to use with their face if they don't know the brand before.

There are few minorities have negative perspective and also with unsatisfied experience with herbal personal care product. Respondents provide information that they used to have unsatisfied experience with herbal personal care product which is herbal shampoo because after they use herbal shampoo, the shampoo makes their hair more coarse and rough. This minority reveals that they're afraid to try new formula of herbal personal care product because they feel that herbal product is good but not for every kinds of the product. It depends to each type of the personal care product. For example, if they see herbal toothpaste they will think that the taste of the product would be too strong for them because they also have experience with the herbal toothpaste that make their month feel hot and senseless after use herbal tooth paste. These groups of respondents are more concerned about the quality of the product and also afraid of the allergic from using herbal cosmetic and herbal personal care product.

4.6 Store Design Affect to Customer Intention to Try Product and Time Spending In The Store.

Respondents response that they are willing to buy the product in the store that decorate in the same way such as herbal trend, and the environment of the store will enhance them to enter to the store and spend more time to stay in the store. They mention about the Karmakamet Store (Herbal scent and herbal personal care store) Karmakemet's store is one of the good example for herbal product store that can create

scent of herb and decorate the store in the same direct way, respondents also provide that they are willing to spend more time in this kind of store because of the atmosphere in the store make them feel more relax and aroma feeling. Moreover, if the store or the brand owner can make the product packaging in the same direct way, this will encourage them to spend time more for choosing the product categories in the store and they might easily understand more about the product that which products packaging are in the same categories.

4.7 If There is New Trend of Herbal Extract or Founded The New Interesting Herb, Consumer Will Have More Intention to Buy for Both New Founded and Current Herbal Extracts That Mix In The Product.

Majority of respondents said that they're excited if there is new trend of herbal extracts in the cosmetic and personal care product, they are willing to try and they believe that it helps increase their intention to buy. Moreover, from the cause of new herb founded will affect to the current herbal product in the market that consumers are more open to the existed herbal product because of the trend and their feeling for the product would be in parallel way. So from the result of this interview proves that if there is new raw material existed which is new herbal extracts, the current herbal product in the market also gain the benefit from new founded.

Consumer attitude towards herbal product.

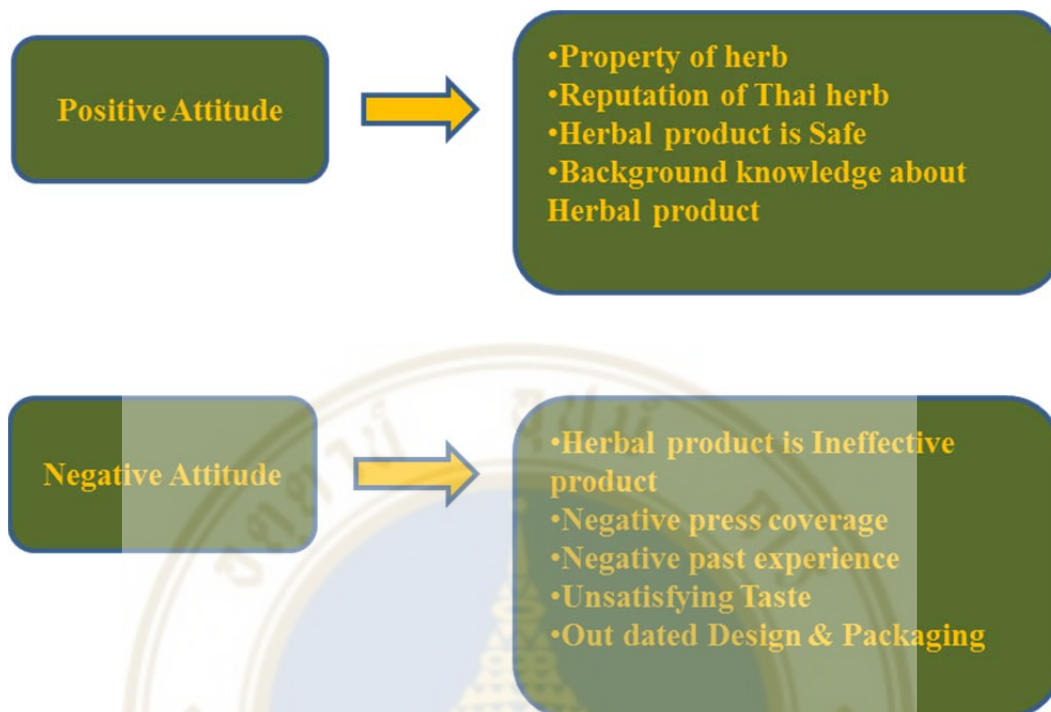


Figure 4.2 Showing the consumer attitude towards herbal product which divide into both positive and negative attitude by showing the factor that affect to both attitudes

4.8 Data Analysis

As the data collection reveals that there are two main groups of respondents which are the positive and negative group. Positive group of respondents perceive that the herbal product is good and safe as it is made from herbs and the price of herbal products is reasonable because it is made from natural ingredients. Moreover, from the pollution in the present, this group of customers has become more aware and concerned about their health, so this has made them open their minds and also turn to use herbal products. While the negative group of respondents is worried about the packaging and design that look outdated, then they're unwilling to use the herbal product. Trends are the factors that affect the intention to buy of both positive and negative groups of respondents.

For the positive respondents, they believe that trends mean more options to choose in the market because of more competitors in the market and well-known brands will

come to focus more on the herbal trend while those negative group have negative opinion that this booming trend also cause the ineffective and unproved product in the market from many opportunist which they can see on the news.

Property of herb also be the factor that affect consumer's perspective. Most of respondent usually search and look at the property of herb before purchase the product while the opposite group of respondent believes that the actual amount of herbal ingredient in the herbal product is too minimal to gain the real benefit from their past experience. Moreover, both group of respondent also prefer international brand rather than Thai brand from the credibility and well-known of international brand and the country of the origin of the product even though they believe in the product that made from Thai herb.

In addition, the store design and decoration also affect to customer purchase intention and time spending in the store from the decoration that decorate store design in the same way and the product design which design product packaging into the same category so consumer can distinguish which type of product that is place into which group. Moreover, if the new herbal extracts were found, it also affect to the current herbal product in the market because consumer will want to try new product that have new herbal extract mixed within and this also cause the herbal trend back to be more interesting trend again.

In conclusion, Thai manufacturers should turn to focus more on packaging and design for attracting consumer and also create trust to herbal product brand in the market, as consumer still believe in Thai herb from the reason that Thai herb is related in their life for a long time so this can be the opportunity of Thai herbal product brand if Thai brand can solve the product about design and packaging to gain more trust and interesting from consumer. Moreover, manufacturer should invest more in research and developing the product to prevent the allergic and ineffective about the Thai herbal product to change the negative perspective of those who feel negative about the herbal product and also keep the old customer who interested in herbal product to continue to use. Lastly, it's important to concentrate more on marketing strategy to attract new generation of user to turn to use herbal product and also can use marketing technique to attract consumer with the strength point of the property of herb.

CHAPTER V

CONCLUSION

By collecting data and analysis from data finding, existing herbal cosmetic SME and herbal personal care product SME can bring this information and data to adjust with their own business by understanding more about which factor consumers are concerned about using herbal product and which factor than can be their strength to implement to be the significant tool to reach customer satisfaction and also know the positive and negative point in consumer mind to prevent what can be harm to consumer about using the herbal product and also develop the existing product that they product to with consumer need. SME business can use this research and insight information to adjust with their company to make strength for their product in term of quality and the packaging of the product design. Moreover, to adapt with the trend of herbal extracts that grow and expand very fast in Thailand in order to make competitive advantages to Thai herbal cosmetic SME business.

This research also provide in-depth information about how and why consumer like and dislike to use herbal cosmetic and herbal personal care product including with the factor that consumer concern about using the herbal product which can be the quality of the product and also with the design of packaging that they're not comfortable to use. Moreover, with the in-depth interview we also know the positive attitude towards using of herbal product which we can use this to adapt to develop more strength to your existing product also. Furthermore, this research also provide information about the market size and growth and why trend is so important for both consumer and manufacturer, and also can be the motivation for those SME business which are related to this herbal business for develop and improve their product performance to be more effective and attracting for health concerned consumer and also current users of herbal cosmetic and herbal personal care product.

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