THE FACTORS INFLUENCING PURCHASE INTENTION AND REPURCHASE INTENTION OF THE COSMETIC PRODUCT IN THE ONLINE CHANNEL AND THE OFFLINE CHANNEL IN THAILAND

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ABSTRACT

The cosmetics industry is rapidly growing and challenging, so the business should have marketing and sales strategies to reach their target consumers. This paper explores the factor that could influence the target customer's decision to purchase and repurchase by analyzing the effect of each factor and compare the online channels and offline channels. The factors which used to analyze are brand awareness, social norms, trust, perceived benefit, price sensitivity, and attitude that could affect the purchase intention and repurchase intention of the cosmetics product which mainly focus on makeup cosmetics because makeup is one of the top three categories of cosmetics products with high growth potential and accessibility. The survey was collected on the online platform form Thai people who have purchased cosmetics products and the target respondents were separated into the group of people who purchase from the online channels and offline channels. To achieve the intense of the study to adapt the study result with company strategy and plan new marketing campaigns that match consumer behavior, the regression, T-test, ANOVA analysis and other tools are used for finding the result to meet the objective of the study.

KEY WORDS: Purchase Intention/ Brand awareness/ Social norms/ Repurchase Intention/ Attitude

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CHAPTER I
INTRODUCTION

1.1 Study Background

Cosmetics are an ideal tool to accomplish personal desire on social expectations and social status. Most people use cosmetics to beautify their face and body to be more attractive and self-confident, as well as reduce the flaws and blemishes from their face and body. Cosmetics tend to be one of the products used in daily life, which are not only used by females but also by males too. People use cosmetics in their everyday life to boost their self-perception, build up their self-esteem and their perceived social status. Cosmetics could change people feeling and fulfill their social life. Good looks make people feel they could receive more acceptance, more security, and could change their image and mood. For example, women who wear makeup will look more credible and confident, and get more potential opportunities and higher privileges compared to women without makeup, especially in the social situation where most people are judged by their appearance, such as job interviews and romantic attraction (Nash, Fieldman, Hussey, Lévêque & Pineau (2006); Apaolaza-Ibáñez, Hartmann, Diehl& Terlutter (2011); Britton (2012)).

The definition of cosmetics products has been mentioned in the research by Sagbo & Mbeng (2018) as the substances or preparation intended to be applied to the human body. Cosmetics can be used in many ways, such as cleaning, scenting, and changing the appearance. From The consumer insight of Cosmetics Europe, 2017, cosmetic is classified into seven types, which are sun care products, make-up (decorative cosmetics) products, skincare products, perfume products, body care products, oral care products, and hair care products.

Type of cosmetics

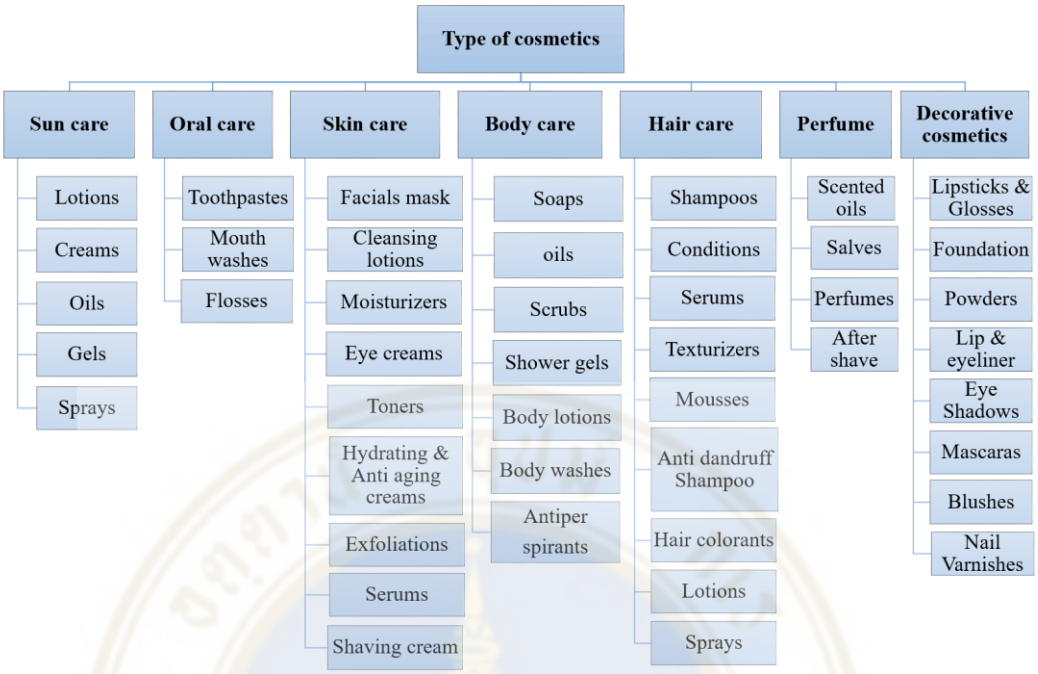
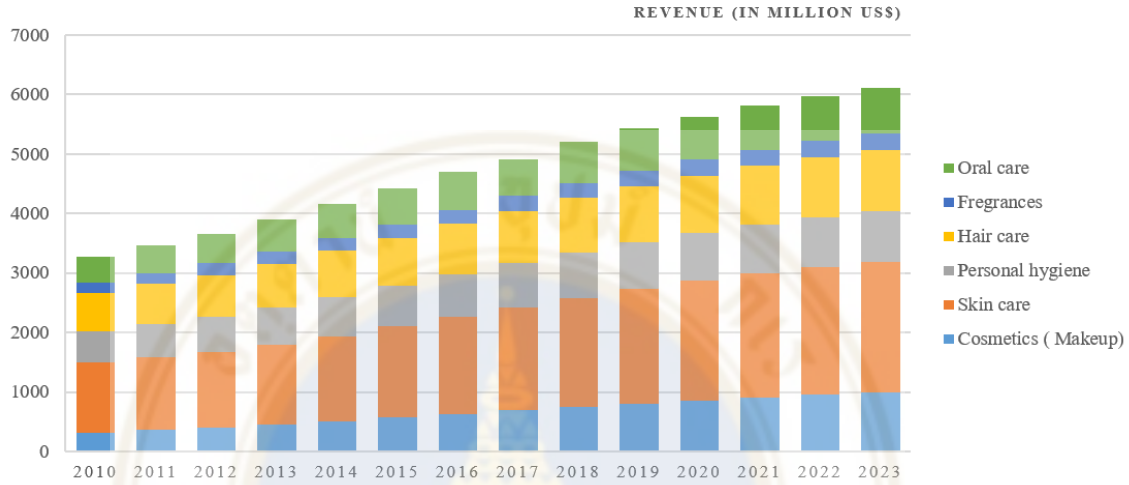


Figure 1.1: Type of cosmetics, Source: Cosmetics Europe, 2017

Nowadays, the cosmetic market is one of the biggest markets in the world. The market has a constant growth and capacity to be continuously expanding. Even in unfortunate global economic crisis the cosmetic industry still grew after the crisis, such as one of the biggest financial crises in 2008, the subprime or hamburger crisis. The cosmetics market recovered and boomed again in 2011 (Moslehpour, Wong, Pham & Aulia, 2017). In 2018, the Wise Guy Reports, the statistical survey and market consultancy company, showed the global cosmetic market value of 507.75 billion USD and the revenue growth tends to increase steadily. In December 2018, Statista showed the forecasted revenue in cosmetics & personal care market from 2010 to 2023 to be trending up. The most significant part of the revenue comes from skincare, cosmetics (makeup), and hair care. The growth of the market comes from the opportunities in the online channels, such as the expansion of social network, the consumer behavioral

changes leads to more attraction in new products and premium products, which was the result of the growth of the upper-middle classes and the aged population.

The revenue of the cosmetic industry



Revenue (In million US$)

Year	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Cosmetics (Makeup)	321	357	401	451	507	567	629	691	751	808	861	910	954	994
Skin care	1170	1231	1272	1346	1434	1532	1634	1736	1835	1926	2009	2082	2145	2199
Personal hygiene	531	559	590	623	655	686	715	741	765	785	802	817	829	839
Hair care	639	671	704	739	774	809	844	878	910	939	967	992	1015	1036
Fregrances	174	184	194	205	217	227	237	246	254	261	267	272	276	280
Oral care	437	467	500	534	569	603	634	612	686	708	726	742	755	765

Figure 1.2: The revenue of the cosmetic industry, Source: Statista December 2018

By separating the cosmetic market into geographical zone, Asia and Pacific is the biggest market with 39% market share and it is the emerging market for cosmetic industry's future growth. The second biggest market is North America, and the third is Western Europe. The growth of the market in Asia and Pacific mainly comes from China and India, which are desirable markets that have significant value and rapid growth, while Thailand holds the top rank for ASEAN market.

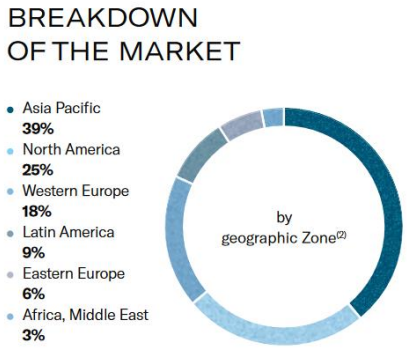


Figure 1.3: Cosmetic industry market share by region, Source: Loreal Annual report, 2018: cosmetics market

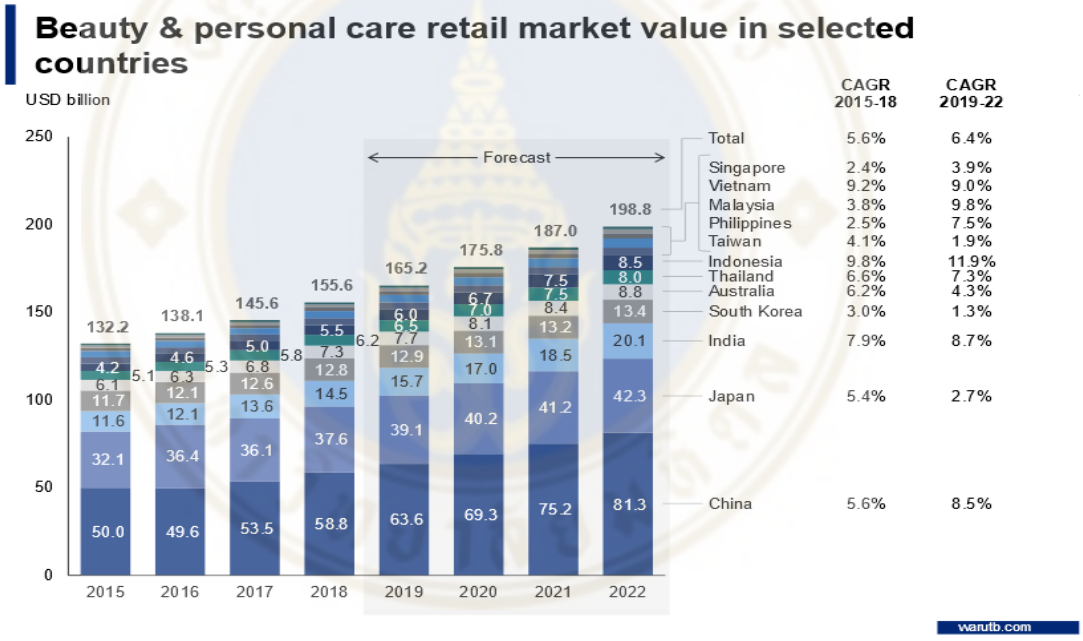


Figure 1.4: Beauty & personal care retail market value in selected countries

The International Trade Administration (ITA), U.S. Department of Commerce, reported that Thailand's cosmetics market was valued at approximately 4.7 billion USD in 2017, a 7.8% increase over 2016. Most market value came from skincare products, making up 47% of the market, followed by hair products (18% of the market), and makeup products (14% of the market). The leading products were anti-aging and

whitening skincare, color cosmetics with multi-benefits, men's grooming, sun care, child products, and organic products.

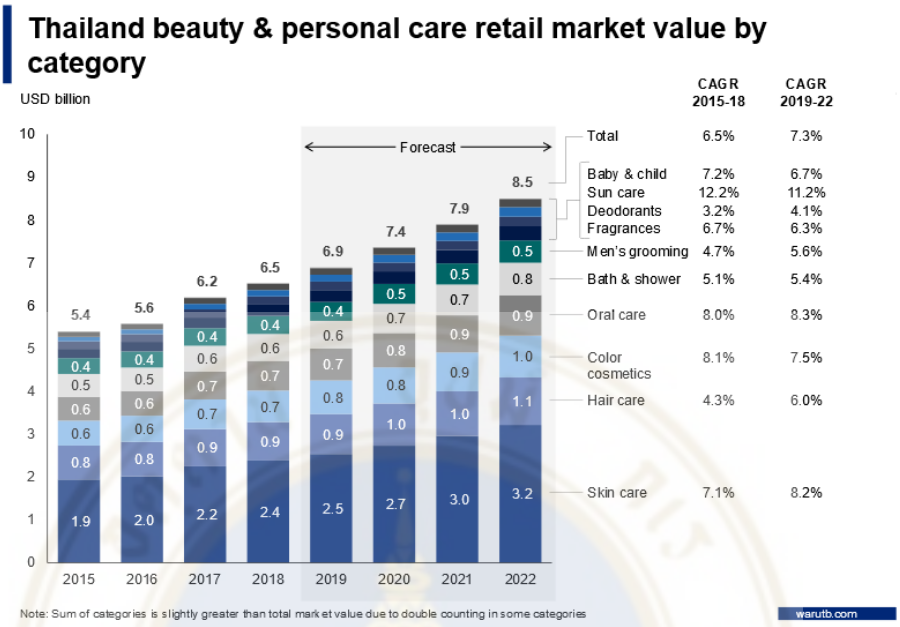


Figure 1.5: Thailand beauty & personal care retail market value by category

As Kotler (2011) mentioned in their study, the cosmetic market is highly competitive. Cosmetics brands should find active channels to distribute their cosmetics products according to the company's policy and marketing strategies in order to reach the target customers at the right time.

Nowadays, the cosmetics industry has various type of sales channels for distributing beauty and personal care products in Thailand. The main channels are store-based or offline channels. The leading offline channels in Thailand consist of department stores (Central Group, The Mall Group, Isetan (Thailand)), specialty store (Beautrium, Eve and Boy, KARMART, Boots, Watson), supermarket/hypermarket (TOPs, Big C Supermarket, Tesco Lotus), and convenience stores (7-11, Family Mart, Lawson). There is also growth in the non-store-based or the online channels, such as SMEs that distributes their products through Facebook and Lazada, especially for skin care and

color cosmetic products, but the sales of these online channels are still small compared to the traditional channels.

The sale channel for the cosmetics market can be separated into two types as mentioned by Chu, Cebollada-Calvo & Chintagunta (2010).

Online channel: Online channel is defined as the distribution and purchase of goods on the internet or online platforms. The advantages of the online channels are easy information access, such as product qualification, ingredients, price, easy product comparison, no traveling costs, convenience, and more flexible shopping hours and time saving. The disadvantage of the online channels is customers won't be able to examine the physical products. Hence, they need to decide without touching, sampling, testing, and could not get advices or discuss with the salesperson.

Offline channel: Offline channels are the traditional channels for distributing and purchasing goods such as traditional stores, telesales, or mail-order.

The customer could examine the physical products, could have interpersonal communication with a salesperson or the merchandise, but it has higher traveling costs, cost of product search, and non-flexible shopping hours (Grewal, Iyer, and Levy, 2004).

As mentioned earlier about the growth of the cosmetics market, the trend of the cosmetic comes from the large customer demand, which they prefer to purchase more if the products have better performance, quality and new benefits. Digitalization is also one of the keys to the change as it plays a vital role to boost up the customer purchase intention to purchase cosmetics and be the powerful channels to connect with consumers. Thus, e-commerce could tighten the gap between the products and consumers and reduce the limits of the market.

The trend could have some effect on the entrepreneurs to change their sale strategy. From the report on ResearchAndMarketscom, the driving strategy for the companies today shifted towards e-retail and online shopping more than other traditional strategies. The forecasted number from Statista showed the sale trend shifted from online to offline channels, but most sales still came from offline channels.

Online and Offline sales

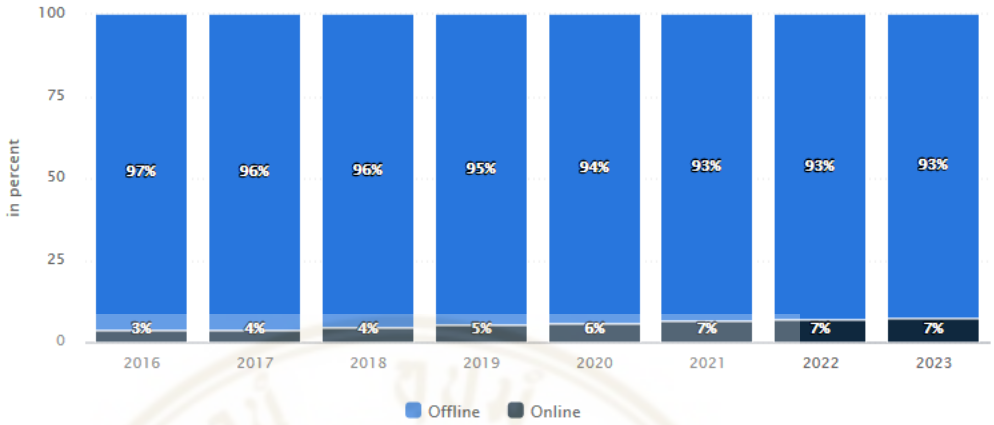


Figure 1.6: Online and Offline sales, Source: Statista December 2018

From this situation, businesses in the cosmetics industry need to adapt, change their strategy, and plan new marketing campaigns that match consumer behavior. To form the correct sales strategy for online channels and offline channels, we will need to understand the differences between these two channels and how they affected the customers intention to buy cosmetic products. Moreover, repeat purchase is also essential to study because the cost of keeping old customers is lower than finding new ones. Also, the intention to repurchase is essential to the company's sustainability and growth. Therefore, companies should focus both on seeking new customer purchase intention and retaining their existing customers to maintain the sales revenues. (Ennew and Binks, 1998; Hellier et al., 2003; Wangwiboolkij, 2012).

As the study for all cosmetics type is too broad, this study will focus only on makeup cosmetics, because makeup cosmetics is one of the top three categories of cosmetics products with high growth potential and accessibility. The makeup cosmetics market is more accessible to new entrants to the market, offering new products by targeting specific niches which will be useful for SME entrepreneurs or other investors. Therefore, the objective of this study is to understand and compare the effect of the sales channels, both online channels and offline channels, by analyzing the impact from the group of people who bought cosmetics from the online channels and the impact from

the people who bought cosmetics from the offline channels and determine how the factors, including brand awareness, social norms, trust, perceived benefit, price sensitivity, and attitude, influence the purchase intention and repurchase intention. The analyzed result could help the marketing team to create new campaign or correct existing ones, which could increase the customers intention to purchase and repurchase and increase sales for the company.

1.2. The factors under investigation

Factors under investigation are Purchase Intention, Brand awareness, Social norms, Trust, Perceived benefit, Price Sensitivity, Attitude, Repurchase intention.

1.3 Research questions

- What is the critical factor which affects the consumers purchase intention and repurchase intention of cosmetics products on online channels and offline channels?
- How do the factors impact consumers purchase intention and repurchase intention?

1.4 Study Objectives

- To identify the factor which affects the consumers purchase intention and repurchase intention;
- To evaluate the impact of each factor on consumers purchase intention and repurchase intention;
- To compare the differences of the impact of online and offline channels on the customers;
- To provide recommendations for cosmetics companies or marketing teams which are in the related products and services.

1.5 Benefit of the study

Cosmetics companies or related companies could gain more understanding on the customer intention and learn about the factors that have the most effect on the purchase intention and repurchase intention on online and offline channels. Hence, the marketing department of the cosmetics company would be able to create suitable marketing campaigns or strategies and help the company to increase its sales opportunity.

CHAPTER II
LITERATURE REVIEWS

2.1 Literature review

Purchase Intention

Purchase intention was described by Garg & Joshi (2018) to be the decision-making process which consumers developed their willingness to buy towards a product or a brand (cited by Wells 2011; Dodds 1991). Moreover, Espejel, Fandos, & Flavian (2008) also mentioned purchase intention in their study as a buying intention of a customer, which could influence the customer's attitude and beliefs on the products. Martins, Costa, Oliveira, Goncalves, & Branco (2019) described that purchase intention will help consumers plan their future purchase, and the positive purchase intention could increase the sales opportunity of the product and brand engagement.

Purchase intention tends to be the predictor for consumer behavior (Chi, Yeh & Yang, 2009) by using the probability to purchase, plan, and consideration to purchase as variables (cited by Zeithaml, 1988). From the context of Kim & Ko (2010), purchase intention is a promise of the customer for future purchases, which is related to planned consumption, and it could be the estimation tools for estimating future profits of the brands. This study will define the consumer's purchase intention as the intention of the customer to decide to buy the cosmetic product in the online channels or offline channels, which could increase the sales opportunity of the product and brand engagement.

Repurchase intention

Moslehpour, Wong, Pham, & Aulia (2017) defined repurchase intention as a customer intention to purchase the same product they have purchased before and always buy the identical product from time to time. Lin & Lekhawipat (2014) explained

repurchase intention as a repeat purchase of a customer at a specific store in which the customer had purchased at the store before. Repurchase intention also refers to the consumer's decision towards a brand to re-buy its product in the future and discard other options (Adekunle & Ejechi, 2018). It also refers to the self-judgment of customers from their current situation, conditions, and past experiences to repeat the purchases or continue to purchase from the same stores in the future (Phillip, Gus, Rodney &John, 2003; Trivedi & Yadav, 2018).

According to the past research, the repurchase intention for this study could be defined as the intention of customers to purchase cosmetics products, which they have purchased before under current situation, conditions, and the past experienced, discard other options.

Trust

Trust is defined as a multidimensional concept based on various targets, such as a salesperson, sales channels, product, and company (Chao Wen, Victor R. Prybutok & Chenyan Xu, 2011). Salo & Karjaluoto (2007) defined trust as the belief in other's words or promises (cited by Zaltman and Moorman, 1988) and trust is the key to success, which could help develop and maintain the relationship between one another. From the study of F. Ma (2018), trust is the key to success for interpersonal relationships that is further explained in the interpersonal trust model as the relationships between a trustor or an individual and a trustee. The trust and confidence could help to increase the risk level a person is willing to accept as the result of the interpersonal relationships (Knoll & Gill, 2011). Liu & Wang (2018) also explained the meaning of trust as the direct influence of acceptation and the motivation for people to be willing to accept something.

Kenning (2008) mentioned that trust is a personal trait which influences the person's behavior and most of the company believes trust is one of the influencing factors which could positively raise customer's buying behavior. It is found in marketing campaign of the company as a trust-building program or corporate social responsibility (cited by Grewal, 2004). From the prior researches, this study defines trust as the belief

of customer on the words and promise of cosmetics brands, which could influence the customer behaviors.

Chesney, Chuah, Dobele, & Hoffmann (2017) referred trust in their study of electronic commerce as a significant factor which could impact the brand credibility and consumer behavior and social capital in the online business. In this study, trust could be defined as the belief of people which could influence their behavior and increase risk tolerance of the trustor. The brand should have the willingness to act based on other parties' expectations for developing and building trust with customers or other parties and gain a good relationship with them (Trivedi & Yadav, (2018).

Brand awareness

Barreda, Bilgihan, Nusair, & Okumus (2015) defined brand awareness as the name of the brand, which informs and the customer could recall and recognize the brand. Huang, & Sarıgöllü (2014) also explained brand awareness as the recognition of the brand, or simply the information which customers know about the brand (cited by Keller, 2008). The ability to identify and remember brand's appearance could be used to evaluate the awareness of the consumer (Hutter,Hautz, Dennhardt, & Füller, (2013). Sasmita & Mohd Suki (2015) mentioned that brand awareness is the way consumers think about a particular brand and the consumers tend to gain more awareness by the brand's marketing communication channel from both online and offline channels, which could guarantee the product quality and influence the selection process. Brand awareness could be increased by communicating, advertising, promotion, and public relations, representing the brand experience to the consumers and can choose an appropriate channel for the consumers. For example, social media is one of the online channels which the brand could use to communicate and present the brand to consumers who are active and interested in the activities on social media or other online channels (Hutter, Hautz, Dennhardt & Füller, 2013).

Social norm

House (2018) explained social norms as the rules that govern social behavior, such as the community's common beliefs or normal responses which could motivate people to adapt to the behavior. Moncur, Orzech & Neville (2016) also defined social norm as the shared beliefs within the same group, and it is related to the feelings, thoughts, and behavior of the people in the group (cited by Reynolds, Subasic, & Tindall, 2015; Turner, 1991). It is an influencing mechanism which affect the behavior of the member of the social group. Sorkun (2018) explained that social norms have a significant effect on individual behavior, particularly in the country with collectivist cultures (cited by Morren and Grinstein, 2016). Cho, Chung & Filippova (2015) divided the types of social norms into descriptive norms and injunctive norms, which represent the attitude and behavior of the others for the perceived behavior or negative and positive attitudes. In conclusion, the meaning of social norms in this study is the belief of the people in the same society or group, which could motivate people to change or adapt their behavior and do the same as others in the group.

Perceived benefit

Perceived benefit could be used to specify buying situations where consumers look for the benefits of the purchase or the product (Akturan & Tezcan, 2012). On the other hand, Fuldeore (2005) explained the meaning of the perceived benefit to be an individual perception of entitlement to take action for reducing threats. Winit & Kantabutra (2017) defined perceived benefit as the process to exchange values between companies and stakeholders or customers. The customer would return the outcomes or other benefits to the company if they received the profits or benefits from them. The company needs to be concerned about consumer demand and satisfaction.

The advantage that customer perceived could be functional benefits, the tangible advantage which the customer receives from goods or psychosocial benefits related to mental or well-being (happiness). Akturan, U., & Tezcan, N. (2012) described perceived benefit in purchasing situations by explaining that customers will look for a

product solution that delivers them the benefit (cited by Kotler and Armstrong, 2003) and consumers evaluate the usefulness of the products by comparing the perceived benefit and perceived sacrifice. The influencing factor which could motivate functional benefits could be the utilitarian functions such as convenience, varietal, and interactive marketing, and the social or emotional needs, such as the joy and excitement from shopping experiences, will affect the psychosocial benefits.

Price Sensitivity

Price sensitivity could be defined as consumers' feelings about paying for a product at a specified price (Dominique-Ferreira, Vasconcelos & Proença, 2016). Graciola, De Toni, de Lima, & Milan (2018) also referred price sensitivity as the influence conjoined to price in the evaluation of a service or product (cited by Erdem et al., 2002) and how the customer recognizes and react to variations or differentiation in the prices and the impacts of the customer judgments in response to the price variations. The varieties in how consumers respond to the price came from the consumer's thought when estimating the benefit of the goods (Lena, HS Chris & Marion, 2017). Moreover, how the customers are involved with the product also affects their response. For example, if the customer has more involvement with the product, they will be less sensitive to price (cited by Zaichkowsky, 1988; Datta, 2003; Sérgio, Helder, João, 2016. Nowadays, the sensitivity of price tends to increase because of alternate products and the growing number of competitors in the related product or industry. For the current or past customers, the price sensitivity also tends to increase because the customers expected to receive privileges or special treatments from the sellers (cited by Lee and Fay, 2017). Sales channels is also a one factor which has some effect to the price sensitivity. In the context from Chu, Cebollada-Calvo & Chintagunta (2010), they showed that price sensitivity has less effect on online channels compared to offline channels, but the result is also related to the type of consumers and products. Light online shoppers mostly have the lowest price sensitivity on the online channel compared with

heavy and moderate online shoppers. On the other hand, moderate online shoppers tend to have the highest price sensitivity on the offline channel.

Attitude

Garg & Joshi (2018) defined attitude as the degree of favorable or unfavorable feeling towards a particular product or brand which is evaluated by personal thoughts, product, and purchase evaluations from past experiences, such as customer service or brand perception (Roest and Pieters, 1997; Zeng, 2008). Consequently, the attitude could impact specific behaviors of the person towards the brand or products (cited by Ajzen, 1991). Mansour, Eljelly & Abdullah (2016) referred attitude to the degree of positive value or negative value toward behavioral performance. Similarly, Bashir & Madhavaiah (2015) also stated that attitude is the degree of positive or negative feelings of the person towards the use of that particular product (Phillip K. Hellier, Gus M. Geursen, Rodney A. Carr, John A. Rickard, 2003).

2.2 The Empirical study

For this study. purchase intention and repurchase intention will be the dependent factors, while brand awareness, social norms, trust, perceived benefit, price sensitivity, and attitude will be the independent factors.

Purchase Intention and Brand awareness

Chi, Yeh & Yang (2009) analyzed the influence of awareness towards purchase intention and found that brand awareness is a crucial factor, because most of the customers favor buying the products they knew and recognized (cited by Keller, 1993; Macdonald & Sharp, 2000). The awareness could help to make decisions on the purchasing process by reminding the buyers about the brand. The realization of the brand could be increased from CSR activities, corporate social contributions, and local community contribution. High level of brand recognition means more consumer preferences, more market share, and better quality evaluation (cited by Dodds,1991;

Grewal, 1998). Recognized brands will have a higher purchase intention than less recognized brands (Hsu, 2000).

H1: Brand awareness has a positive impact on purchase intention.

Purchase Intention and Social norms

Lee & Green (1991) explained the importance of the social norm in Confucian cultures that most people will behave according to the group conformity and act according to the social influences. Therefore, their consumer behavioral intentions is affected by the social norms.

H2: Social norm has a positive influence on purchase intention.

Purchase Intention and Trust

Trivedi & Yadav (2018) mentioned in their research that purchase intention can be the indicating factor to measure the customer purchase intention and remarked that the purchase intention is impacted by trust significantly. If the customer trust in the merchandise or the product, it could create a positive relationship with the customers. The purchase channels also have an impact on trust. If customers have positive trust in the stores, they will be comfortable to purchase from the same channels. Kim & Ko (2010) found trust to have positive relation with purchase intention, which could enhance the connection between the customer and the brand and become one of the critical components for the long-term relationship with the customer.

H3: Trust has a positive impact on purchasing intention

Purchase Intention and Perceived benefit

Forsythe, Liu, Shannon, & Gardner (2006) mentioned that customers could perceive benefits from online shopping as it provides convenience, product, the pleasure of shopping, and enjoyment, which could correspond positively with the purchase intention and repurchase intention.

H4: Perceived benefit has a positive impact on purchasing intention.

Purchase Intention and Price Sensitivity

Abdullah-Al-Mamun & Robel (2014) mentioned about price sensitivity in their online shopping context. The competition in e-commerce is very high and sellers usually offer the lowest prices to attract customer, but the study of Smith and Brynjolfsson (2001) found that people do not always have the intention to purchase the products with the lowest price. The intention of the customer is also based on royalty of the customer to the brand. Royal customers tend to be insensitive to price when customers intend to purchase the product while non-royal customers are more sensitive to price (cites by Brown, 1974; Webster, 1965; Krishnamurthy and Raj, 1991; Massy and Frank, 1965; Wernerfelt, 1991). From the prior studies, price sensitivity has both negative and positive impacts toward the purchase intention based on the customer behavior. Moreover, this study will analyze the positive side of impacts towards purchase intention.

H5: Price Sensitivity has a positive impact on purchasing intention.

Purchase Intention and Attitude

According to Kim & Ko (2010), purchase intention is strongly related to consumer's attitude towards a product or a brand. Bagozzi & Warshaw (1992) illustrated that the influence of the attitude towards behavioral intentions is direct. Thus, the intention to repurchase is based on the attitude of the customers, which came from the experience and the intention to react or response based on past actions (Warsaw & Davis, 1985). Zeng (2008) studied an online apparel shopping about the relationship between attitudes and the intention to purchase. The research result showed that attitude was an influential variable that positively impacted the purchase intention of young customer groups. The product attributes such as brand name, logo, color, and other attributes related to the products will be a significant part of attitude toward purchase intentions.

H6: Attitude has a positive impact on purchasing intention.

Repurchase Intention and Brand awareness

Pather, P. (2017) showed that brand awareness could affect the decision-making process, particularly with regards to repurchasing the brand's product. Wang and Hwang (2001) stated that the awareness could have impacts to the brand's identification and customer's decision-making process on the repurchase intention (cites by MacDonald & Sharp, 2000), and suggested the brand to increase the awareness by increasing the review of the product which could lead to bigger market share (cites by Lin, 2006). Hence, keen brand awareness is a critical factor for higher repurchase intention.

H7: Brand awareness has a positive impact to repurchase intention

Repurchase Intention and Social norms

Shukla (2011) mentioned the relationship between social norms and customer consumption in the luxury product context, which showed the pressures of social norms and the expectations of others that could impact the customer's decision. Also, Chang & Lee (2010) studied the influences of social norms on the repurchase intention of cigarette and found the social norms, including the law and public standards, to have negative impact on the repurchase intentions. However, social norms also affect individual repurchase intention through social pressure, cultural aspects, opinions, social supports, which impact the customers differently, depending on their beliefs and social acceptance toward that kind of product. For cosmetics products, customer acceptance towards cosmetics products is better when compared with cigarette. Therefore, the perception of the social norm towards cosmetics products would be in a positive direction for the repurchase intention of the customers.

H8: Social norm has positive impact to repurchase intention.

Repurchase Intention and Trust

Trivedi & Yadav (2018) stated that trust could lead to initial purchase intention and repurchase intention, as well as encourages word of mouth recommendations from the positive relationship between the customers and the brand. Trust is a crucial variable in a successful relationship (cites by Chou et al., 2015; Ku, 2012). Therefore, trust is the factor which impact both initial usage (cites by Gefen et al., 2003; Lim et al., 2006; Pavlou and Gefen, 2004) and following usage (cites by Flavian et al., 2006; Dagger and O'Brien, 2010; Agustin and Singh, 2005), which means it could impact both purchase intention and repurchase intention. Razak, Marimuthu, Omar, & Mamat (2014) illustrated the significance of the relationship between online trust and repurchase intention, and the research by Spreng (1996) and Oliver & Linder (1981) also mentioned that trust could stimulate customer repurchase intention. McCole and Palmer (2001) studied the relationship between repurchasing and customer trust in the online service context, and the result showed the higher the degree of customer trust on the website, the higher the probability of the intention of customers to purchase the products on the website. Then the first experience the customers received, and the first customer satisfaction could impact the future behavior of the customers. People tend to log on to the website and browse the information which could lead to repeat purchase from the same channels. The other examples from the research of Gefen (2000) showed the consumption on Amazon website, based on the degree of trust, and the trust would be the motivating factors toward real consumptions. Therefore, trust is the essential variable for long-term business relationships with customers (cites by Doney & Cannon, 1997; Morgan & Hunt, 1994).

Chao Wen, Victor R. Prybutok & Chenyan Xu (2011) mentioned trust in their research as a predicting factor for the return intentions of customers, especially for online vendors whose challenge is to create customer trust and confidence. They need to establish trust in online transactions and build more attractiveness for their products and services. The faith in online channels tends to be more critical compared to offline

channels because of the limitations of online stores. It is difficult for the customers to judge the trustworthiness of online stores. Customer trust is a critical factor in decision-making, and the violation of trust could lead to distrust and negative repurchase intention, as well as negative word of mouth communication.

According to the previous researches, trust could lead to a positive and negative impact on the repurchase intention, but for this study, the analysis will be based on the hypothesis, which is in the positive side of effects.

H9: Trust has a positive impact on repurchase intention.

Repurchase Intention and Perceived benefit

The benefit of a product depends on the belief of the customers for the performance and usefulness of the product (Adekunle & Ejechi, 2018). Thus, if they think the product is continuously useful, there would be a significant impact on the repurchase intention (cited by Chiu et al., 2009). As mentioned by Ibzan (2016), the customers will continue their relationship with the satisfiable brands more than the unsatisfiable brands. Therefore, the brands need to build a competitive advantage to maintain the satisfaction.

H10: Perceived benefit has positive impact to repurchase intention

Repurchase Intention and Price Sensitivity

Several studies discussed customers' price sensitivity. Since price sensitivity is individually perceived, the differences in price could influence each customer repurchase intention differently, because some buyers would have plans to acquire cheaper products rather than buying more expensive ones (Lena Jingen Liang, HS Chris Choi & Marion Joppe, 2017). Form the study of Graciola, De Ton, de Lima & Milan (2018) on retailing and consumer services, the variation in price sensitivity towards a product or service depends on the population type from urban and rural areas, the type of product and services, stores brands, and the utility of product and services (cited by Shrivastva et al., 2016). Price sensitivity has both positive and negative impacts on

repurchase intention, depending on the customers and products brand. This study will focus on the positive impact for analyzing repurchase intention.

H11: Price sensitivity has positive impact on repurchase intention

Repurchase Intention and Attitude

Phillip K. Hellier, Gus M. Geursen, Rodney A. Carr, John A. Rickard (2003) mentioned the correlation between attitude and repurchase intention in their research that the attitude is a significant influencing factor for repurchase intention (cited by Bearden and Teel, 1983; Innis,1991; Oliver, 1980, 1981; Roest and Pieters, 1997), because the attitude is interpreted as a post-purchase construct from the past evaluative experiences with the products or the brand (cited by Roest and Pieters, 1997).

H12: Attitude has positive impact on repurchase intention.

CHAPTER III
METHODOLOGY

3.1 Model and Research framework

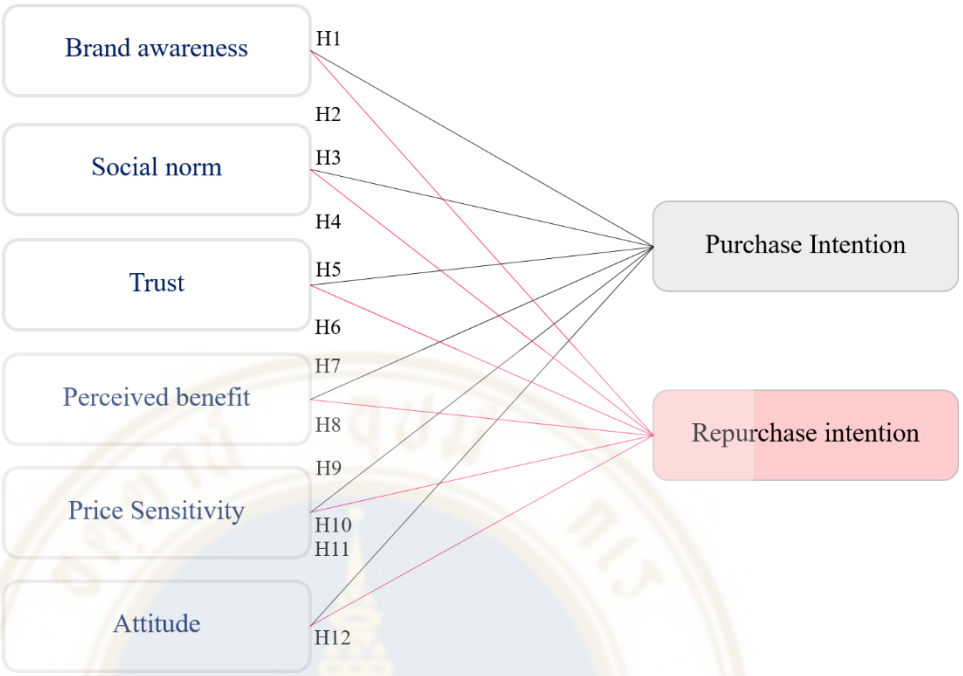
To find out the result for the research questions according to the primary purpose of this study, key influencing factors and their impact on consumer purchase and repurchase intentions on makeup cosmetics products on online and offline channels need to be analyzed.

As mentioned in the literature reviews in chapter two, the dependent factors and independent factors could be summarized as follows.

The dependent factors consist of purchase intention and repurchase intention, while the independent factors consist of brand awareness, social norm, trust, perceived benefit, price sensitivity, and attitude.

The research framework used to analyze the hypothesis of the independent factors and the independent factors in this study could be summarized as in the below model.

Hypothesis



H1: Brand awareness has a positive impact on purchase intention;

H2: Social norm has a positive influence on purchase intention;

H3: Trust has a positive impact on purchase intention;

H4: Perceived benefit has a positive impact on purchase intention;

H5: Price sensitivity has a positive impact on purchase intention;

H6: Attitude has a positive impact on purchase intention;

H7: Brand awareness has a positive impact on repurchase intention;

H8: Social norm has a positive impact on repurchase intention;

H9: Trust has a positive impact on repurchase intention;

H10: Perceived benefit has a positive impact on repurchase intention;

H11: Price Sensitivity has a positive impact on repurchase intention;

H12: Attitude has a positive impact on repurchase intention.

3.2 Methodology

3.2.1 Population and sampling size

The population selected for this study is Thai people who live in Thailand with the age of 18 years old and over. The population included every gender and generation who have cosmetics product buying experience on online channels or offline channels.

From the Bureau of registration administration, the number of eligible Thai population, as of December 2018, is 51,287,013 people.

Population	Male	Female	Total
Total Thai population	32,556,271	33,857,708	66,413,979
Thai population aged more than 18 years old.	24,736,620	26,550,393	51,287,013

Source: Bureau of registration administration Thailand (2018)

As mentioned in Israel (1992), to determine the sampling size for the survey, the population formula created by Yamane (1967) provides a simplified formula to calculate the sample size. In the formula below, N is the amount of population, n is the sampling, and e is the level of precision.

$$N = \frac{N}{1 + N(e)^2}$$

The formula should be applied at the 95% confidence level or 5% of precision and the population of 51,287,013. The sampling size for this study will be 400 samples, as shown in the table, when thett size of a population is more than 100,000 people.

Size of Population	Sample Size (n) for Precision (e) of:			
	±3%	±5%	±7%	±10%
500	a	222	145	83
600	a	240	152	86
700	a	255	158	88
800	a	267	163	89
900	a	277	166	90
1,000	a	286	169	91
2,000	714	333	185	95
3,000	811	353	191	97
4,000	870	364	194	98
5,000	909	370	196	98
6,000	938	375	197	98
7,000	959	378	198	99
8,000	976	381	199	99
9,000	989	383	200	99
10,000	1,000	385	200	99
15,000	1,034	390	201	99
20,000	1,053	392	204	100
25,000	1,064	394	204	100
50,000	1,087	397	204	100
100,000	1,099	398	204	100
>100,000	1,111	400	204	100

a = Assumption of normal population is poor (Yamane, 1967). The entire population should be sampled.

Source: Israel (1992)

3.2.2 Research Approach

This study applied the quantitative method for analyzing the factors which affect the purchase intention and repurchase intention of cosmetics products and interpreting the impact of each factor on the purchase intention and repurchase intention. The results from the surveys and the report were used to compare the differences between customers who buy cosmetics in the online channel and customers who buy cosmetics in the offline channel.

The questionnaire collected two different parts of data. The first part collected necessary demographic information, which were gender, age, education level, monthly salary, occupation, cosmetics products buying experience, and cosmetics products buying frequency. If respondents never buy cosmetics products before, the survey will end. Respondents who have purchased cosmetics products will carry on to the next part to survey their usual purchase channels to separate the respondents into the people who mostly buy makeup from online channels and people who mainly buy makeup from offline channels. The second part also collected the data to analyze the influencing factors, including brand awareness, social norm, trust, perceived benefit, price Sensitivity, and attitude and described the impact of the factors on customer

purchase intention and repurchase intention. Each factor consisted of five questions for indicating the level of agreement in each statement. The strength of agreement was ranged from 5 to 1 where 5 to 1 mean strongly agree, agree, neutral, disagree, and strongly disagree, respectively.

Data collection

The study collected the data using Google Surveys online questionnaire platform from July 2019. To separate the participants and simplify the survey for Thai people, the questionnaire was written in Thai language. Surveying in Thai language helped increasing the reliability of the data by decreasing the risk from misunderstanding the questions and reduce the time taken to answer the questionnaire.

The objective of this study is to identify the impact of the influencing factors on purchase intention and repurchase intention. The product category that was applied in this study was makeup cosmetics products, and the scope of the study included Thai people who have purchased cosmetics products from online channels and offline channels. Thus, the target group of the study is the Thai population, with no specific residency, who have the experience of buying cosmetics products from online channels or offline channels. This study collected 400 samples for the sampling size and separated the samples into two groups of participants. Two hundred respondents were the respondents who mostly buy cosmetics products from online channels and another 200 were the respondents who mostly buy cosmetics products from offline channels. The surveys were distributed by sharing the survey link from Google on social media such as Facebook and Facebook pages, which were related to the topics and shared on websites to gain better opportunity to reach the target group of customers.

Since the data collection process was online and needed to be shared and distributed to the respondents on social medias or websites, the questionnaire described the purpose of the survey on the first page to inform the respondents. The data from the survey was used for academic purpose only, and it depended on the willingness of the respondents to answer the survey. Moreover, the questionnaire had no specific question

to identify the respondents. The question required only necessary information, which could not lead to the identification of the respondents.

Moreover, for the privacy of the data was another important concern. To keep the data confidential, the questionnaire was done in Google Form, but other people were not allowed to see the result or change any question. The link shared limit the authority of respondents to answer the questions only and they could not edit or view any result. The data collected requires a login username and password to access, and the raw data and research files were saved only in the personal laptop, which also requires username and password to login and access the computer. The data will be used only for academic purpose and will not be shared or applied for other purposes.

Data Analysis

According to the objective of the study and to analyze the result for answering the research question, SPSS program was used to analyze and find the results in this study. The statistics tools used in the analysis were descriptive analysis, T-test, One-way ANOVA, reliability, and regression analysis.

The descriptive analysis was used to analyze necessary demographic information and general information of the respondents and the research questions. The data used for analyzing were the mean value, frequency, and percentage, and the T-test analysis was applied for analyzing the differences between 2 population groups, such as gender. The One-way ANOVA was used to illustrate the differences for the data that has more than 2 groups, such as the education or salary. The regression analysis was used to analyze the impact of the independent factors on the dependent factors. The significant level which was used to analyze the data in this study was 0.05 or 95% confidence.

Referring to Hume, Ball& Salmon (2006) and Norman & Streiner (2008), Cronbach alpha was examined to identify each individual factor for determining the internal consistency of the revised subscales. An appropriate Cronbach alpha should be greater than or equal to 0.6. Therefore, the significant level used to analyze Cronbach alpha was 0.6.

CHAPTER IV
RESEARCH FINDING AND ANALYSIS

According to the online surveys collected, there were 513 submissions. The respondents who did not complete all survey questions were not count as a submission, and 21 respondents were excluded because they have never bought cosmetics products before. Therefore, the sample size used in this study was 492.

Demographic Analysis

The survey had 492 samples which could be used in the analyzing methods. M respondents were women, with 432 respondents or 87.8%, while there were 60 male respondents or only 12.2%. When categorized by age range, the respondents aged 26-30 years old were the biggest group, with 148 respondents or 30.1%, followed by the respondents aged 31-40 years old, 21-25 years old, 41-50 years old, over 50 years old, and below 20 years old, with the percentage of respondents of 19.1%, 17.3%, 13.4%, 14.6%, and 5.5% respectively. For education level, most of the respondents had bachelor's degree, with 322 respondents or 65.4%, followed by master's degree, below bachelor's degree, and doctoral degree, with the respondent percentage of 25.8%, 8.1%, and 0.6% respectively.

To divide people into groups by their financial status or monthly salary, most of the respondents had the salary over 40,000 Baht per month, with 161 respondents or 32.7%, followed by respondents with monthly salary of 20,001-30,000 Baht, 10,001-20,000 Baht, 30,001-40,000 Baht, and less than 10,000 Baht, with the respondent percentage of 22.8%, 17.7%, 15.2%, and 11.6% respectively.

Table 4.1: Frequency Table (demographic information)

	Item	Frequency	Percentage
Gender	female	432	87.8
	male	60	12.2
Age	Less than 20 years old	27	5.5
	21 - 25 years old	85	17.3
	26 - 30 years old	148	30.1
	31 - 40 years old	94	19.1
	41 - 50 years old	66	13.4
	more than 50 years old	72	14.6
Education	Under bachelor's degree	40	8.1
	Bachelor's degree	322	65.4
	Master's degree	127	25.8
	Doctoral degree	3	.6
Monthly Salary	Less than 10,000 Baht	57	11.6
	10,001-20,000 Baht	87	17.7
	20,001-30,000 Baht	112	22.8
	30,001-40,000 Baht	75	15.2
	More than 40,000 Baht	161	32.7

The samples that were used for the analysis were the target respondents for the research. Therefore, all of the respondents were customers who have purchased cosmetics products. Furthermore, most respondents buy cosmetics products once or twice in 3 months with 200 respondents or 40%, followed by respondents who buy cosmetics products once or twice in 6 months, respondents who buy cosmetics products more than once per month, respondents who buy cosmetics products once or twice in 6 months, and respondents who buy cosmetics products only once or twice per year, with the number of respondents of 135 (27.4%), 95 (19.3%), 62 (12.6%).

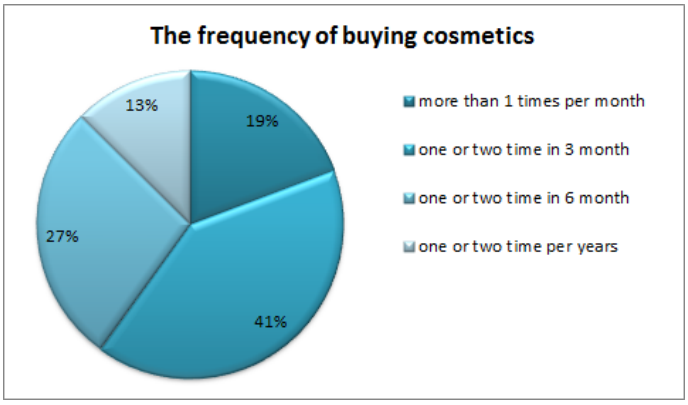


Figure 4.1: The frequency of buying cosmetics

Table 4.2: Frequency Table (Frequency of purchase)

	Item	Frequency	Percent
How often do you buy cosmetics products?	More than once per month	95	19.3
	Once or twice in 3 months	200	40.7
	Once or twice in 6 months	135	27.4
	Once or twice per year	62	12.6

The objective of the study is to analyze the intention to purchase and repurchase cosmetics products by comparing the sales channels. The respondents were divided into two groups, which are the people who regularly buy cosmetics products from online channels, with 150 respondents or 30.5%, and the people who usually buy cosmetics products from offline channels, with 342 respondents or 69.5%.

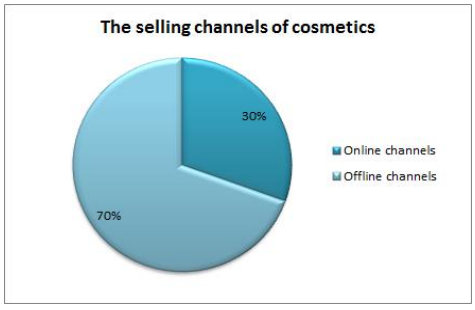


Figure 4.2: Purchase channel frequency

Table 4.3: Frequency table (Purchase channel)

	Item	Frequency	Percent
What Channels do you prefer to buy cosmetics or buy more often?	Online channels	150	30.5
	Offline channels	342	69.5

Mean Analysis

According to the descriptive statistics, the table shows the mean score for each question in the questionnaire to identify the topics that people highly agree with in the survey.For the purchase intention in Table 4.4, the statement, 'I consider purchasing cosmetics products when I am shopping,' has the highest mean score of 3.69, meaning the respondents agree to this statement the most, follows by the statement, 'I would like to buy cosmetics product next time I am shopping,' and 'If I find the cosmetic at a store, I intend to purchase or consider purchasing it,' with the mean of 3.49 and 3.46 respectively.

Table 4.4: Descriptive Statistics Table (Purchase intention)

Factor: Purchase intention	N	Mean	Std. Deviation
I consider purchasing cosmetics products when I am shopping.	492	3.69	.829
I would like to buy cosmetics product next time I am shopping	492	3.49	.928
If I find the cosmetic at a store, I intend to purchase or consider purchasing it.	492	3.46	.870

Table 4.4: Descriptive Statistics Table (Purchase intention) (cont.)

Factor: Purchase intention	N	Mean	Std. Deviation
I intend to reduce cosmetic purchasing in the future.	492	2.56	1.026
I would make a special effort to buy cosmetics.	492	3.32	1.013

The results of Table 4.5 illustrated that people also decided to buy cosmetics products which they could recognize had the highest mean scores of 4.35 for the brand awareness factors question. People also gain awareness from social media and other communication channels (mean = 4.17), and they could recall the name, symbol, or logo of the cosmetics brand (mean = 3.98).

Table 4.5: Descriptive Statistics Table (Awareness)

Factor: Awareness	N	Mean	Std. Deviation
If I want to buy a cosmetics product, I will buy the cosmetics product I recognize.	492	4.35	.601
I can quickly recall a name, symbol, or logo of the cosmetics brand.	492	3.98	.805
Some characteristics of the cosmetics product can come to mind quickly.	492	3.84	.819
I could be aware of the cosmetic brand that appeared on social media or other communication channels.	492	4.17	.661
I can recognize the particular cosmetics product in comparison with the other brands.	492	3.75	.899

For the social norm, people mostly agree with the topic, 'I would be more willing to buy cosmetics products if they get a reward from the brand,' with the mean of 3.66. Moreover, people tend to decide to buy cosmetics products because of the influence of other members in the society, an influencer, or a celebrity (mean = 3.48), and people would buy cosmetics products according to social norms (means score = 3.46).

Table 4.6: Descriptive Statistics Table (Social norm)

Factor: Social norm	N	Mean	Std. Deviation
I tend to buy cosmetics products according to social norms.	492	3.46	.808
I tend to buy cosmetics product that is relevant to other expectations.	492	3.31	.889
I would decide to buy cosmetics product because of the influence of my family or relatives	492	3.26	1.028
I would decide to buy cosmetics products because of the influence of other members in the society, an influencer or a celebrity.	492	3.48	.831
I would be more willing to buy cosmetics products if I get a reward from the brand.	492	3.66	.894

The highest mean rating of trust was 4.40 for the topic, 'I think makeup cosmetics that I choose to buy is trustworthy.' People also has more trust if they know that the company who is selling cosmetics is honest (means score = 3.91) and ensures that transactional information is protected while purchasing a product (means score = 3.89).

Table 4.7: Descriptive Statistics Table (Trust)

Factor: Trust	N	Mean	Std. Deviation
I think makeup cosmetics that I choose to buy is trustworthy.	492	4.40	.550
I know the company who is selling the cosmetics is honest.	492	3.91	.782
The cosmetic brand would compensate me in some way if I have a problem with the product.	492	3.69	.903
I am concerned about the privacy of my personal information during the purchase.	492	3.62	.918
To buy cosmetics, I usually ensure that transactional information is protected.	492	3.89	.786

In the perceived benefit content, the topic, 'I will consider buying cosmetics if I could access useful information,' had the highest mean score of 4.37. People also think they will get some benefits from the makeup cosmetics and will buy cosmetics when they feel that the product will benefit them in the future, with the same mean score of 4.34.

Table 4.8: Descriptive Statistics Table (Perceived benefit)

Factor: Trust	N	Mean	Std. Deviation
If I think I will get some benefits from the makeup cosmetics, I will buy it.	492	4.34	.630
I will consider buying cosmetics if I could access useful information.	492	4.37	.599
I will consider purchasing cosmetics if I have a convenient way to shop.	492	4.23	.699
I will consider purchasing cosmetics if the buying process is less time-consuming.	492	4.02	.779
I will buy cosmetics when I feel that the product will benefit me in the future.	492	4.34	.659

The topic that showed people tend to buy the cosmetics product that fit their needs at the lowest price, with the highest mean score for price sensitivity at 4.36. However, some people usually check the price of cosmetics from several channels and sources before buying (mean score = 4.11), and they rely heavily on price when they buy cosmetics (mean score = 4.07).

Table 4.9: Descriptive Statistics Table (Price sensitivity)

Factor: Trust	N	Mean	Std. Deviation
I tend to buy the cosmetics product that fits my needs at the lowest price.	492	4.36	.598
When I buy makeup, I rely heavily on price.	492	4.07	.709
When buying cosmetics, I look for more discounted products available.	492	3.93	.885
I will continue to buy cosmetics that I need even its price increases.	492	3.75	.848
I usually check the price of cosmetics from several channels and sources before buying.	492	4.11	.795

In the attitude part, people think it is fashionable to buy cosmetics products (mean score = 4.23). They also think it is value for money to buy cosmetics products (mean score = 3.98), and think it is favorable to buy cosmetics products (mean score = 3.93).

Table 4.10: Descriptive Statistics Table (Attitude)

Factor: Attitude	N	Mean	Std. Deviation
I like to buy cosmetics products.	492	3.93	.778
I think it is value for money to buy cosmetics products.	492	3.98	.744
I think it is fashionable to buy cosmetics products.	492	4.23	.738
Overall, the attitude toward buying cosmetics products is favorable to me.	492	4.15	.624
Most of the cosmetics products perform as well as the brand claims.	492	3.75	.668

For repurchase intention, the respondents expected to repurchase cosmetics product soon (mean score = 4.22). People are willing to buy the same product and the same brand (mean score = 4.06), and they would encourage friends and relatives to buy cosmetics product that they have bought (mean score = 3.96).

Table 4.11: Descriptive Statistics Table (Repurchase intention)

Factor: Attitude	N	Mean	Std. Deviation
I expect to repurchase cosmetics products in the near future.	492	4.22	.637
When I buy makeup cosmetics, I will buy the same product and the same brand.	492	4.06	.720
I have the willingness to repurchase makeup products from the same sales channels.	492	3.87	.781
I would encourage friends and relatives to buy cosmetics products that I have bought.	492	3.96	.747
I have a plan to buy other makeup brands the next I purchase.	492	2.29	.823

T-Test Analysis

The T-test was used for analyzing data by comparing two groups to analyze the difference. For the result to be statistically significant, p-value should be less than 0.05. For this study, The T-test analysis was used for analyzing two groups, which are the sales channels and gender.

Comparison of online distribution channels and offline distribution channels

The differences between online and offline channels were analyzed between the group of people who frequently buy the cosmetics products through online channels and the other group of people who regularly buy cosmetics products from offline channels.

Purchase Intention

The comparison results for the purchase intention factor showed that the group of online buyers intend to purchase more than the group of offline buyers in terms of the consideration to purchase cosmetics products while shopping, with the p-value of 0.025. The mean value for the online group is 3.81, while the mean value for offline group is 3.64. Moreover, the online group also intend to buy cosmetics products the next time they plan to go shopping, with the mean value of 3.69, which is higher than the mean value of 3.40 for the offline group, while the p-value for this topic is 0.002. The topic, 'If I find the cosmetics products selling, I intend to purchase or consider purchasing it,' has the p-value of 0.046, while the mean value for online channels group is 3.57 and for offline channels group is 3.40. The topic, 'I would make a special effort to buy cosmetics products,' has the p-value of 0.005, with the mean value for online channels at 3.51 and the offline channels at 3.23.

Table 4.12: T-test Comparison between online channels and offline channel (Purchasing channels)

	Purchasing channels	N	Mean	Std. Deviation	t	P
I would consider purchasing cosmetics products when I'm shopping.	Online channels	150	3.81	.772	2.257	0.025
	Offline channels	342	3.64	.848		
I would like to buy cosmetics product the next time I'm shopping	Online channels	150	3.69	.828	3.143	0.002
	Offline channels	342	3.40	.957		
If I find the cosmetics products selling, I intend to purchase or consider purchasing.	Online channels	150	3.57	.900	1.998	0.046
	Offline channels	342	3.40	.853		
I would make a special effort to buy cosmetics products.	Online channels	150	3.51	1.008	2.797	0.005
	Offline channels	342	3.23	1.005		

Brand Awareness

The p-values showed the significance of the awareness of the customer in recalling the characteristics of the cosmetics product quickly for a group of online and offline channels, with the p-value of 0.05 and the mean of 3.95 for the online group and 3.75 for the offline group.

Table 4.13: T-test Comparison between online channels and offline channel (Brand Awareness)

	Purchasing channels	N	Mean	Std. Deviation	t	P
Some characteristics of the cosmetics product can come to mind quickly.	Online channels	150	3.95	.834	1.967	0.050
	Offline channels	342	3.79	.808		

Social Norm

People tend to buy cosmetics products according to social norms, the statement has the mean value of 3.62 for online channels and the mean value 3.39 for offline channels, which shows a significant mean difference between each group toward social norms of 0.004. The intention to buy cosmetics that relevant to other people's expectations also has a significant difference, with the p-value of 0.015 and the mean values for online channels group and offline channels group of 3.46 and 3.25 respectively.

Table 4.14: T-test comparison between online channels and offline channel (Social Norm)

	Purchasing channels	N	Mean	Std. Deviation	t	P
I tend to buy cosmetics products according to social norms.	Online channels	150	3.62	.841	2.907	0.004
	Offline channels	342	3.39	.784		
I tend to buy cosmetics products that is relevant to other people's expectations.	Online channels	150	3.46	.887	2.442	0.015
	Offline channels	342	3.25	.883		

Perceived benefit

The online and offline buyer groups would consider purchasing the cosmetics products if there is a more convenient way, with the number mean value of 4.33 and 4.18, respectively, and the p-value of 0.023. Moreover, the online group would consider purchasing cosmetics products if the buying process is less time-consuming, but for the offline group, it is significantly different from the online channels group, which is represented by the p-value of 0.00, and the mean for online and offline groups of 4.23 and 3.93, respectively.

Table 4.15: T-test Comparison between online channels and offline channel (Perceived benefit)

	Purchasing channels	N	Mean	Std. Deviation	t	P
I will consider purchasing cosmetics products if it has a more convenient way to shop.	Online channels	150	4.33	.682	2.273	0.023
	Offline channels	342	4.18	.702		
I will consider purchasing cosmetics products if the buying process is less time-consuming.	Online channels	150	4.23	.718	4.081	0.000
	Offline channels	342	3.93	.787		

Attitude

The online channels and offline channels groups have a difference in the attitude towards cosmetics products for the topics, 'I like to buy cosmetics products,' and 'I think it is value for money to buy cosmetics products,' as shown by the p-value of 0.008 and 0.039, respectively. Both p-values are lower than 0.05 which means they have a significant difference between the two groups. Furthermore, the topic, 'I like to buy

cosmetics products,' for online and offline channels groups have the mean value of 4.07 and 3.87 respectively, while the topic, 'I think it is value for money to buy cosmetics products,' for online and offline channels groups have the mean value of 4.08 and 3.93 respectively. Therefore, the mean values for both topics show that the online channels group has a better attitude towards cosmetics products than the group of offline channels.

Table 4.16: T-test comparison between online channels and offline channel (Attitude)

	Purchasing channels	N	Mean	Std. Deviation	t	P
I like to buy cosmetics products.	Online channels	150	4.07	.791	2.656	0.008
	Offline channels	342	3.87	.765		
I think it is value for money to buy cosmetics products.	Online channels	150	4.08	.790	2.068	0.039
	Offline channels	342	3.93	.719		

Repurchase intention

For the topic, 'I have a plan to buy other makeup brands in the next purchase,' the p-value of 0.006 means the offline channels group is significantly different from the online channels group. The mean value of the offline group is 2.35, which is higher than the mean value of online channels group of 2.13. Hence, the people who buy cosmetics products from the offline channels tend to have a plan to switch the cosmetics brand more than the online channels group.

Table 4.17: T-test comparison between online channels and offline channel (Repurchase intention)

	Purchasing channels	N	Mean	Std. Deviation	t	P
I have a plan to buy other makeup brands in the next purchase.	Online channels	150	2.13	.800	-2.754	0.006
	Offline channels	342	2.35	.825		

Comparing between Gender (Male and Female)

Purchase intention

The intention to reduce cosmetics products purchase in the future for male and female are significantly different, with the p-value of 0.041 and the mean for males and females of 2.817 and 2.528 respectively. The result shows that males have more intention to reduce their purchase than females. For the topic, 'I would make a special effort to buy cosmetics products,' the females tend to put in more effort, with the mean value of 3.350 and p-value of 0.043, while the mean value for the males is only 3.067.

Table 4.18: T-test comparison between gender (Purchase intention)

	Gender	N	Mean	Std. Deviation	T	P
I intend to reduce cosmetics products purchase in the future.	female	432	2.528	1.019	-2.050	0.041
	male	60	2.817	1.049		
I would make a special effort to buy cosmetics products.	female	432	3.350	1.011	2.033	0.043
	male	60	3.067	1.006		

Awareness

For the awareness factor, females intend to buy the cosmetic products they could recognize or aware of, with the mean value for the female of 4.373. For men, the p-value is 0.013, and the mean value is 4.167.

Table 4.19: T-test comparing between gender (Awareness)

	Gender	N	Mean	Std. Deviation	T	P
If I buy cosmetics products, I will buy the cosmetics products I could recognize.	female	432	4.373	0.580	2.500	0.013
	male	60	4.167	0.717		

Perceived benefit

By comparing the mean values for males and females, the females have more intention to buy cosmetics products if they could get some benefits than males, with the p-value of 0.038 and the mean values for females and males of 4.363 and 4.183 respectively. The p-value for the topic, 'I will consider purchasing cosmetics products if it has a more convenient way to shop,' is less than 0.05 and could illustrate that males and females have a significant difference on this topic, with the mean value of 4.252 for females and 4.033 for males. The next topic, 'I will consider purchasing cosmetics products if the buying process is less time-consuming,' has the mean values for males and females of 4.051 and 3.800 respectively, which shows a significant difference with the p-value of 0.019. The last topic, 'I will buy cosmetics products when I feel that the product will benefit me in the future,' has the p-value of 0.015 and illustrates that females would buy cosmetics if it has some benefit for them in the future more than the males as the mean value for the females is 4.370 and for the males is 4.150.

Table 4.20: T-test comparing between gender (Perceived benefit)

	Gender	N	Mean	Std. Deviation	T	P
If I think I will get some benefits from the makeup cosmetics, I will buy it.	female	432	4.363	0.617	2.083	0.038
	male	60	4.183	0.701		
I will consider purchasing cosmetics products if it has a more convenient way to shop.	female	432	4.252	0.687	2.283	0.023
	male	60	4.033	0.758		
I will consider purchasing cosmetics products if the buying process is less time-consuming.	female	432	4.051	0.766	2.349	0.019
	male	60	3.800	0.840		
I will buy cosmetics products when I feel that the product will benefit me in the future.	female	432	4.370	0.640	2.441	0.015
	male	60	4.150	0.755		

Price sensitivity

From Table 4.21, the females usually check the price of cosmetics products from several channels and sources before buying, which is shown in the mean value of 4.146 for the females and 3.850 for males. The p-value of 0.007 illustrates that both groups are significantly different.

Table 4.21: T-test comparing between gender (Price sensitivity)

	Gender	N	Mean	Std. Deviation	T	P
I usually check the price of cosmetics in several channels and sources before buying	female	432	4.146	0.788	2.720	0.007
	male	60	3.850	0.799		

Attitude

The p-value in table 4.22 shows the attitude towards buying cosmetics products for males and females are significantly different. The mean values show that females have a more positive thought about cosmetics products than males. The females like to buy cosmetics products (mean value = 3.968) and think it is fashionable to purchase cosmetics products (mean value = 4.259). The females have a more favorable attitude toward buying cosmetics products than males (mean values of 4.174 and 3.633 respectively). The females also think it is more fashionable to buy cosmetic products than males, with the mean values of 4.033 and 3.950 respectively.

Table 4.22: T-test comparison between gender (Attitude)

	Gender	N	Mean	Std. Deviation	T	P
I like to buy cosmetics products.	female	432	3.968	0.767	3.146	0.002
	male	60	3.633	0.802		
I think it is fashionable to buy cosmetics products.	female	432	4.259	0.719	2.230	0.026
	male	60	4.033	0.843		
	male	60	3.950	0.622		

Table 4.22: T-test comparison between gender (Attitude) (cont.)

	Gender	N	Mean	Std. Deviation	T	P
Overall, I have a favorable attitude towards buying cosmetics products.	female	432	4.174	0.621	2.615	0.009
	male	60	3.950	0.622		
	male	60	3.633	0.802		

Repurchase intention

For the repurchase intention factor, comparing the mean value of males and females on the topic, 'I have a plan to buy other makeup brands in the next purchase,' shows the mean value for males is higher than the females (3.63 and 2.257 respectively, and the p-value of 0.032). It could be illustrated that men tend to have the plan to buy other makeup brands in the next purchase more than females.

Table 4.23: T-test comparison between gender (Price sensitivity)

	Gender	N	Mean	Std. Deviation	T	P
I have a plan to buy other makeup brands in the next purchase.	female	432	2.257	0.812	-2.151	0.032
	male	60	3.633	0.802		

Trust

Females tend to think makeup cosmetics that they buy is trustworthy more than males, as shown in the mean values of 4.42 and 4.26 for females and males respectively.

Table 4.24: T-test comparison between gender (Trust)

	Gender	N	Mean	Std. Deviation	T	P
I think makeup cosmetics I choose to buy is trustworthy.	female	432	4.421	0.544	2.049	0.041
	male	60	4.267	0.578		

ANOVA Analysis

One-way ANOVA analysis was used to analyze the differences of each variable between the sample groups. The variables were age, monthly revenue, and the frequency of purchase. Bonferroni - Multiple Comparisons table was used to describe the result of the One-way ANOVA analysis.

For the age range, the classified range included people who are less than 20 years old, 21-25 years old, 26-30 years old, 31-40 years old, 41-50 years old and more than 50 years old.

For the revenue range, the classified group included people who have the monthly revenue less than 10,000 Baht, 10,001-20,000 Baht, 20,001-30,000 Baht, 30,001-40,000 Baht, and more than 40,000 Baht.

For the frequency of cosmetics products purchase, it was classified by how often the customers buy cosmetics products. The frequency ranged from always (more than 1 time per month), usually (once or twice in 3 month), sometimes (once or twice in 6 month), rarely (once or twice per year) and never (never buy any cosmetics products).

Comparison between the age range

Form Table 4.25, one-way ANOVA was used to analyze the differences between age range. It illustrated that there are differences between different age group in term of social norm. The people who are 41 to 50 years old would decide to buy

cosmetics products because of the influence of family or relatives more than the people who are 26 to 30 years old. The mean difference between these 2 groups is -0.508, with the p-value of 0.012.

Table 4.25: ANOVA Table (Social norm compared between age range)

Dependent Variable	(I) Frequency of purchase	(J) Frequency of purchase	Mean Difference (I-J)	F	Sig.
I would decide to buy cosmetics products because of the influence of my family or relatives.	26 - 30 years old	41 - 50 years old	-.508	2.213	.012

* The mean difference is significant at the Sig. value of 0.05 or lower.

For trust, Table 4.26 shows the people who are 26 to 30 years old would be more concerned about the data privacy than the people who are 41 to 50 years old, with the mean difference of 0.460 and p-value of 0.010.

Table 4.26: ANOVA Table (Trust compared between age range)

Dependent Variable	(I) Frequency of purchase	(J) Frequency of purchase	Mean Difference (I-J)	F	Sig.
I am concerned about the privacy of my personal information during buying cosmetics.	26 - 30 years old	41 - 50 years old	.460	2.032	.010

* The mean difference is significant at the Sig. value of 0.05 or lower.

Using one-wat ANOVA to compare perceived benefit with the age range, the result illustrated the difference in the cosmetic purchasing behavior of people who are 41 to 50 and 26 to 30 years old if they have more benefits from the makeup. The mean difference of 0.317 shows that the people who are 41 to 50 are more concerned about the benefits they could get from the cosmetics, with the significant value of 0.009.

Table 4.27: ANOVA Table (Perceived benefit compared between age range)

Dependent Variable	**(I) Frequency of purchase**	**(J) Frequency of purchase**	**Mean Difference (I-J)**	**F**	**Sig.**
If I think I will get some advantage from the makeup cosmetics, I will buy it.	41 - 50 years old	26 - 30 years old	.317	1.214	.009

* The mean difference is significant at the Sig. value of 0.05 or lower.

The one-way ANOVA shows the differences between different age groups in term of the repurchase intention. Some topics have a significant difference, which are the 'repurchase of makeup products from the same sales channels' and 'I plan to buy other makeup brands in the next purchase' topics. The people who are less than 20 years old tend to repurchase from the same channels more than the people who are 21-25 years old, with the mean difference of 0.532, and the people who are more than 50 years old have a plan to purchase another makeup brand more than the people who are 21 to 25 years old.

Table 4.28: ANOVA Table (Repurchase benefit compared between age range)

Dependent Variable	(I) Frequency of purchase	(J) Frequency of purchase	Mean Difference (I-J)	F	Sig.
I have the willingness to repurchase makeup products from the same sales channels.	Less than 20 years old	21 - 25 years old	.532	4.037	.031
I have a plan to buy other makeup brands in the next purchase.	more than 50 years old	21 - 25 years old	.465	3.246	.006

* The mean difference is significant at the Sig. value of 0.05 or lower.

Comparison between Revenue range.

As shown in Table 4.29, the people who have the monthly revenue between 20,001-30,000 Baht have more intention to purchase cosmetics products the next they shop than the people with the monthly revenue over 40,000 Baht.

Table 4.29: ANOVA Table (Purchase intention compared between revenue range)

Dependent Variable	(I) Frequency of purchase	(J) Frequency of purchase	Mean Difference (I-J)	F	Sig.
I would like to buy cosmetics product next time I shop.	20,001-30,000 Baht	More than 40,000 Baht	.338	2.472	.031

* The mean difference is significant at the Sig. value of 0.05 or lower.

Moreover, the revenue ranges also affected the social norm. The people whose revenue is between 20,001-30,000 Baht and 30,001-40,000 Baht would buy

cosmetics products according to other people's expectation more than the people who have the monthly revenue lower than 10,000 Baht. Compared to the people with the monthly revenue lower than 10,000 Baht, the mean difference for the monthly revenue between 20,001-30,000 Baht and 30,001-40,000 Baht are 0.438 and 0.512 respectively. Thus, the result shows that people who have the monthly revenue between 20,001-30,000 Baht and lower than 10,000 Baht are significantly different in term of the influence of social norms on the willingness to buy cosmetics products if they get a reward from the brand. The mean difference of 0.461 reflects that people with the monthly revenue between 20,001-30,000 Baht have more will to buy cosmetics products if they get some reward than people with the monthly revenue less than 10,000 Baht.

Table 4.30: ANOVA Table (Social norm compared between revenue range)

Dependent Variable	(I) Frequency of purchase	(J) Frequency of purchase	Mean Difference (I-J)	F	Sig.
I tend to buy cosmetics products that is relevant to other people's expectations.	20,001-30,000 Baht	Less than 10,000 Baht	.438	4.264	.023
	30,001-40,000 Baht	Less than 10,000 Baht	.512		.010
I would be more willing to buy cosmetics products if I get a reward from the brand.	20,001-30,000 Baht	Less than 10,000 Baht	.461	3.143	.015

* The mean difference is significant at the Sig. value of 0.05 or lower.

People with the monthly revenue less than 10,000 Baht rely heavily on price more than the group of people who have the monthly revenue between 30,001-40,000

Baht (p value = 0.012, the mean difference = 0.399) and more than 40,000 Baht (p value = 0.001 and the mean difference = 0.417).

Table 4.31: ANOVA Table (Price sensitivity compared between revenue)

Dependent Variable	(I) Frequency of purchase	(J) Frequency of purchase	Mean Difference (I-J)	F	Sig.
When I buy makeup, I rely heavily on price.	Less than 10,000 Baht	30,001-40,000 Baht	.399	4.193	.012
		More than 40,000 Baht	.417		.001

* The mean difference is significant at the Sig. value of 0.05 or lower.

Form the Table 4.32, the ANOVA table shows the mean difference value for the willingness to repurchase makeup from the same channels for the group of people with the monthly revenue between 30,001 -40,000 and 10,001-20,000 Baht is 0.348 and the p-value of 0.044, while the mean difference for the group of people with the monthly revenue between 30,001 - 40,000 Baht and more than 40,000 Baht is 0.380, with the p-value of 0.05. Thus, the people who have the monthly revenue between 30,001-40,000 Baht have more willingness to repurchase the makeup product from the same sales channels than the people with the monthly revenue between 10,001 - 20,000 Baht and more than 40,000 Baht.

For the plan to buy other makeup brands in the next purchase, the people with the monthly revenue more than 40,000 Baht have more plan to purchase another makeup brand more than the people with the monthly revenue between 10,001-20,000 Baht (mean difference = 0.366 at the p-value of 0.008).

Table 4.32: ANOVA Table (Repurchase intention compared between revenue)

Dependent Variable	(I) Frequency of purchase	(J) Frequency of purchase	Mean Difference (I-J)	F	Sig.
I am willing to repurchase makeup products from the same sales channels.	30,001-40,000 Baht	10,001-20,000 Baht	.348	4.037	.044
		More than 40,000 Baht	.380		.005
I have a plan to buy other makeup brands in the next purchase.	More than 40,000 Baht	10,001-20,000 Baht	.366	3.246	.008

* The mean difference is significant at the Sig. value of 0.05 or lower.

Comparing with the Frequency of purchase

For purchase intention, the people who usually buy cosmetics more than once per month have more intention to buy cosmetics products when shopping than the people who purchase cosmetics products once or twice per year (mean difference = 0.562). The people who buy cosmetics products once or twice in 3 months also have more intention to buy cosmetics products while shopping compared to the people who buy cosmetics products once or twice per year as shown in the mean different of 0.432.

For the group of people who intend to buy cosmetics the next time they shop, the result shows that the people who buy cosmetics more than once per month and once or twice in 3 months have more possibility to consider to purchase the cosmetics products the next time they shop compared to the people who regularly buy cosmetic products only once or twice in 6 months or 1 year. The mean difference values for people who buy more than once per month compared with the people who buy cosmetics products only once or twice in 6 months and the people who buy cosmetics products only once or twice in 1 year are 0.485 and 0.527 respectively. The mean difference of the people who buy cosmetics products once or twice in 3 months compared to the people who buy cosmetics products only once or twice in 6 months and once or twice a year are 0.368 and 0.410 respectively.

To compare more on the topics that people will have more intention to buy if they find the cosmetics products selling at a store, the result from one-way ANOVA illustrates that people who regularly purchase cosmetics more than once per month usually have more intention to buy compared to the group of people who buy cosmetics products once or twice in 6 months (mean difference = 0.457) and the people who buy only once or twice per year (mean difference = 0.607). The people who purchase cosmetics products once or twice in 3 months would consider buying the products if they find them selling in a store more than the people who buy cosmetics products once or twice per year (mean difference = 0.344).

Moreover, the last topic which have a significant difference is the effort to buy cosmetics products. The people who purchase cosmetics products more than once per month have more special effort to buy the products more than the people who buy cosmetics products once or twice in 3 months, six months, and a year, with the mean differences of 0.366, 0.531, and 0.845 respectively. The people who purchase cosmetics products more than once or twice in 3 months have more effort on the purchasing process than people who buy only once or twice per years (mean difference = 0.497).

Table 4.33: ANOVA Table (Purchase intention compared with the frequency of purchase)

Dependent Variable	(I) Frequency of purchase	(J) Frequency of purchase	Mean Difference (I-J)	F	Sig.
I consider purchasing cosmetics products when I shop.	more than once per month	once or twice per years	.562*	6.677	0.00
	once or twice in 3 months	once or twice per years	.432*		0.002

Table 4.33: ANOVA Table (Purchase intention compared with the frequency of purchase) (cont.)

Dependent Variable	(I) Frequency of purchase	(J) Frequency of purchase	Mean Difference (I-J)	F	Sig.
I would like to buy cosmetics product next times I shop.	more than once per month	once or twice in 6 months	.485*	8.796	0.00
		once or twice per years	.527*		0.002
	once or twice in 3 months	once or twice in 6 months	.368*		0.002
		once or twice per years	.410*		0.012
If I find the cosmetic products selling at a store, I intend to purchase or consider purchasing it.	more than once per month	once or twice in 6 months	.457*	8.172	0
	once or twice in 3 months	once or twice per years	.607*		0
		once or twice per years	.334*		0.044
I would make a special effort to buy cosmetics products.	more than once per month	once or twice in 3 months	.366*	2.222	0.018
		once or twice in 6 months	.531*		0.00
		once or twice per years	.845*		0.00
	once or twice in 3 months	once or twice per years	.479*		0.005

* The mean difference is significant at the Sig. value of 0.05 or lower.

The awareness of the customer is analyzed by comparing the difference between the frequency of purchase. People who mostly purchase cosmetics products more than once a month could recall the name, logo, symbol of the cosmetic brand more than the people who buy cosmetics products once or twice in 6 months (mean difference = 0.317) and in 1 year (mean difference = 0.507). The people who buy cosmetics products

every 3 months also recall the name of the products faster than the people who usually buy cosmetics products once or twice in 6 months (mean difference = 0.233) or in 1 year (mean difference = 0.424). For the people who always buy the cosmetics products every month, they could recall some characteristics of the brand faster than the people who regularly buy the cosmetics products only once or twice in 6 months and in a year. The mean differences of people who buy cosmetics products at least once a month compared to the people who buy cosmetics products once or twice in 6 months and in a year are 0.294 and 0.436 respectively.

Table 4.34: ANOVA Table (Brand awareness compared with the frequency of purchase)

Dependent Variable	(I) Frequency of purchase	(J) Frequency of purchase	Mean Difference (I-J)	F	Sig.
I can quickly recall a name, symbol, or logo of the cosmetics brand.	more than once per month	once or twice in 6 months	.317*	7.542	0.017
		once or twice per year	.507*		0.001
	once or twice in 3 months	once or twice in 6 months	.233*		0.049
		once or twice per year	.424*		0.001
Some characteristics of the cosmetics product can come to mind quickly.	more than once per month	once or twice in 6 months	.294*	7.81	0.038
		once or twice per year	.436*		0.006

* The mean difference is significant at the Sig. value of 0.05 or lower.

For social norm, the group which is reported to be different is the people who purchase cosmetics products more than once per month and once or twice in 3 months. These two groups decide to buy cosmetics products differently from the group of people who buy only once or twice per year, because the mean differences are 0.433

and 0.333 respectively. The result shows that these groups tend to buy cosmetics products because of the influence of other members in the society, an influencer or a celebrity more than the people who buy cosmetics only once or twice per year.

Table 4.35: ANOVA Table (Social norm compared with the frequency of purchase)

Dependent Variable	(I) Frequency of purchase	(J) Frequency of purchase	Mean Difference (I-J)	F	Sig.
I would decide to buy cosmetics products because of the influence of other members of the society, an influencer or a celebrity.	more than once per month	once or twice per year	.433	3.674	.008
	once or twice in 3 months	once or twice per year	.333		.034

* The mean difference is significant at the Sig. value of 0.05 or lower.

As shown in the ANOVA result Table 4.36, the people who purchase more than once per month tend to be less concerned with the privacy of personal information during the purchase than the people who purchase cosmetics products once or twice in 3 months, which is shown by the mean difference of -0.316 for both groups.

Table 4.36: ANOVA Table (Trust compared with the frequency of purchase)

Dependent Variable	(I) Frequency of purchase	(J) Frequency of purchase	Mean Difference (I-J)	F	Sig.
I am concerned about the privacy of my personal information during the purchase.	more than once per month	once or twice in 3 months	-.316	3.509	.034

* The mean difference is significant at the Sig. value of 0.05 or lower.

The attitude towards cosmetics brands is significantly different when compared to the group of people by the purchase frequency. The people who always purchase cosmetics products at least once a month and at least once in 3 months have more favor to buy cosmetics products more than the people who buy cosmetics products every six months or every year. The people who buy cosmetics products every month think it is value for money to buy the products more than the people who buy cosmetics products once or twice in 6 months (mean difference = 0.290) and once or twice a year (mean difference = 0.453). The mean difference of 0.289 between the group of people who usually buy cosmetics products every 3 months and every year could illustrate that the people who buy every three months think the products is valuable more than people who rarely buy it. Overall, the people who buy cosmetics products more than once per month have a more favorable attitude towards buying the products than the people who buy cosmetics products once or twice in 6 months or one year, with the mean differences of 0.276 and 0.354 respectively. The attitude of the people who buy cosmetics products every three months is also better than the people who buy once per year, as shown by the mean difference of 0.258.

Table 4.37: ANOVA Table (Attitude compared with the frequency of purchase)

Dependent Variable	(I) Frequency of purchase	(J) Frequency of purchase	Mean Difference (I-J)	F	Sig.
I like to buy cosmetics products.	more than once per month	once or twice in 6 months	.534	24.334	.000
		once or twice per year	.866		.000
	once or twice in 3 months	once or twice in 6 months	.361		.000
		once or twice per year	.693		.000
I think it is value for money to buy cosmetics products.	more than once per month	once or twice in 6 months	.290	5.651	.020
		once or twice per year	.453		.001
	once or twice in 3 months	once or twice per year	.289		.042
Overall, I favor the attitude towards buying cosmetics products.	more than once per month	once or twice in 6 months	.276	6.540	.005
		once or twice per year	.354		.003
	once or twice in 3 months	once or twice per year	.258		.024

* The mean difference is significant at the Sig. value of 0.05 or lower.

The last analysis result for the purchase frequency is the comparison of repurchase intention of different group. The result shows the people who buy cosmetics products once a month have more intention to encourage friends and relatives to buy the products they have used before compared with the people who rarely buy the cosmetics products (mean difference = 0.369). The group of people who buy cosmetic more than once per year have the plan to buy other makeup brands in the next purchase more than

the people who buy the cosmetics products at least once a month (mean difference = 0.540) and also more than the people who buy cosmetics products once or twice in 3 months and 6 months (mean difference of 0.380 and 0.364 respectively)

Table 4.38: ANOVA Table (Repurchase intention compared with the frequency of purchase)

Dependent Variable	**(I) Frequency of purchase**	**(J) Frequency of purchase**	**Mean Difference (I-J)**	**F**	**Sig.**
I would encourage friends and relatives to buy cosmetics I have bought.	more than once per month	once or twice per year	.369	3.670	.015
I have a plan to buy other makeup brands in the next purchase.	once or twice per year	more than once per month	.540	5.664	.000
		once or twice in 3 months	.380		.008
		once or twice in 6 months	.364		.022

* The mean difference is significant at the Sig. value of 0.05 or lower.

Regression Analysis

Regression Analysis is used to find out the correlation between the dependent variables and independent variables in this study to identify the factors which affect the consumers purchase intention and repurchase intention.

Regression Analysis for Purchase Intention

As defined earlier, purchase intention is the intention of customers in the decision to buy cosmetics products from online channels or offline channels. In this study, purchase intention is the dependent variable and it is influenced by several independent factors. To quantify the impact of the independent factors, which are brand awareness, social norms, trust, perceived benefit, price sensitivity, and attitude towards the dependent factor, regression analysis was used on three groups of samples, which consist of:

- All the samples from the online and offline channels groups (492 samples);
- The samples from the online channels group (150 samples);
- The samples from the offline channels group (342 samples).

Regression analysis for the online channels and the offline channels groups

For all samples from the online and offline channels groups, the model shows the R-square value of 0.313 and the factor which impacts the purchase intention are brand awareness (p-value = 0.000), social norms (p-value = 0.0.003), perceived benefit (p-value = 0.000), price sensitivity (p-value = 0.008), and attitude (p-value = 0.000). Therefore, the relationship of purchase intention with brand awareness, social norms, perceived benefit, price sensitivity, and attitude is significantly valid and proved the hypothesis for the study. The result testified that hypothesis one (H1), 'Brand awareness has a positive impact on purchasing intention, (beta = 0.219), hypothesis two (H2), 'Social

norm has a positive influence on purchase intention, (beta = 0.130), hypothesis five (H5), 'Price sensitivity has a positive impact on purchase intention, (beta = 0.120) and hypothesis six (H6), 'Attitude has a positive impact on purchase intention,' (beta = 0.321) have a positive relationship with purchase intention.

However, hypothesis four (H4), 'Perceived benefit has a positive impact on purchase intention,' is rejected by the result, because the regression analysis result shows the beta value of purchase intention of -0.169 and could be defined as the negative impact of perceived benefit towards purchase intention. Hypothesis three (H3), 'Trust has positive impact to purchase intention,' is also rejected because the p-value is larger than 0.05, meaning it doesn't significantly relate to purchase intention.

Table 4.39: Model 1 - Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.560 [a]	.313	.305	.44736

a. Predictors: (Constant), Trust, Price sensitivity, Social norm, Brand awareness, Perceived benefit, Attitude

b. Dependent Variable: Purchase intention

Table 4.40: Model 1 - ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	44.253	6	7.375	36.853	.000a
	Residual	97.063	485	.200		
	Total	141.316	491			

a. Predictors: (Constant), Trust, Price sensitivity, Social norm, Brand awareness, Perceived benefit, Attitude

b. Dependent Variable: Purchase intention

Table 4.41: Model 1 - Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.807	.249		3.246	.001
	Brand awareness	.217	.048	.219	4.491	.000
	Social norm	.106	.035	.130	3.039	.003
	Perceived benefit	-.185	.048	-.169	-3.808	.000
	Price sensitivity	.139	.053	.120	2.644	.008
	Attitude	.349	.057	.321	6.075	.000
	Trust	.024	.056	.018	.422	.673

a. Dependent Variable: Purchase intention

Regression analysis for the online channel groups.

For the samples of the online channels group, the R-square is 0.368, and referring to the coefficient table, the brand awareness and trust are significantly related to the purchase intention. The p-value for brand awareness and trust is 0.000 and 0.001 respectively. Furthermore, brand awareness has more impact on purchase intention than trust, which is presented by the brand awareness Beta value of 0.303, and trust Beta value of 0.275. Therefore, the regression analysis for the online channels group indicates that hypothesis one (H1), 'Brand awareness has a positive impact on purchase intention,' and the hypothesis three (H3), 'Trust has a positive impact on purchase intention,' are correct.

Table 4.42: Model 2 - Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
2	.607 [a]	.368	.342	.52641

a. Predictors: (Constant), Attitude, Perceived benefit, Social norms, Trust, Brand awareness, Price sensitivity

b. Dependent Variable: Purchase intention

Table 4.43: Model 2 - ANOVA

Model		Sum of Squares	df	Mean Square	F	Si
2	Regression	23.089	6	3.848	13.887	.000a
	Residual	39.627	143	.277		
	Total	62.716	149			

a. Predictors: (Constant), Attitude, Perceived benefit, Social norms, Trust, Brand awareness, Price sensitivity

b. Dependent Variable: Purchase intention

Table 4.44: Model 2 - Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
2	(Constant)	.125	.476		.262	.793
	Brand awareness	.358	.095	.303	3.767	.000
	Social norms	.117	.074	.120	1.577	.117
	Trust	.316	.093	.275	3.403	.001
	Perceived benefit	-.148	.097	-.118	-1.537	.127
	Price sensitivity	.137	.114	.099	1.208	.229
	Attitude	.111	.116	.088	.955	.341

a. Dependent Variable: Purchase intention

Regression analysis for the offline channel group.

For the sample from the offline channel group, the R-square is 0.399. All variables are related significantly with the purchase intention, and by comparing the p-value at the significance level, the result shows the p-values for each factor are lower than 0.05.

For the strength of the influencing factors, the dependent factors which were used in the analysis in this studied were significantly related. The most impactful factor is brand awareness, which has a positive impact and the beta value of 0.272 (p-value = 0.000). The second most influential factor is the attitude, with the beta value of 0.215 and p-value of 0.000. The third most influential factor is price sensitivity, with the beta and p-value of 0.189 and 0.000 respectively. The fourth most influential factor for purchase intention is trust, with the beta value of 0.173 and p-value of 0.001. The fifth most influential factor is social norm, with the beta value of 0.122 and the p-value of 0.011. Therefore, the awareness, attitude, price sensitivity, trust, and social norms are positively significant.

Nevertheless, perceived benefit is reported to have negative effect as shown in the regression result. The beta of perceived benefit is -0.178 (p-value= 0.000), and it can be concluded that perceived benefit has negative result towards the purchase intention, which contradicts the hypothesis four (H4), 'Perceived benefit has a positive impact on purchase intention.'

Table 4.45: Model 3 - Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
3	.632 [a]	.399	.388	.45210

a. Predictors: (Constant), Price sensitivity, Social norms, Brand awareness, Trust, Perceived benefit, Attitude

b. Dependent Variable: Purchase intention

Table 4.46: Model 3 - ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	45.479	6	7.580	37.084	.000a
	Residual	68.472	335	.204		
	Total	113.950	341			

a. Predictors: (Constant), Price sensitivity, Social norms, Brand awareness, Trust, Perceived benefit, Attitude

b. Dependent Variable: Purchase intention

Table 4.47: Model 3 - Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.180	.282		.638	.524
	Brand awareness	.291	.061	.272	4.799	.000
	Social norms	.108	.042	.122	2.547	.011
	Trust	.200	.057	.173	3.505	.001
	Perceived benefit	-.215	.061	-.178	-3.550	.000
	Attitude	.260	.072	.215	3.596	.000
	Price sensitivity	.237	.065	.189	3.635	.000

a. Dependent Variable: Purchase intention

Regression Analysis for Repurchase intention

As defined earlier, repurchase intention is the customer intention to purchase the cosmetics products which they have purchased before. The intention of the customer is also motivated by several independent factors that could be different from the purchase intention. To quantify the impact of independent factors, which are brand awareness, social norms, trust, perceived benefit, price sensitivity, and attitude, toward the dependent factor (repurchase intention), regression analysis was used on three groups of samples, which are:

- All the samples from the online and offline channels groups (492 samples);
- The samples from the online channels group (150 samples);
- The samples from the offline channels group (342 samples).

Regression analysis for the online channels and the offline channels group.

Form the result of the regression analysis, R square is equal to 0.161 and the analysis result illustrates that the influencing factors for repurchase intention are brand awareness, attitude, and trust. The Beta and p-values for brand awareness are 0.123 and 0.023 respectively, while attitude has the Beta value of 0.201 and the p-value of 0.001, and trust has the Beta and p-values of 0.171 and 0.000 respectively.

Therefore, as mentioned earlier in the hypothesis, this study could prove hypothesis seven to hypothesis twelve, which are related to repurchase intention. The result illustrates that only 3 out of 6 hypotheses are accurate. Hypothesis seven (H7), 'Brand awareness has a positive impact on repurchase intention,' hypothesis nine (H9), 'Trust has a positive impact on repurchase intention,' and hypothesis twelve (H12), 'Attitude has a positive impact on repurchase intention,' are correct as shown in the regression analysis result.

Moreover, the result shows hypothesis eight (H8), 'Social norm has a positive impact on repurchase intention,' hypothesis ten (H10), 'Perceived benefit has a positive impact on repurchase intention,' and hypothesis eleven (H11), 'Price sensitivity has a positive impact on repurchase intention, have the p-values higher than 0.05. The relationship between the dependent variables and repurchase intention that have p-value lower than 0.05 could not be summarized.

Table 4.48: Model 4 - Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
4	.401 [a]	.161	.151	.38482

a. Predictors: (Constant), trust, Price sensitivity, Social norm, Brand awareness, Perceived benefit, Attitude

b. Dependent Variable: Repurchase intention

Table 4.49: Model 4 - ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
4	Regression	13.801	6	2.300	15.533	.000[a]
	Residual	71.824	485	.148		
	Total	85.625	491			

a. Predictors: (Constant), trust, Price sensitivity, Social norm, Brand awareness, Perceived benefit, Attitude

b. Dependent Variable: Repurchase intention

Table 4.50: Model 4 - Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
4	(Constant)	1.884	.214		8.806	.000
	Brand awareness	.095	.042	.123	2.288	.023
	Social norm	-.030	.030	-.047	-.991	.322
	Perceived benefit	.030	.042	.035	.713	.476
	Price sensitivity	.016	.045	.018	.351	.726
	Attitude	.170	.049	.201	3.440	.001
	trust	.177	.049	.171	3.637	.000

a. Dependent Variable: Repurchase intention

Regression analysis for the online channels.

The factors which influence the repurchase intention for the group of people who buy cosmetics products online are trust (p-value = 0.001) and attitude (p-value = 0.000).

The R-square for this model is 0.391, and the impact of attitude on the repurchase intention is higher than the impact of trust as the Beta value of attitude is 0.418 compared to the Beta value of trust of 0.280. Hence, the analysis result could summarize that hypothesis six (H6), 'Attitude has a positive impact on purchase intention, and hypothesis (H9), 'Trust has a positive impact on repurchase intention,' are corrected.

Table 4.51: Model 5 - Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
5	.625 [a]	.391	.366	.41752

a. Predictors: (Constant), Attitude, Perceived benefit, Social norms, Trust, Brand awareness, Price sensitivity

b. Dependent Variable: Repurchase intention

Table 4.52: Model 5 ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
5	Regression	16.012	6	2.669	15.309	.000[a]
	Residual	24.928	143	.174		
	Total	40.940	149			

a. Predictors: (Constant), Price sensitivity, Social norms, Brand awareness, Trust, Perceived benefit, Attitude

b. Dependent Variable: Repurchase intention

Table 4.53: Model 5 - Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
5	(Constant)	1.356	.378		3.590	.000
	Brand awareness	.086	.075	.090	1.145	.254
	Social norms	.047	.059	.060	.799	.426
	Trust	.260	.074	.280	3.529	.001
	Perceived benefit	-.062	.077	-.061	-.809	.420
	Price sensitivity	-.087	.090	-.077	-.961	.338
	Attitude	.426	.092	.418	4.617	.000

a. Dependent Variable: Repurchase intention

Regression analysis for the offline channels group.

For the group of people who buy cosmetics products from offline channels, the influential factors for repurchase intention are social norm and attitude, as shown in the p-value of 0.003 and 0.000 respectively. The most influential factor for the repurchase intention is the attitude, with the Beta value of 0.063, follows by the social norm, with the Beta value of 0.154. The result from the model represents the proof for the hypotheses. Therefore, for the model for offline group, hypothesis eight (H8) and hypothesis twelve (H12), which stated that social norms and attitude have a significantly positive impact on repurchase intention, are proven to be accurate, and the R square of this model is 0.321.

Table 4.54: Model 6 - Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
6	.566[a]	.321	.308	.41933

a. Predictors: (Constant), Price sensitivity, Social norms, Brand awareness, Trust, Perceived benefit, Attitude

b. Dependent Variable: Repurchase intention

Table 4.55: Model 6 - ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
6	Regression	27.795	6	4.632	26.345	.000[a]
	Residual	58.906	335	.176		
	Total	86.701	341			

a. Predictors: (Constant), Price sensitivity, Social norms, Brand awareness, Trust, Perceived benefit, Attitude

b. Dependent Variable: Repurchase intention

Table 4.56: Model 6 - Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
6	(Constant)	.955	.262		3.652	.000
	Brand awareness	.019	.056	.020	.334	.738
	Social norms	.119	.039	.154	3.029	.003
	Trust	.052	.053	.052	.985	.325
	Perceived benefit	.141	.056	.134	2.513	.012
	Attitude	.358	.067	.340	5.347	.000
	Price sensitivity	.069	.060	.063	1.148	.252

a. Dependent Variable: Repurchase intention

Summary model for regression analysis

From the regression analysis, this topic represents the summarized table by comparing the result of three sample groups, which are the regression result for all of the samples from online and offline channel groups (492 samples), the regression result from the samples of the online channel group (150 samples) and the regression result for the samples of the offline channel group (342 samples).

Summary model for Purchase intention

The dependent factors which indicate the relationship with purchase intention for three sample groups are different. For all sample group, brand awareness, social norms, trust, and price sensitivity are positively related to purchase intention, while perceived benefit is negatively related to purchase intention. For the online group, only brand awareness, and trust are positively related to purchase intention. Lastly, for the offline group, the regression analysis illustrates that all dependent factors have a significant relationship with purchase intention. The Beta value shows that the positive factors are brand awareness, social norms, price sensitivity, and attitude, while the negative factor is perceived benefit.

Table 4.57: The summary model for Purchase intention

Sample groups	All sample	Online group	Offline group
Model summary	R-square	R-square	R-square
	0.313	0.368	0.399

Table 4.58: The summary model for Purchase intention

Factor	Standardized Coefficients	Sig.	Standardized Coefficients	Sig.	Standardized Coefficients	Sig.
	Beta		Beta		Beta	
Brand awareness	0.219*	0.000	0.303*	0.000	0.272*	0.000
Social norms	0.130*	0.003	0.120	0.117	0.122*	0.011
Trust	0.018	0.673	0.275*	0.001	0.173*	0.001
Perceived benefit	-0.169*	0.000	-0.118	0.127	-0.178*	0.000
Price sensitivity	0.120*	0.008	0.099	0.229	0.189*	0.000
Attitude	0.321*	0.000	0.088	0.341	0.215*	0.000

a. Predictors: (Constant), Price sensitivity, Social norms, Brand awareness, Trust, Perceived benefit, Attitude

b. Dependent Variable: Purchase intention

*The Beta is significant at the value of 0.05.

Summary model for Repurchase intention

According to Table 4.59 and Table 4.60, the three groups have different results similarly to the purchase intention analysis. The decisive factors that have a relationship with the repurchase intention for the all sample group are brand awareness, trust, and attitude. For the online group, the significant factors are trust and attitude. Both factors have a positive relationship with the repurchase intention, while the offline group has three significant independent factors, which are social norms, trust, and attitude.

Table 4.59: The summary model for Repurchase intention

Sampling groups	All sampling	Online group	Offline group
Model summary	R-square	R-square	R-square
	0.161	0.391	0.321

Table 4.60: The summary model for Repurchase intention

Factor	**Standardized Coefficients**	**Sig.**	**Standardized Coefficients**	**Sig.**	**Standardized Coefficients**	**Sig.**
	Beta		**Beta**		**Beta**	
Brand awareness	0.123*	0.023	0.09	0.254	0.02	0.738
Social norms	-0.047	0.322	0.06	0.426	0.154*	0.003
Trust	0.171*	0.000	0.28*	0.001	0.052	0.325
Perceived benefit	0.035	0.476	-0.061	0.420	0.134*	0.012
price sensitivity	0.018	0.726	-0.077	0.338	0.063	0.252
Attitude	0.201*	0.001	0.418*	0.000	0.340*	0.000

a. Predictors: (Constant), Price sensitivity, Social norms, Brand awareness, Trust, Perceived benefit, Attitude

b. Dependent Variable: Repurchase intention

*The Beta is significant at the value of 0.05.

Reliability analysis

For proving the reliable of the result, this study applied the Reliability analysis by monitoring the value of Cronbach's Alpha. The result found that all Cronbach's Alpha values for every factor are more than 0.600, which indicates that the information in the results are reliable. The Cronbach's Alpha values for social norms, purchase intention, and perceived benefit are 0.789, 0.784, and 0.778 respectively.

Table 4.61: Reliability Statistics

Cronbach's Alpha							
Trust	Price sensitivity	Repurchase intention	Purchase intention	Aware ness	Social norms	Perceived benefit	Attitude
.649	.626	.749	.784	.754	.789	.778	.728

CHAPTER V
DISCUSSION

Discussion

The results in this study show how the relevant factors influence customer's purchase intention and customer's repurchase intention on cosmetics products from online channels and offline channels in Thailand. The results show that people who buy cosmetics products from online channels can recall the cosmetic brands quicker and intend to purchase cosmetics products more than the people who buy the products from offline channels in terms of the consideration to buy cosmetics products while shopping or finding the products selling at a store. The online group would consider buying cosmetics products if the buying process is less time-consuming and more convenient, the people who buy cosmetics products from offline channels tend to have a plan to switch brands or buy other cosmetics brands more than the people who buy from online channels. When comparing the outcome between males and females, the females' overall attitude towards cosmetics products is better than males. The women have more effort to buy cosmetics products and would buy the products if they felt they could see some benefits. For males, they intent to reduce cosmetics products purchases in the future and plans to purchase other makeup brands in the next purchase.

From ANOVA analysis, the age range survey shows people who are 41 to 50 years old would buy cosmetics products due to the influences of family and friends. They are more particularly concerned about the benefits they may obtain from cosmetics products than the people who are 26 to 30. On the other hand, the people who are 26 to 30 years old are more concerned about data privacy than the people who are 41 to 50 years old. The result also shows that the people who are less than 20 years old tend to repurchase from the same sales channels and the people who are more than 50 years old have more plan to buy another make-up brand more than those who are 21 to 25 years

old. The revenue of the people also has a significant impact on purchase and repurchase intentions. The people who have the monthly revenue between 30,001 - 40,000 Baht are more willing to repurchase the makeup product from the same sales channels than the people who have the monthly revenue between 10,001 - 20,000 Baht and more than 40,000 Baht. In contrast, the people who earn more than 40,000 Baht a month have more plan to purchase another makeup brand more than the group of people who earn between 10,001-20,000 Baht a month. The people whose revenue is less than 10,000 Baht per month rely heavily on price more than the group of people who earn the monthly revenue between 30,001-40,000 Baht. The result differs from the literature by Chu, Cebollada-Calvo & Chintagunta (2010), which indicated that online channels has less effect on price sensitivity compared to offline channels, however the result from this research shows that all sales channels do not have a significant impact on price sensitivity. Moreover, from the literature, light online shoppers, or people who occasionally purchase online, mostly have the lowest price sensitivity when buying online compared to heavy and moderate online shoppers. Hence, moderate online shoppers tend to have higher price sensitivity in the offline channels than in online channels. The results also shows that people who usually buy cosmetics products more than once a month and every three months have more preferences, better attitude and more intention to buy cosmetics than the people who buy once or twice in six months and once or twice in a year, while people who buy cosmetics products more than once per year tend to have a plan to buy other makeup brands in the next purchase more than the people who frequently buy the cosmetics products, and the price sensitivity has no significant effect on the frequency of purchase.

For more discussion on the impact of the relevant factors. The discussion is separated into two sections and is discussed more in detail on the customer's purchase intention and customer's repurchase intention on cosmetics products.

Purchase intention

Referring to the empirical studies which provided the results from different contexts, the analysis result for the purchase intention supported the statement of Chi, Yeh & Yang (2009). Recognized brands influence a higher purchase intention than less recognized brands. Thus, brand awareness is one of the positive influences on purchase intention. The result also supported that the social norm has a positive effect on the customer purchase intention as social influences can lead people to behave according to their social group. For price sensitivity, the previous studies found that price sensitivity has both negative and positive impacts on the purchase intention based on the customer's behavior. Thus, the analysis result of this study could illustrate that price sensitivity has a positive impact on cosmetics products. Furthermore, attitude is a powerful indicator of positive purchase intention, which is supported by the result of the study too.

Conversely, the empirical study could not support the two factors which have different impacts from the previous researches. The result of trust towards purchase intention in this research does not support Kim & Ko's study, which mentioned that trust has a positive relation with purchase intention. However, the regression analysis shows that trust is not significantly related to purchase intention. The other factors such as awareness and attitude have more impact on purchase intention compared to trust, and therefore made the relation between trust and purchase intention less significant. For the perceived benefit, the result does not support the hypothesis because the result shows that perceived benefit has a negative influence on purchase intention.

However, the previous study of Forsythe, Liu, Shannon, & Gardner (2006) mentioned the benefit that customers perceived from shopping, including convenience, products, the pleasure of shopping, and enjoyment, correspond positively with the purchase intention. The survey of Apaolaza-Ibáñez, Hartmann, Diehl& Terlutter (2011) studied the role of dissatisfaction and hedonic brand benefits on cosmetics products. The research described the purchase of the cosmetics product that was influenced by functional benefits and the hedonistic or emotional benefits. The customer did not make the decision to purchase cosmetics products only from physical benefits, such as the skin

whitening and wrinkles reduction, but people also build their intention to buy from the packages and other factors as well. Most of the research also mentions that hedonic feeling is a significant factor for customer judgment. Referring to Wu, Yeh, & Hsiao (2011) and Hussain & Ali (2015), which showed that store image and atmosphere might have a direct impact on the customer purchase intention. The shops should enhance the ambiance of the store, the quality of service of the salesperson, the quality of the customer relationship, and the quality of the goods to increase customer satisfaction and enjoyment of shopping (Erdil, 2015). To summarize, people who purchase cosmetics products usually pay attention to both the functional benefits and emotional benefits of the product, and they also have some consideration for the added benefits provided by the suppliers or the stores.

For more discussion on the offline sale channels, the result from the prior researches supported all hypotheses, as the regression analysis shows that all factors are significantly related to purchase intention. Thus, the literature review supports the hypotheses for the offline channels.

Conversely, the factor analysis for online channels is different. The literature reviews only supported a few factors. The hypotheses which are significantly related to the online channels are the hypotheses on awareness and trust, but other hypotheses are rejected by the analysis results.

Repurchase intention

The other dependent factor studied is the repurchase intention. In the empirical study, the relationship between the factors and the repurchase intention are described by Pather P. (2017) and Wang and Hwang (2001) and showed that brand awareness could impact the repurchase decision-making process. The regression result supports that awareness is a significant factor that influences the repurchase of cosmetics products. The result of trust was supported by Razak, Marimuthu, Omar, & Mamat (2014), which illustrated the significant relationship between trust and repurchase

intention, and trust is also a crucial variable in a successful relationship. The last factors that the result found to have a significant relationship with the repurchase intention is attitude. The research demonstrated the correlation between attitude and repurchase intention because the attitude is interpreted as the post-purchase experience that is evaluated from the past purchase. In contrast, the result of social norms, perceived benefits, and price sensitivity did not comply with the previous researches in the empirical study.

Focusing on the online and offline channels, the relationship between repurchase intention and trust is supported by Chao Wen, Victor R. Prybutok & Chenyan Xu (2011) as a predicting factor for the customer's intention to return, especially for online vendors who have a big challenge to create trust and build up customers' confidence. This research also supported the result of the offline channels too. The regression analysis shows that trust does not significantly impact repurchase intention for the offline channels, but customers tend to be more concerned when purchasing from online channels as there are other factors which impact to their intention more than trust. For the attitude, the results found that all repurchase situations are impacted by the attitude, because the attitude plays a vital role as a post-purchase experience that is formed from the past evaluation of the products or the brand. The last factor that has a different impact on the repurchase is perceived benefit, as mention earlier about the negative impact of perceived benefit toward purchase intention. For the repurchase intention, the perceived benefit positively impacts the offline channels group, and this result is supported by the previous researches. The benefits of the product depend on the customers' belief on the product performance and usefulness (Adekunle & Ejechi, 2018). Therefore, if they think the product is continuously useful, they would have more repurchase intention.

CHAPTER VI
CONCLUSION AND RECOMMENDATION

Conclusion

The purpose of the study is to evaluate the impact of different factors toward the purchase intention and repurchase intention of customers on cosmetics products. The outcomes of the study show that different factors impact purchase intention and repurchase intention differently. Furthermore, the sales channels are compared to analyze the differences of the influence between online and offline channels by separating the group of samples into two groups based on their behavior. The analysis could illustrate significant differences between online and offline channels.

The most influential variable for the purchase intention for all groups is the awareness, follows by the attitude, which is a crucial influencing variable for the repurchase intentions. The analysis to identify the effect of the crucial factors toward purchase intention demonstrates that brand awareness, social norms, trust, and price sensitivity are positively related to the purchase intention. However, the relationship between the perceived benefit and the intention to purchase is a negative relationship as the customers focus on both the hedonic benefit and the functional benefit, and the intention to purchase could have more been influenced by the benefits provided by the stores as well. Moreover, the repurchase intention is largely influenced by brand awareness, trust, and attitude.

Comparing the differences between online and offline buyers, the analysis illustrates that there are fewer influencing factors for online buyers than offline buyers. The group of online buyers are more aware of the brand and has more intention to purchase cosmetics products than the group of people who buy cosmetics products offline. The online buyer group is influenced by the social norms and they buy the product according to other people's expectation. They also intend to purchase more if

there is a more convenient way to shop or the process consumes less time. Moreover, offline buyer group tends to switch brands more than the online buyer.

Other results in the research illustrates that people who are 41 - 50 years old would decide to buy cosmetics products due to the influence of family or friends more than other groups and they also decide to buy the cosmetics products if they could get some benefits from the products. The people who are more than 50 years would frequently purchase cosmetics products from the same channels more than the groups of younger people, and the people who purchase the cosmetics products once or twice a month or in 3 months would have more intention to purchase the products more than the people who rarely buy.

Lastly, the results from this study responds to the research questions and the objective of the research to find critical variables that have an impact on purchase intention and repurchase intention, and the result can illustrate the differences between the group of customers who purchase from online channels and offline channels. Therefore, this study has achieved the research purpose and gain more understanding of the impact of each factor on the purchase and repurchase intention. This understanding could be used to develop the recommendation for cosmetics companies and marketing teams in the related field.

Recommendation

The recommendation for Executive

This study could be applied to a strategy of a company. Since the cosmetics market is highly competitive, the brands that could adapt faster will gain a competitive advantage. The company should plan the strategy for both offline and online channels to maintain the existing share and reach the new market. The analysis result shows that the people who buy cosmetics products online have more intention to purchase and brand awareness more than the people who buy from offline channels, and they also have lower intention to switch the brand while repurchasing. Hence the strategy of the

company should focus more on the online channels to grow the business. The company should move from traditional channels to digital ones to serve the behavior of the online buyers who want more convenience and quicker purchase. Therefore, the executive should use technology to gain more efficiency of the strategies of the company.

The recommendation for Marketing

For the marketing team, the marketing campaign of cosmetics products should be conducted based on the target of customers and the sales channels of the products.

Launching a new online campaign to promote a new product or reach a new group of customers should consider highly on the awareness and trust. The marketing team could influence more intention to purchase from online channels by promoting the brand on social media. Makeup artist, experts, or influencer could be used to gain both awareness and trust at the same times, and the product should be distributed on well-known websites or mobile applications that have high protection for data privacy and secure payment methods. To build customer royalty and influence the intention to repurchase, the marketing team should focus on the trust and attitude. The information on the package and in the advertisement should be the facts and it should not be an exaggeration. It should not mislead that the product is better than it really is.

For the offline campaign, it should be focused on awareness and attitude, which have a big impact on the intention to purchase. The marketing should gain more awareness by distributing the product to various types of distribution channel in order to reach more targets customers. However, only the channels that match the product segment and target customers should be selected. The marketing team should promote the product with the real product benefits and use other campaigns, such as hiring an influencer to promote and persuade the social norms or offer a special discount during the launch period. To increase the repurchase from the offline channels, attitude, social norm, and perceived benefit are the most influential factors. From these three factors,

the attitude and perceived benefit of the customer come from past experiences on the products and purchase evaluations. Therefore, the brand should deploy the campaign that can lead to better attitude and good customer experiences from the first time they purchase. For the social norm, the influencer, expertise, or the celebrity could promote and emphasis the brand to the customers.

The analysis results could be applied to guide the marketing campaign for a specific type of product. For example, the product for the elderlies should focus on the benefits of the product. Thus, the marketing campaign should promote the benefits of the product, such as the ability to reduce wrinkles or spots.

Moreover, the campaign should be deployed every month or more than once a month to influence the people to increase their frequency of purchase on the cosmetics product. The ANOVA result shows that the people who regularly buy the cosmetics products have more intention to purchase and have more awareness of the cosmetics brand, which is easily influenced by influencers or celebrities, and they also have excellent attitude towards the cosmetics products. In contrast, the people who buy cosmetics products only once or twice a year tend to have a plan to buy other makeup brands in the next purchase more than other groups.

The recommendation for new business owners

The recommendation for new business owners who want to have their own business and engage with the growth of the cosmetics industry. While launching a new product and a new brand, the product should target females more than males. Even though the product for the male is more attractive and has a big gap in the cosmetics industry, but the attitude of female to purchase cosmetics products is better than males. It is too risky for the new business and the new brand to launch a product for men. The distribution channels that is appropriate for the new products is online channels because the online buyers are more aware and have more intention to purchase more than the group of offline buyers. For marketing strategy, awareness is the key to the marketing

teams to gain customer awareness because people would buy the cosmetics product they could recognize, especially for the females. Therefore, the product should be promoted and reach the target of customers on the online platforms, such as social media and websites.

Study limitation

This study has conducted the online surveys via Google form and had 492 respondents to analyze in the surveys because of the limited resources and time. In the part of the scope of the product, since cosmetics is a very broad category, this study only focused on the decorative cosmetics product or makeup and did not include other types of cosmetics product. The decorative cosmetics products are the products that most people think is popular for females. Therefore, the collected samples are mostly from females more than males, and most of the respondents are the people who purchase cosmetics products from offline channels more than online channels. Moreover, the information in this study did not include the group of people who have never buy cosmetics products. Thus, the study cannot indicate the influencing factors for the people who are the new cosmetics users.

Direction for further research

For the direction of the future study, the study should use both quantitative and qualitative analysis methods. The mix method could help the researcher to analyze the impact of the independent factors toward the purchase and repurchase intentions. It could provide more detailed understanding from specific groups such as experts in the field. Moreover, since this study focused on both the purchasing and repurchasing processes, as well as the differences between different sales channels, the selected factors may not cover all situations or conditions. The future research should find out the factors which are related more with the condition that matches with the company

situations or the market trend. The study also needs to investigate further into the internal effect from the product and external effects, such as customer, stores, and supplies to gain more understanding about the topics. The scope of the study should extend towards the CLMV or ASEAN markets to gain the opportunity to grow the business and focus more on the omni-channels to gain more understanding on the customers.

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