

**A STUDY OF THE DIFFERENCE BETWEEN THE EFFECT OF
MICRO-INFLUENCER AND MACRO-INFLUENCER ON
COSMETIC PRODUCT IN BANGKOK**



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FULFILLMENT OF THE REQUIREMENTS FOR
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Independent Study
entitled
**A STUDY OF THE DIFFERENCE BETWEEN THE EFFECT OF
MICRO-INFLUENCER AND MACRO-INFLUENCER ON
COSMETIC PRODUCT IN BANGKOK**

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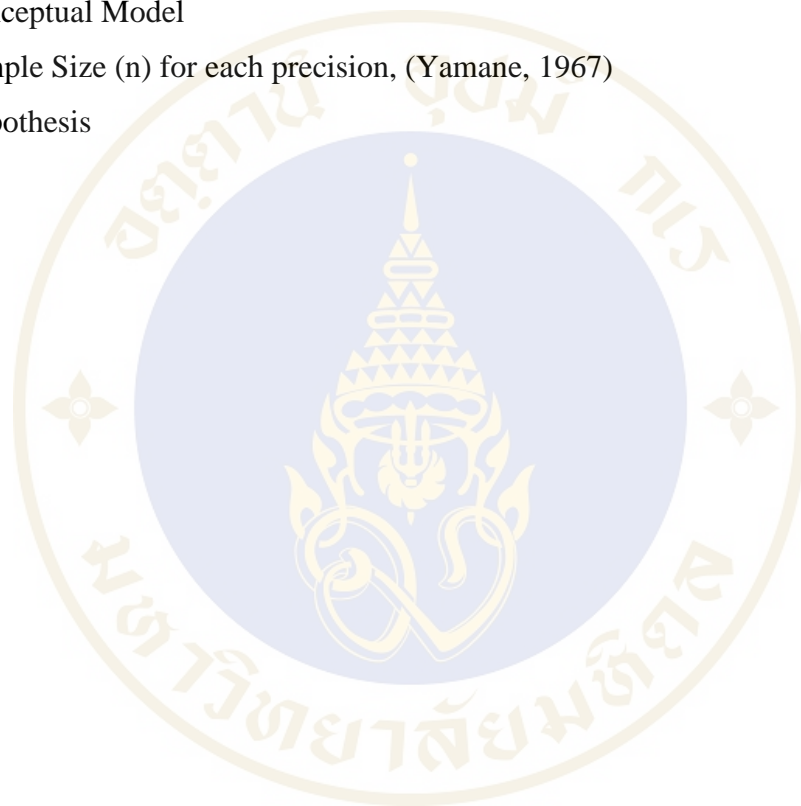
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A STUDY OF THE DIFFERENCE BETWEEN THE EFFECT OF MICRO-INFLUENCER AND MACRO-INFLUENCER ON COSMETIC PRODUCT IN BANGKOK

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ABSTRACT

Currently, the cosmetic product has been growing continually and each brand has launched many different strategies to attract their target customers. Then, micro-influencer and macro-influencer are the people that every brand is concerning. Therefore, the purpose of this research is to understand the difference between micro-influencer and macro-influencer that effect on the intention to purchase the cosmetic. The result of this research can be a useful guideline for cosmetic brands for launching any marketing campaign to gain attention from their target customers. This research paper conducted the data from 464 respondents who live in Bangkok, age 18-60 years old and purchase cosmetic product by themselves.

The result of this research shows that cosmetic consumers make decisions based on many factors not only influencers. However, the brand should concern about the consumer attitude toward its brand, the value that consumers give to the brand, its reputation and image are also significant.

KEYWORDS: intention to purchases, cosmetics, influencers.

65 Pages

CHAPTER I INTRODUCTION

1.1 Introduction

Recently, personal or beauty product becomes more popular in the market with rapidly growing. According to the overall statistic, the cosmetic market is able to expand to receive revenue about 168,000 million baht, which is increased by 3.8% from last year. Notably, the skincare products gained at 47% and followed by hair care, body care or hygiene, make up, and fragrance by 18%, 16%, 14% and 5% continuously. (source: Euro Monitor, International, March 2018)

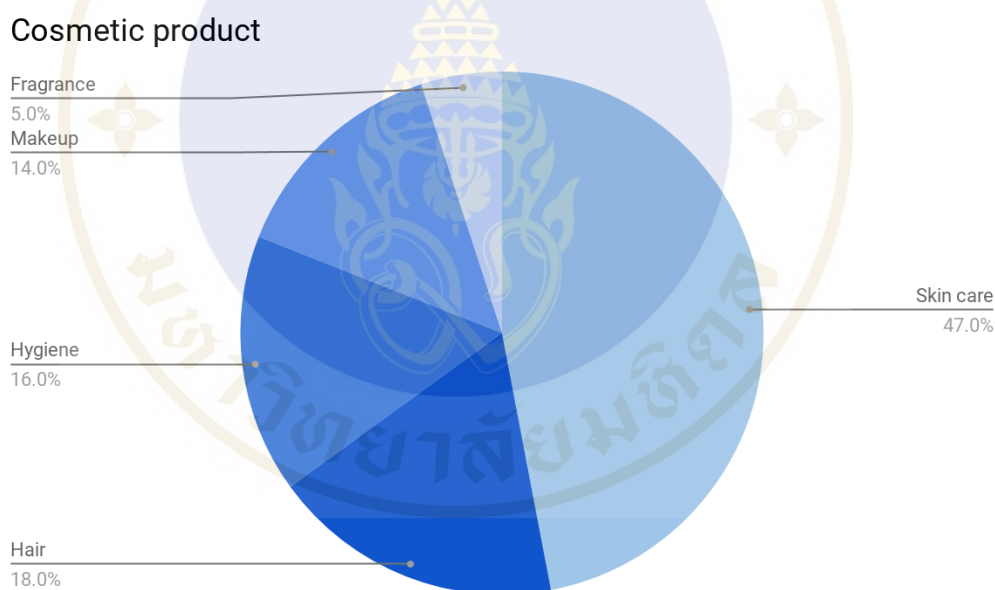


Figure 1.1 Ratio of selling cosmetic products in 2017

According to the demographic segment, people who are interested in cosmetic products can be categorized by the generations which divided into four generations; there are Baby Boomer, Gen X, Millennials (Gen Y) and Gen Z. As the primary target market of a cosmetic product is Millennials who age between 23-39

years old which are working people. People in this generation have the highest purchasing power for cosmetic products.

In keeping with Hajime Endo (August 2018), the CEO of Cosme Next Inc, which is a large chain of cosmetic store in Japan and some countries in Asia. He claimed that the Thai's cosmetic market is the fastest growing in South East Asia. While comparing to Singapore, Thai people spent much money about 1.5 folds to purchase cosmetic products each month.

(source: <https://www.bangkokpost.com/business/news/1521806/>)

The advertisement is one exciting alternative as a marketing tool to communicate with the target market or target customers. There are various new methods to do advertising. The way of communication with people has been changed all the time, which depends on the market trend. In the previous, the marketing campaigns and any advertisement were launched by the company. Moreover, those advertisements focused on the products and benefits only. Therefore, it could not gain attention from consumers. However, the current market is global, and every brand needs to develop itself to complete with a lot of competitors. So, the marketer needs to find a way to reach the target customers.

Currently, the consumer's behaviour has been being changed continuously. The frequency of spending time on the internet has risen sharply. People spend a longer period on social media applications. Therefore, online advertisement becomes an enjoyable method to reach many target customers.

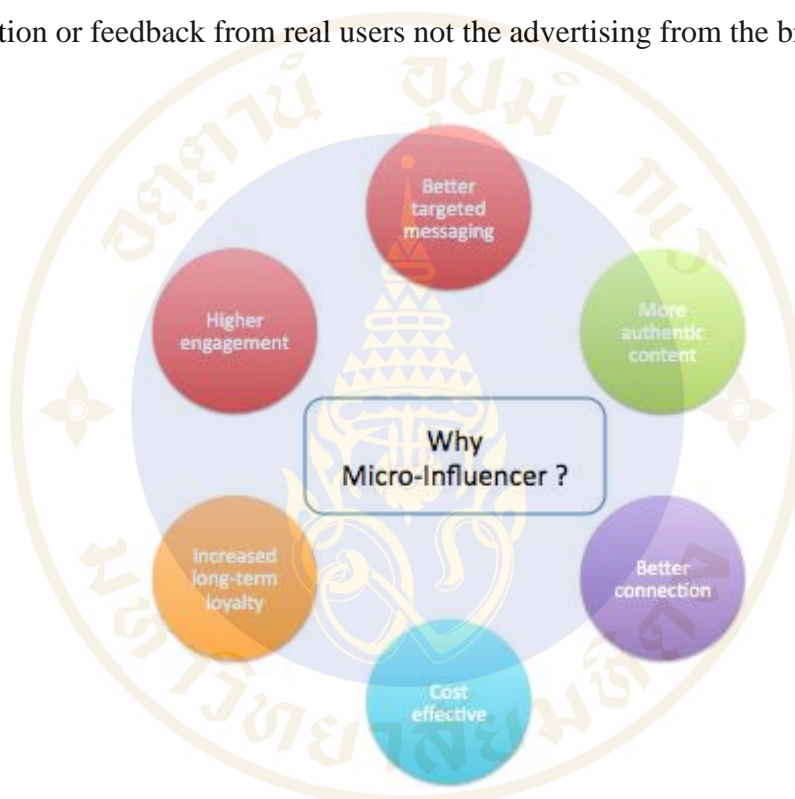
As today's world of marketing, influencers make an impact on brands and the world of advertising. Micro and macro-influencers play a significant role as a valuable method for marketing a brand or product. With some of the critical outcomes, they improve brand advocacy, increase awareness, reach more audiences, and improve sales conversion.

Firstly, micro-influencer is the one who spread the content throughout social media by using a personal blog, YouTube channel, Facebook fan page, Instagram and other social media channels, which are called as a vlogger. In previous, the blogger is the one who shares any content by using their personal blog. However, the trend of media consumption has been changed. People tend to perceive the information by video or any visual media. Therefore, the influencer changed to use

video platforms instead of written content, which are so much easier to realize. All these activities can be called as online marketing.

Currently, online marketing is one of the exciting platforms that everyone cannot be avoided. It has much power to influence people in the market effectively. The influencer can create their own channel to encourage the audiences to see their content through an online platform.

The main point that makes micro-influencer different from the traditional advertisement is a reality. It can make the audiences feel like they perceive the actual information or feedback from real users not the advertising from the brand.



(source: <https://www.techshu.com/blog/influencer-marketing-19-things-know-2019-part-1>)

Figure 1.2 The benefits of micro-influencer

There are various benefits of using micro-influencer. For instants, it is convenient to reach a specific group of a target market at any time or better targeted messaging. It does not have any barriers in time and location. Next, after launching any marketing campaign, it can be immediately analysed and evaluated. Moreover, the review products by bloggers or vloggers can increase higher engagement. The cost is meager if compare to the advertisement from the company that the brand needs to pay

at a very high price for hiring micro-influencer or celebrities. Besides, the brand is able to increase long-term loyalty by keeping contact with the consumers regularly.

Secondly, macro-influencer is someone who has a large number of followers, which is more than 1 million followers, including superstars, artists, singers, celebrities and other famous people. This group of people has an enormous power to influence the audience to pay attention to the brand or products. Therefore, when the company would like to launch any campaign or new product into the market and the brand wants its products to be known among large number of people, the brand needs to pay a very high rate to those people to hire them to promote the brand of products. It can be a way of doing marketing to reach a large number of audiences by using various marketing channels such as advertising, events, public relations and interactive marketing. This is a commercial advertising that is launched by the official brand.

Even though online marketing is growing up rapidly, the offline marketing is still significant. The marketing strategies and many offline activities are necessary for gaining attention from people. It is impossible to use only digital platforms. Concerning develop the Thai market, offline media becomes more powerful than previous according to the demand and the supply price of the media channel. The high rate of online marketing goes up sharply, the demand and supply for doing online advertising are not at equilibrium. Moreover, the offline channel or micro-influencer can reach a large number of achieved audiences.

In a previous, it seems like social media get a lot of attention from the audience. However, it might not useful in nearly coming future because “the trend of engagement” becomes more popular. The brand needs to find new strategies to create engagement between customers and brands. Therefore, the offline marketing is attractive channels to get closer to target customers by various channels such as events or public relations in crowded areas. (source: <https://thestandard.co/digital-marketing-trends-2019/>)

Both micro and macro influencer have a high impact on making the decision to purchase each particular product. Therefore, the researcher would like to see the difference between the effect of micro-influencer and macro-influencer.

1.2 Research Questions

1. What are the factors that affect intention to purchase?
2. Do the micro and macro influencers affect brand reputation?
3. Does brand reputation effect on intention to purchase?
4. How difference between the effect of micro-influencer and a macro influencer?

1.3 Objectives of this study

1. To identify factors (e.g. attitude toward the brand, self-image, consumer value, brand reputation, social media influencers and integrated marketing communication) that affect intention to purchase cosmetic products.
2. To identify relationship between micro-influencer and macro-influencer that affect intention to purchase cosmetic products.

1.4 Benefits of this study

To understand the customer's attitude about purchasing cosmetic products and to understand what factors are able to create an intention to purchase cosmetics.

CHAPTER II

LITERATURE REVIEW

This section describes the literature review of this research. The subjects are as the following;

- 2.1 Literature Review
- 2.2 Hypothesis
- 2.3 Conceptual Model

2.1 Literature Review

2.1.1 Intention to Purchase

According to the explanation of Herman (2007) about the intention to purchase, he explained that the customer's intention to purchase required the combination of generating valuable products and services and creating a brand image in order to influence customers. In the Morinez's view (2009), he believed that when customers are confident to purchase those particular products in a specific condition. Furthermore, Shah (2012) said that the intention to acquire is concentration about why consumer selects to buy products or services from this particular brand. After that Akbariyeh (2015) noted that the purchase intention could be encouraged by the consumer's attitude, consumer's behaviour and consumer's perception. Next, Warshaw (1980) pointed out that the intention to purchase can be occurred by consumer attitude and purchase behaviour from each consumer. If the consumer has a positive perspective on that particular product or brand, it can be a positive correlation with intention to purchase. The purchase behaviour also has a positive correlation with intention to purchase if customer's behaviour affects intention. Then, Azjen (1991) also explained that the consumers can be motivated by intention and it can influence the consumers' behavior to purchase the products. Moreover, it can show how hard

that buyers need to put an extra effort to create an intention to perform interesting and purchasing. Another explaining from Morwitz (2004), before buying customers are likely to find some information to form their purchase intentions for the goods and services. Furthermore, Hawkins and Mothersbaugh (2010) have an agreement and defined that the intention can be stimulated and driven people to decide to purchase goods and services. Lastly, Wang and Hazen (2016) said that the knowledge about product quality and cost, which are perceived value can encourage the intention to purchase.

In this context, intention to purchase can be shaped by adding the value of goods and services and creating the brand image in order to gain attention from people. Therefore, when people pay more attention on something that related to the brand, it can create more brand awareness which be able to help people to make decision and lead to intention to purchase.

2.1.2 Attitude toward the Brand

The attitude toward the brand has given definition by various people. Firstly, Mitchell and Olson (1981) had a standard agreement that the attitude toward the brand can be evaluated by individual from subjective and human nature. Then, Eagly and Chaiken (1993) provided the definition that the attitude comes up from reasonable activities and behaviours in a short time. Moreover, the attitude can motivate the consumer to show their behaviour. Next, Giner-Sorolla (1999) determined that the customer's opinion is centred to the brand and would be evaluated by nature to see the benefit or loss to goods and services. Besides, Boonghee and Seung Hee (2001) explain the attitude is desirable of each person that can predict and evaluate what customer is going to behave in following. Furthermore, the effect or the reaction of products or services can induce the way of attitude that people provide to the brand. (Bodur, Brinberg and Coupey, 2000 ; Homer, 2006)

According to those above researches, in this context the attitude toward the brand is consumer evaluates the brand individually from the internal by nature. It can explain how people think about the brand with either a positive or negative attitude toward the brand.

2.1.3 Self-Image

Many people provided the definition for self-image in various contexts. For instant, Doron (1991) & Parot (1999) gave an explanation about self-image that is something that comes up with self-consciousness. Furthermore, it is a part of Ego model. Next, Gordon Willard Allport (2000) explained that the self-image could represent the vision of each person and the relationship with people. After that, Zlate (2001) said that the self-image has been developed by personal knowledge. Then, Hamachek (1995) believed that the self-image is organizing the human's cognitive structure which is developed by past experiences that people faced. By the same token, Pevelcu (1999) explained that when people see themselves and concern about how others think about them called self-image. As well, Line and Hanks (2017) have defined that the self-image is how people see themselves individually. In addition, the way that people see themselves makes them concerned about their external appearance.

In conclusion, the self-image has brought along with self-consciousness about how people see themselves and judged themselves by their knowledge and experiences that they have had and concerning about how others see them.

2.1.4 Consumer Value

Sweeny and Solar (2001) have a common opinion that the value can be evaluated by the exchange between the perceived quality and product price. Then, Narus (2004) has a similar definition that the consumer value is the interaction between customers and products or services that are provided. Furthermore, the consumer value is emphasized and measured by the expense. Moreover, Lewis (1999) gave the explanation that consumer value should be relativistic, which is comparing the preferences among every product and services and evaluated by each person, the variable value of each object from a variety of consumers and able to judge and assess according to the context. Then, the consumer value can be defined as the judgement of preferences. The value will be determined by the consumer's attitude whether to gain satisfaction or not, predisposition before trying, evaluation after using, opinion and valence. Finally, Holbrook (1981) and Hirschman (1982) had an agreement that the consumer value is created by the experience. However, it is not the experience of

purchasing, the brand chosen; it comes from consumption experiences from actual using that particular goods or services.

In this context, the consumer value will be generated after the consumer has tried that particular goods or services and make a judgement which on the preferences of the products or services. Moreover, the consumer is able to compare with every product in order to make an evaluation before defining the value.

2.1.5 Brand Reputation

The reputation of the brand has been identified by various people. Herbig and Milewicz (1995) defined that if a customer has a positive reputation for the brand, it can lead to the success and benefit of the brand. Moreover, the brand needs to deliver what it had promised in order to keep reliability and credibility to perceive brand reputation. Milewicz and Herbig (1994) said the satisfaction of the customer or how the audiences judge and make a decision about the brand and come up with a reputation. If the outcome is a positive reputation, the brand is able to attract more customers. However, if it is a contrasted outcome, the negative reputation will lead to decrease intention to buy or any marketing effects. Jevons et al. (2005) explained that the brand could be perceived as the brand's characters. It can be sustained by both internal and external environments. Fombrun and Rindova (2000) defined the brand reputation that it is the combination of perception from people outside organization on the outstanding characteristics.

In this context, brand reputation is something that defined by consumers. The outcome can be both positive and negative reputation. The consumers would judge the brand reputation by their satisfaction with the product or service that they obtain from the brand.

2.1.6 Social Media influencers (online marketing)

Fredberg (2014) said that social media influencers are people who can gain attention from audiences by shaping the follower's attitudes by using social media channels such as personal blogs, Facebook pages, Instagram, YouTube channel to create the interesting content to share information or promote some products or services to the brand in order to gain more followers and create the recognition to the

brand. Furthermore, Adweek (2018) explained that social media influencer marketing is a new method for the brand to reach and direct to customers quickly. Furthermore, it is a way to connect with people everyday. From the concept of Ledbetter (2017) the social media influence can inspire or influence people throughout their personal channel which the contents are related to the consumers. According to the theory from Buyer (2017), the social media influencer provide the direct connection between both sides, which are brand and customers. The brand also opens for customers to share any idea or opinion to create credibility.

According to the various definitions, in this context, the social media influencer is the one who is able to influence their followers to pay attention to the brand through social media channels that can connect directly to the customer. Moreover, it is the way to generate recognition of the brand.

2.1.7 Integrated Marketing Communication (focus on offline marketing)

Integrated Marketing Communication is given various definitions from many people. First, Wang and Petrison (1991) provided a meaning of IMC is a combination of various communication tools to persuade audiences by using marketing mixes such as launching advertisements, doing public relations, launching attractive sales promotion, personal selling, arranging events and direct marketing. Moore (1996) also said that IMC is creating a campaign by using integrated many marketing channels to persuade and lead people. Moreover, Sissors and Bumba (2009) have a mutual agreement that the benefit of using IMC is to gain attention from the various target market in terms of a variety of customer targets. Due to the target customers from each group are different. Therefore, the marketer needs to put an extra effort into various channels to reach customers.

Finally, the conclusion of IMC framework is the coordination among various marketing channels to connect with audiences in order to persuade and lead them by using attractive campaigns. According to various channels, it is able to reach a lot of people widely.

2.2 Hypothesis

H1: There is a positive relationship between intention to purchase and attitude toward the brand.

H2: There is a positive relationship between intention to purchase and self-image.

H3: There is a positive relationship between intention to purchase and consumer value.

H4: There is a positive relationship between intention to purchase and brand reputation.

H5: There is a positive relationship between intention to purchase and social media influencer.

H6: There is a positive relationship between intention to purchase and integrated marketing communication.

H7: There is a positive relationship between brand reputation and social media influencer.

H8: There is a positive relationship between brand reputation and integrated marketing communication.

2.3 Conceptual Model

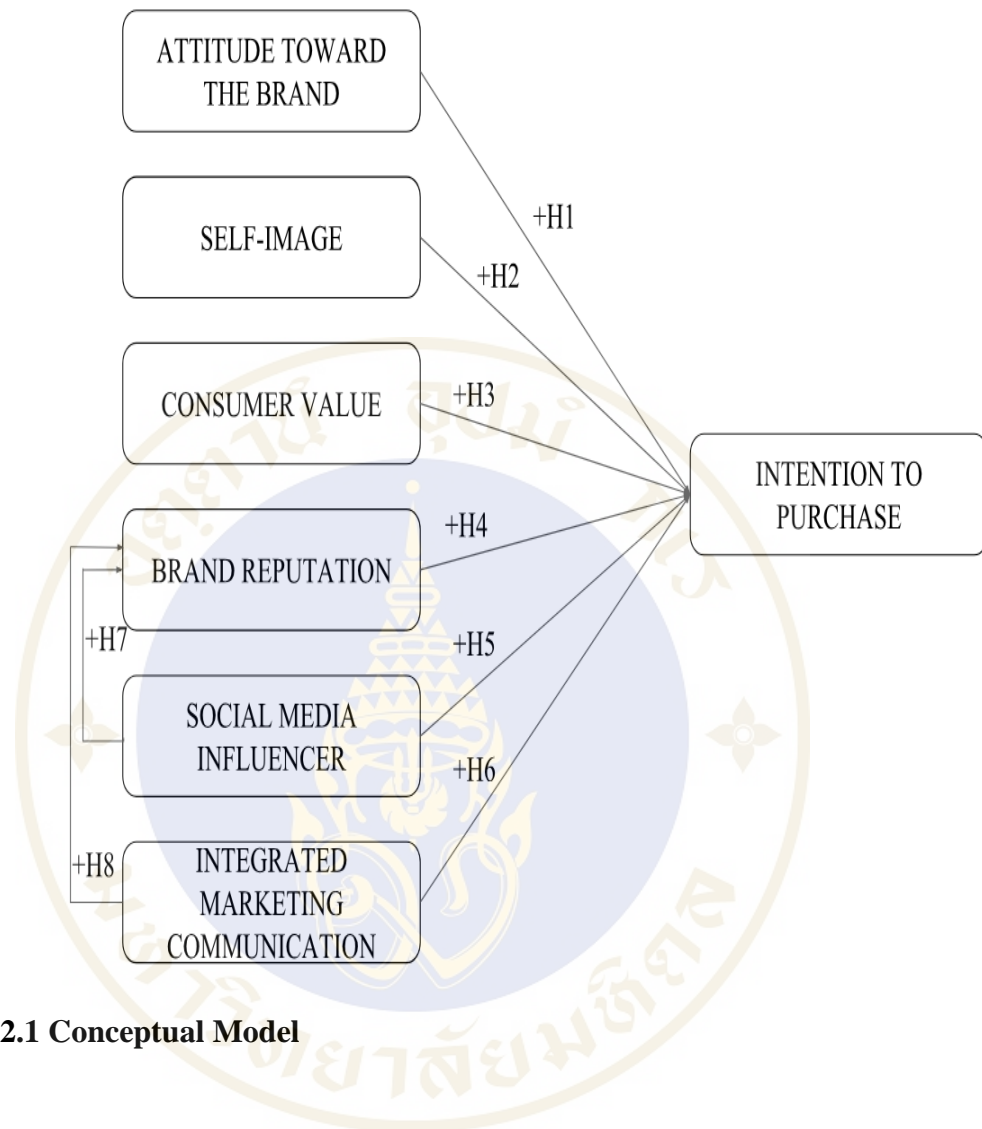


Figure 2.1 Conceptual Model

CHAPTER III

METHODOLOGY

This chapter explains the methodology of this research. There are four topics as following;

3.1 Research Design

3.2 Sample Selection

3.3 Data Collection

3.4 Data Analysis

The scope of this study focuses on the effect of micro-influencer and macro-influencer on the cosmetic industry in Thailand. Specific on respondents who have perceived the information from both online and offline media before making a decision to purchase. This research is quantitative research, which is survey research. There are four processes as following

3.1 Research Design

This research selects the quantitative method for studying the effect of micro-influencer and macro-influencer on the cosmetic industry in Bangkok by providing the online questionnaire by Google Form for all participants. After that, the data from selected respondents would be analysed to get the results according to the objectives of this research. The online questionnaire will be provided to respondents by electronic devices.

3.2 Sample Selection

According to the National Statistics Office Thailand, the population of people in Bangkok who is 20 years old and over is about 7,146,800 people. The opportunity to be the consumer of the cosmetic industry about 4,969,300 people. In the

questionnaire, there are some questions for screening in the questionnaire. After that, the researcher will select 400 respondents as a sampling size. Therefore, the sampling size of this study is 400 respondents, including both males and females from various generations who live in Bangkok. Moreover, all of them must have purchased the cosmetic product by themselves at least once. Every respondent answered the questionnaire only once, which makes the study a single- cross-sectional research because there is only one sample of respondents and information is obtained from this sample only once. (Source: The Labor Force Survey, Whole Kingdom Quarter 1 January - March 2017, National Statistical Office, Ministry of Digital Economy and Society)

Size of Population (N)	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 er

Figure 3.1 Sample Size (n) for each precision, (Yamane, 1967)

This research chooses Taro Yamane's formula (1967) to calculate the sample size. To determine the sample size, a simplified formula with 95% confidence or 5% error interval.

- n = Size of the sample group
 N = Actual population size
 e = Level of precision or sampling of error 5%

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

$$n = \frac{4,969,300}{1 + 4,969,300(0.05)^2} = 399.9678 \approx 400$$

3.3 Data Collection

The data would be collected through online surveys by Google Form. Then, the collected data would be analysed by the qualitative method. It is convenient for respondents to access the questionnaire via an online platform because it is more flexible than a door-to-door or interpersonal interview and more cost-effective. Moreover, it can receive data from various groups of people. The online questionnaire was divided into two following sessions;

The first session is the respondent's opinion. This session has been divided into seven parts; there are Intention to Purchase, Attitude toward the Brand, Self-Image, Customer Value, Brand Reputation, Social Media Influencer and IMC. In this session, there are 41 questions to identify the degree of satisfaction of each factor. This session uses the Five-Point rating scale ranges from "strongly disagree" to "strongly agree" analyzing at the average of mean, standard deviation and significant level.

Opinion Level	Point
Strongly disagree:	1
Disagree:	2
Neutral:	3
Agree:	4
Strongly agree:	5

For the second session, which is the last part to ask the demographic information from the respondents. In this part, the questionnaire provides four questions; there are a question of gender, age, education level and income level.

After collecting data, all data will be kept confidentially in the researcher's computer. The personal computer has the security password to log in before using the computer. Moreover, the recorded data will not be sent or shared to other parties. According to the secure data collecting, there is no potential risk for this research.

3.4 Data Analysis

The conducted data is analysed and summarised by SPSS. First, this study used the T-test to find the difference in the population to identify the mean between two groups, which are male and female. Secondly, this research used ANOVA to find the variance and the relationship of the correlation for each variable. The measurement of how strong and how weak of the relationship is measured by the Coefficient of Correlation. Then, this research used the Regression model to identify whether the relationship among the independent variables is related to the dependent variables.

CHAPTER IV

RESEARCH FINDING AND ANALYSIS

This chapter explains the results from the data analysis of the difference between the effect of micro-influencer and macro-influencer on the cosmetic industry in Bangkok. The selected data were collected from 464 respondents who are living in Bangkok and have purchased cosmetic products by themselves at least once. This quantitative research has analyzed by SPSS program and presented the research findings as following;

4.1 Demographic Analysis

4.2 Descriptive Statistic

4.3 T-Test Analysis

4.4 ANOVA Analysis

4.5 Regression

4.6 Reliability

4.1 Demographic Analysis

This part explains the demographic analysis of population samples that the researcher had conducted the data.

Table 4.1 Demographic Analysis (Gender)

Gender	Frequency	Percent	Valid Percent	Cumulative Percent
Male	53	11.4	11.4	11.4
Female	411	88.6	88.6	100.0
Total	464	100.0	100.0	

This table explains the gender of all respondents. The data are collected from both male and female respondents. From total 464 respondents, there are 53 male respondents and 411 female respondents which are 11.4% and 88.6% respectively.

According to those numbers, the number of male and female respondents are drastically different because many results from male respondents are eliminated because they have never purchased the cosmetic product by themselves. Moreover, cosmetic products are interested by female customers rather than male customers.

Table 4.2 Demographic Analysis (Age)

Age range	Frequency	Percent	Valid Percent	Cumulative Percent
20-22	26	5.6	5.6	5.6
23-35	192	41.4	41.4	47.0
36-55	226	48.7	48.7	95.7
Above 55	20	4.3	4.3	100.0
Total	464	100.0	100.0	

This graph shows the frequency of respondents in each age range. This research has divided the age range into five groups. The highest number of respondents are people who are 36-55 years old at 226 people or 48.7%. The second largest age group are 23-35 years old. This group has 192 respondents or 41.4%. For the group of 20-22 years old respondents and who are older than 55 years old have quite similar number of respondents at 26 and 20 people or 5.6% and 4.3% respectively.

As the data had collected from the people who are working and living in Bangkok, Therefore, the majority of respondents are people who are aged between 23 to 55 years old.

Table 4.3 Demographic Analysis (Education)

Education	Frequency	Percent	Valid Percent	Cumulative Percent
Less than high school diploma	15	3.2	3.2	3.2
High school or equivalent (e.g. IGCSE, GED)	37	8.0	8.0	11.2
Bachelor's degree	285	61.4	61.4	72.6
Master's degree and above	127	27.4	27.4	100.0
Total	464	100.0	100.0	

This research has divided the education level of respondents into five levels. There are less than a high school diploma, high school or equivalent, bachelor's degree and a master's degree and above. According to all respondents, the most significant number of respondents graduated with a bachelor's degree at 61.4% or 285 people. The following group is people who graduated with a master's degree and above at 27.4% or 127 respondents. Then, the respondents who graduated from high school or equivalent are 8% or 37 respondents. The smallest group is people who graduated less than a high school diploma at 3.2% or 15 people.

The majority of respondents graduated with a Bachelor's degree which is larger than a half of all respondents. Also, the following level is graduating master's degree and above. Therefore, this result conforms to the target group, which is working people.

Table 4.4 Demographic Analysis (Income)

Income	Frequency	Percent	Valid Percent	Cumulative Percent
Less than 18,000	92	19.8	19.8	19.8
18,000-30,000	188	40.5	40.5	60.3

Table 4.4 Demographic Analysis (Income) (cont.)

Income	Frequency	Percent	Valid Percent	Cumulative Percent
30,001-45,000	93	20.0	20.0	80.4
45,001 and above	91	19.6	19.6	100.0
Total	464	100.0	100.0	

The collecting data of this research has divided the income per month of respondents into four groups. The largest group is respondents who earn their income between 18,000 Baht to 30,000 Baht. This group contains 188 respondents or 40.5%. The following three groups of income are 30,001-45,000 Baht, less than 18,000 and 45,001 and above by about 20%.

The majority income group is earning their salaries between 18,000 – 30,000 Baht, which conform to the above age ranges, education levels and the target sample population, which is working people in Bangkok.

4.2 Descriptive Analysis

This part is one of significant analysis because it presents a simple summary of the collection of the data that have been conducted to do this research.

The following table has been conducted from 464 respondents (N=464).. The definition for each opinion level and the point for each level is ranked from one to five which are 1 is totally disagree, 2 is disagree, 3 is neutral, 4 is agree and 5 is absolutely agree with each statement.

These tables explain the mean and standard deviation of each statement that had been conducted 464 respondent as an online questionnaire to explain in detail as following.

Table 4.5 Descriptive statistic of Intention to Purchase

	Mean	Std. Deviation
1. Brand or producer effects on making decision to purchase products.	4.26	0.802
2. I would purchase the products that make me look better.	4.39	0.818
3. The value that I give to the brand will effect my next purchase.	4.25	0.831
4. The brand reputation effects making decision.	4.05	0.849
5. The reviews from blogger/vlogger help me to make decision easier.	3.73	1.003
6. If I can reach to products easily, I will make decision to purchase easier.	4.33	0.781
7. If there is an attractive advertising or review, I will be more likely to purchase.	3.92	0.898

These above data show means and standard deviation from each point that ask the respondents to give the score. The average mean of intention to purchase from all statements is 4.13 and the average standard deviation is 0.609.

Table 4.6 Descriptive statistic of Attitude Toward the Brand

	Mean	Std. Deviation
1. I feel good after using good quality of cosmetic products that will be benefit for my skin.	4.54	0.751
2. I feel the cosmetic product is desirable.	4.08	0.889
3. I feel satisfied after using cosmetic product.	4.04	0.850
4. I often collect information before making decision to purchase any cosmetic products.	4.32	0.859

Table 4.6 Descriptive statistic of Attitude Toward the Brand (cont.)

	Mean	Std. Deviation
5. I think the well-known cosmetic product is better quality than cheaper products.	3.69	0.902
6. I decide to purchase cosmetic products because I make me look better.	4.22	0.811

The table explains the mean and standard deviation of the attitude toward the brand. Therefore, it can be summarized that the average mean of attitude toward the brand is 4.15 and the average standard deviation is 0.625.

Table 4.7 Descriptive statistic of Self-image

	Mean	Std. Deviation
1. I really concern about my appearance.	3.65	0.891
2. I worry how others who see me think about my personality, characteristic or what I am.	3.36	1.008
3. Taking care of my face and skin in order to look good is significant factor for me.	4.05	0.876
4. When I believe that I have a good appearance, I feel more confident.	4.29	0.802
5. I feel more confidence while wearing makeup.	4.01	0.948

This table gives the data of mean and standard deviation from each statements that the respondents have provided through the view point of self-image that each respondents are concern about themselves. However, the average mean of self-image is 3.87 and the average standard deviation is 0.698.

Table 4.8 Descriptive statistic of Consumer Value

	Mean	Std. Deviation
1. The performance of advertising or reviews creates more value to the products/brands.	4.03	0.804
2. The frequent of advertising will lead to brand value.	3.45	0.976
3. The quality of media can affect the brand value.	3.91	0.863
4. The interesting of provided content leads to in more brand value.	4.10	0.778
5. Friendly communication between followers and media provider leads to increasing brand value.	4.27	0.801
6. Promotion from advertising affects the brand value.	3.97	0.886

The customer value has been ranking and show the mean of each statement in the above table. Furthermore, the average mean of consumer value is 3.96 and the average standard deviation is 0.654.

Table 4.9 Descriptive statistic of Brand Reputation

	Mean	Std. Deviation
1. I prefer to purchase the product from high quality brand.	4.30	0.823
2. I am satisfy to purchase famous brand.	3.65	0.918
3. After consuming the online content, it can affect brand reputation.	3.77	0.857
4. After receiving information or engaging with the brand's activity, it can affect brand reputation.	3.81	0.808
5. I do not want to purchase unwell-known product.	3.27	1.067

The customer point of view over the brand reputation has been analysed in the above table to show the mean and standard deviation from each statement. However, the average mean of brand reputation is 3.76 and the average standard deviation is 0.649.

Table 4.10 Descriptive statistic of Social Media Influencer

	Mean	Std. Deviation
1. I often watch and read the reviews from beauty vlogger and blogger.	3.14	1.215
2. I often receive useful information from reading and watching the online content.	3.80	0.972
3. The celebrity endorsement influence me to purchase cosmetic products.	3.58	1.067
4. I often purchase cosmetic product online after perceiving the information from influencers.	3.46	1.109
5. I often purchase cosmetic products base on the recommendation from influences	3.62	1.059

This average mean of social media influencer is 3.52 and the average standard deviation is 0.824.

Table 4.11 Descriptive statistic of Integrated Marketing Communication

	Mean	Std. Deviation
7.1 I always receive information about the cosmetic product from the advertising.	3.86	0.974
7.2 I can remember the new launched cosmetic by attractive brand ambassador.	3.77	1.046
7.3 The slogan, logo or jingle that help me to remember the product.	3.84	0.940

Table 4.11 Descriptive statistic of Integrated Marketing Communication (cont.)

	Mean	Std. Deviation
7.4 The billboard always gains my attention.	3.39	1.042
7.5 The often of turning up the advertising can gain more attention from audience.	3.59	1.046
7.6 The advertising can change my perception about cosmetic product.	3.52	0.950
7.7 I would purchase the cosmetic product after watching the advertisement.	3.10	1.046

This average mean of integrated marketing communication is 3.58 and the average standard deviation is 0.609.

4.3 T-Test Analysis

T-Test Analysis is determining the difference between males and females. Therefore, the T-Test is selected to be analysed in this part. The mean difference is significant at 95% or 0.05.

According to this study, the result can be explained that there is no difference between male and female customers on making the decision on purchasing the cosmetic products. Both male and female respondents have similar views on making the decision to acquire cosmetic.

4.4 ANOVA Analysis

The ANOVA table explains the result of ANOVA analysis, whether there is a statistically significant difference between group means. If the significant value is below 0.05, there is a statistically significant difference in the mean of each factor to create an intention to purchase cosmetic products between each different group.

This research has divided ANOVA Analysis into three parts as following;

- 1) First, the analysing the difference among age ranges.
 - i) Lower than 23 years old
 - ii) 23-35 years old
 - iii) 35-55 years old
 - iv) above 55 years old
- 2) Second, the analysis the difference among educational backgrounds.
 - i) Less than high school
 - ii) high school
 - iii) bachelor's degree
 - iv) master's degree and above
- 3) Third, the analysis the difference among income levels.
 - i) Less than 15,000 Baht
 - ii) 15,000 - 30,000 Baht
 - iii) 30,001 – 45,000 Baht
 - iv) 45,001 and above

Table 4.12 Comparing Between Age Range

ANOVA				
		Mean Square	F	Sig.
1. Brand or producer effects on making decision to purchase products.	Between Groups	2.150	3.398	0.018
	Within Groups	0.633		
5. The reviews from blogger/vlogger help me to make decision easier.	Between Groups	10.766	11.425	0.000
	Within Groups	0.942		

Table 4.12 Comparing Between Age Range (cont.)

ANOVA				
		Mean Square	F	Sig.
7. If there is an attractive advertising or review, I will be more likely to purchase.	Between Groups	3.253	4.117	0.007
	Within Groups	0.790		

According to the ANOVA table, there are some significant differences in the mean of brand or producers that can affect the purchasing decision, the reviews from blogger/vlogger are able to help customers to make easier decision and attractive offline advertising will make people more likely to purchase. These three factors are significantly different between the age group means.

Next, this research will explain each of the factors that are significantly different separately.

Table 4.13 Attitude toward the brand (between age ranges)

Dependent Variable			Mean Difference (I-J)	Sig.
	1. Brand or producer effects on making decision to purchase products.	23-35	20-22	.331*
23-35		Above 55	.470*	0.012

The above table is Multiple Comparisons shows which age ranges differed from each other. According to this table there are statistically significant difference in the attitude toward the brand or producer that is able to effect on making the decision to purchase a cosmetic product between people who are 23-35 years old and group of

20-22 years old (0.047) as well as between 23-35 years old and above 55 years old (0.012).

The brand name is able to affect the decision making on people who are between 23-35 years old is different from those who are younger and group of people who are older than 55 years old.

Table 4.14 The effect of micro-influencer (between age ranges)

Dependent Variable		Mean Difference (I-J)	Sig.	
5. The reviews from blogger/vlogger help me to make decision easier.	20-22	36-55	.564*	0.032
		Above 55	.877*	0.015
	23-35	36-55	.476*	0.000
		Above 55	.790*	0.004

The following one, there are significant differences between a group of 20-22 years old and 36-55 years old (0.032) and above 55 years old (0.015). Moreover, there are differences between a group of 23-35 years old and 36-55 years old (0.000) and a group of 55 years old and above (0.004).

Therefore, the people who are 35 years old and younger pay more attention on the reviews from blogger or vlogger to help them make the decision than people who are older than 35 years old.

Table 4.15 The effect of macro-influencers (between age ranges)

Dependent Variable		Mean Difference (I-J)	Sig.
7. If there is an attractive advertising or review, I will be more likely to purchase.	20-22	Above 55	.715*
	23-35	Above 55	.631*

Lastly, there are some significant differences to make the decision to buy cosmetics between a group of 55 years old and 20 to 22 years old (0.007) as well as between group of 55 years old and 23-35 years old (0.003).

Table 4.16 Comparing Between Educational Background

ANOVA				
		Mean Square	F	Sig.
1. Brand or producer effects on making decision to purchase products.	Between Groups	3.273	5.235	0.001
	Within Groups	0.625		
2. I would purchase the products that make me look better.	Between Groups	4.218	6.527	0.000
	Within Groups	0.646		
4. The brand reputation effects making decision.	Between Groups	4.478	6.432	0.000
	Within Groups	0.696		
5. The reviews from blogger/vlogger help me to make decision easier.	Between Groups	2.996	3.017	0.030
	Within Groups	0.993		

Table 4.16 Comparing Between Educational Background (cont.)

ANOVA				
		Mean Square	F	Sig.
6. If I can reach to products easily, I will make the decision to purchase easier.	Between Groups	3.028	5.093	0.002
	Within Groups	0.594		

This is the ANOVA table that explains the result of the ANOVA analysis. It shows that there is a statistically significant difference between graduation level means. First, there is a significant difference in the mean of attitude toward the brand to make decision to purchase the product between each group of education level (0.001). Second, there is a significant difference in the mean of self-image before purchasing cosmetic products between each group of education level. Third, there is a significant difference in customer value that effects the next purchasing between each group of education level. Forth, there is a significant difference in the mean of micro or social media influencers that effect purchasing products between each group of education level (0.03). Last, there is a significant difference in the mean of convenience to intent to purchase the product between each education level (0.002).

After analysing the significant difference in each factors, this research is going to explain the significant differences of each factors seperately. In each group of educational background has differences in attitude toward the brand, self-image, brand reputation, effect Of micro-influencer and convenience to reach the products. The detail of each dependent variable would be explained in following tables.

Table 4.17 Attitude toward the brand (between Educational Background)

Dependent Variable			Mean Difference (I-J)	Sig.
1. Brand or producer effects on making decision to purchase products.	Master's degree and above	Less than high school diploma	0.216	0.010
		High school or equivalent (e.g. IGCSE, GED)	0.148	0.030

The Multiple Comparisons table shows which groups differed from each other. According to the table, there are significant differences in the attitude toward the brand to create intention to purchase the cosmetic product between the education level of Master's degree group and less than high school group (0.010) as well as between master's degree group and high school group (0.030).

This table can conclude that people who had graduated from a master's degree and above have no different idea with people who had graduated bachelor's degree in terms of a brand who launched the product. However, this group of people has a different view with people who has a degree less than bachelor degree.

Table 4.18 Self-image (between Educational Background)

Dependent Variable			Mean Difference (I-J)	Sig.
2. I would purchase the products that make me look better.	Bachelor's degree	Less than high school diploma	0.213	0.025

Table 4.18 Self-image (between Educational Background) (cont.)

Dependent Variable			Mean Difference (I-J)	Sig.
2. I would purchase the products that make me look better.	Bachelor's degree	High school or equivalent (e.g. IGCSE, GED)	0.140	0.020
	Master's degree and above	Less than high school diploma	0.219	0.009
		High school or equivalent (e.g. IGCSE, GED)	0.150	0.005

Next, there are significant differences in the self-image concentration to create intention to purchase the cosmetic product between the education level of Bachelor's degree and less than high school (0.025) and high school (0.025). Furthermore, there are significant differences between a master's degree and less than high school (0.009) and high school (0.005)

The people who have an educational background at least bachelor's degree and higher have different view about self-image from people who have a lower educational level.

Table 4.19 Brand reputation (between Educational Background)

Dependent Variable			Mean Difference (I-J)	Sig.
4. The brand reputation effects	Less than high school diploma	Bachelor's degree	0.221	0.010

Table 4.19 Brand reputation (between Educational Background) (cont.)

Dependent Variable			Mean Difference (I-J)	Sig.
4. The brand reputation effects making decision.	Less than high school diploma	Master's degree and above	0.228	0.001

In terms of brand reputation, there are significant differences in brand reputation that can affect making decision to purchase between less than a high school diploma and bachelor's degree (0.010) and master's degree (0.001).

Table 4.20 Effect of micro-influencer (between Educational Background)

Dependent Variable			Mean Difference (I-J)	Sig.
5. The reviews from blogger/vlogger help me to make decision easier.	Master's degree and above	High school or equivalent (e.g. IGCSE, GED)	0.186	0.029

The following factor is micro-influencer via social media, there is a significant difference in the review from influencer between a group of master's degree and above and high school (0.029).

People who graduate from a master's degree and above think that the reviews from blogger or vlogger can help them to make the decision easier. However, the people who graduate high school or equivalent have a different view.

Table 4.21 Convenience to reach the products (between Educational Background)

Dependent Variable			Mean Difference (I-J)	Sig.
6. If I can reach to products easily, I will make decision to purchase easier.	Less than high school diploma	Bachelor's degree	0.204	0.044
		Master's degree and above	0.211	0.017
	Master's degree and above	High school or equivalent (e.g. IGCSE, GED)	0.144	0.030

There are significant differences in the convenience to reach a product between a group of the education level of less than high school and bachelor's degree (0.044) as well as between less than high school and a master's degree and above (0.017). Moreover, there is a significant difference between a Master's degree and above and high school level (0.030).

Table 4.22 Comparing Between Income Level

ANOVA				
		Mean Square	F	Sig.
1. Brand or producer effects on making decision to purchase products.	Between Groups	3.156	5.041	0.002
	Within Groups	0.626		

This ANOVA table that explains the result of the ANOVA analysis and the significant difference between each income level. So, there is a significant

difference in the mean attitude toward the brand to make a decision to purchase cosmetic products between each income level. However, there is no significant difference in the mean of other variables between each income level.

Table 4.23 Attitude toward the brand (between Income Level)

Dependent Variable			Mean Difference (I-J)	Sig.
1. Brand or producer effects on making decision to purchase products.	45,001 and above	Less than 18,000	.430*	0.002
		30,001-45,000	.344*	0.020

There are significant differences between a group of earning 45,001 and above and less than 18,000 Baht (0.002) as well as a group of income 45,001 Baht and above and 30,001 to 45,000 Baht.

4.5 Regression

The Regression analysis is used for quantifying the strength of the relationship between the dependent variable and independent variables. There are eight hypotheses as following;

H1: There is a positive relationship between intention to purchase and attitude toward the brand.

H2: There is a positive relationship between intention to purchase and self-image.

H3: There is a positive relationship between intention to purchase and consumer value.

H4: There is a positive relationship between intention to purchase and brand reputation.

H5: There is a positive relationship between intention to purchase and social media influencer.

H6: There is a positive relationship between intention to purchase and integrated marketing communication.

H7: There is a positive relationship between brand reputation and social media influencer.

H8: There is a positive relationship between brand reputation and integrated marketing communication.

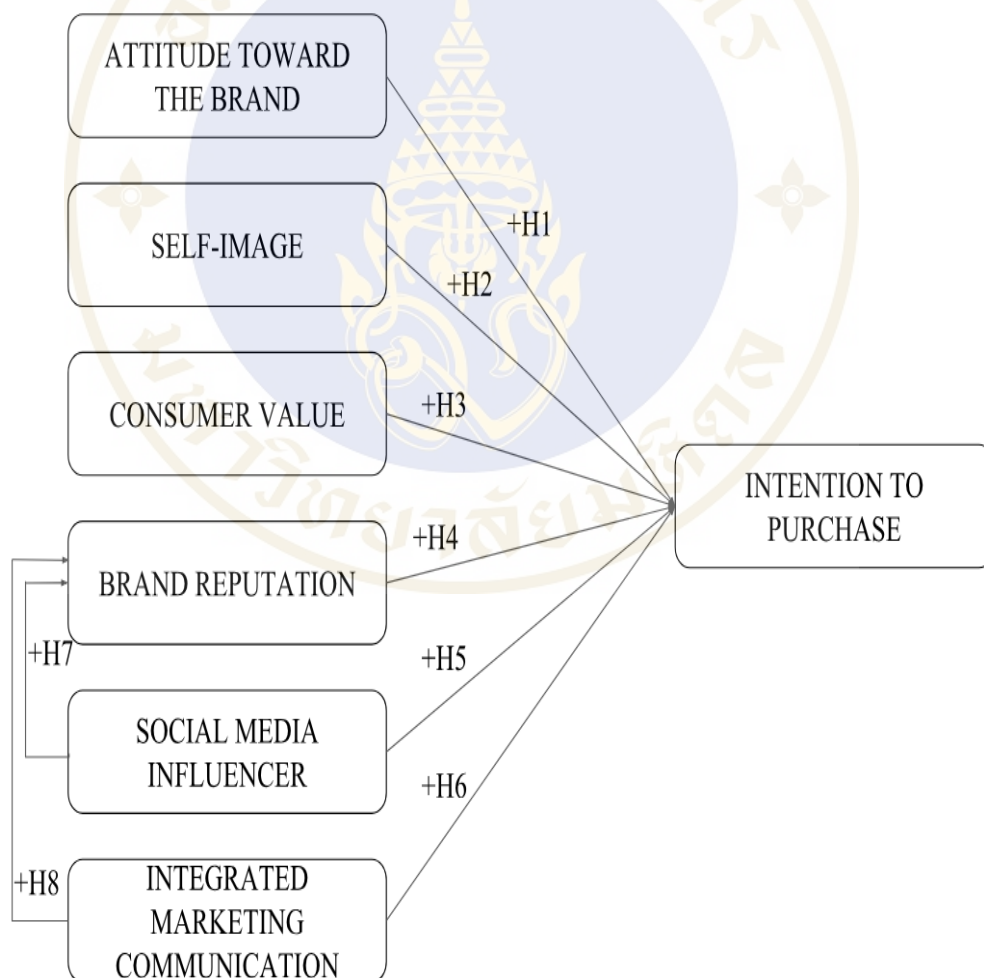


Figure 4.1 Hypothesis

Table 4.24 Regression (H1, H2, H3, H4, H5 and H6)

Model Summary (Intention to purchase)

R	R Square	Adjusted R Square	Std. Error of the Estimate
0.78	0.61	0.61	0.38

The R Square of this model is 0.61, which means the all independent variables can be explained by 61%.

ANOVA (Intention to purchase)

	Sum of Squares	f	Mean Square	F	Sig.
Regression	105.00	6	17.50	119.02	0.000
Residual	66.69	57	0.15		
Total	171.69	63			

The Global Test is significant because it is lower than 0.05. So, this model can be used to analyze this framework.

Coefficients (Intention to purchase)

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	0.69	0.13	0.00	5.19	0.000
Attitude Toward the Brand	0.31	0.04	0.32	7.41	0.000
Self-image	0.13	0.03	0.15	3.97	0.000

Coefficients (Intention to purchase) (cont.)

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
Consumer Value	0.24	0.04	0.26	5.90	0.000
Brand Reputation	0.18	0.04	0.19	4.42	0.000
Social Media Influencer (Online advertising)	0.05	0.03	0.06	1.55	0.123
Integrated Marketing Communication (Offline advertising)	-0.04	0.03	-0.05	-1.31	0.190

According to the above tables, there are various independent variables that affect on intention to purchase. First, there is a significant relationship between intention to purchase and attitude toward the brand is 0.000, which is less than 0.05. Therefore, these two variables significantly related. The strong of relationship is at 0.32. So, the hypothesis (H1); attitude toward the brand has positive impact on the intention to purchase, is accepted. Second, there is a significant relationship between intention to purchase and self-image. The strong relationship between these two variables is 0.15. So, the hypothesis (H2); self-image has a positive impact on the intention to purchase, is accepted. Third, there is a significant relationship between intention to purchase and consumer value. The strong relationship between intention to purchase and consumer value is 0.26. Therefore, the hypothesis (H3); consumer value has a positive impact on the intention to purchase, is accepted. Forth, there is a significant relationship between intention to purchase and brand value. The strong relationship between these two factors is 0.19. Therefore, the hypothesis (H4); the brand value has a positive impact on the intention to purchase, is accepted.

However, there is no significant relationship between intention to purchase and social media influencer. Therefore, the hypothesis (H5); the brand value has a

positive impact on the intention to purchase, is rejected. Moreover, there is no significant relationship between intention to purchase and integrated marketing communication or macro-influencer. Therefore, the hypothesis (H6); the integrated marketing communication has a positive impact on the intention to purchase, is rejected.

In conclusion, the most influential variable that effect the intention to purchase is attitude toward the brand followed by consumer value and brand reputation. The weakness variable that effect intention to purchase is self-image.

Table 4.25 Regression (H7)

Model Summary (Brand Reputation)

R	R Square	Adjusted R Square	Std. Error of the Estimate
0.55	0.30	0.30	0.54

The R Square of this model is 0.30 which means the all correlation between the social media influencer and the brand reputation is trustable.

ANOVA (Brand Reputation)

	Sum of Squares	df	Mean Square	F	Sig.
Regression	59.19	1	59.19	201.76	0.000
Residual	135.54	462	0.29		
Total	194.73	463			

The Global Test is significant because it is lower than 0.05. So, this model can be trusted to analyze this framework.

Coefficients (Brand Reputation)

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	2.23	0.11	0.00	20.19	0.000
Social Media Influencer	0.43	0.03	0.55	14.20	0.000

According to the above tables, there is a significant relationship between brand reputation and social media influencer is 0.000 which is less than 0.05. Therefore, it is statistically significant, it is confident in the measurement of the coefficients. The strong of relationship is at 0.55. So, the hypothesis (H7); social media influencer has positive impact on brand reputation, is accepted.

Table 4.26 Regression (H8)

Model Summary (Brand Reputation)

R	R Square	Adjusted R Square	Std. Error of the Estimate
0.44	0.20	0.20	0.58

The R Square of this model is 0.20 which means the all correlation between the social media influencer and the brand reputation is high.

ANOVA (Brand Reputation)

	Sum of Squares	df	Mean Square	F	Sig.
Regression	38.35	1	38.35	113.31	0.000

ANOVA (Brand Reputation) (cont.)

	Sum of Squares	df	Mean Square	F	Sig.
Residual	156.37	462	0.34		
Total	194.73	463			

The Global Test is significant because it is lower than 0.05. So, this model can be used to analyze this framework.

Coefficients (Brand Reputation)

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	2.43	0.13	0.00	18.96	0.000
Integrated Marketing Communication	0.37	0.03	0.44	10.64	0.000

From the above tables, there is a significant relationship between brand reputation and integrated marketing communication is 0.000, which is less than 0.05. Therefore, there is a statistically significant in the measurement of the coefficients. The strong of relationship is at 0.44. So, the hypothesis (H8); Integrated Marketing Communication has positive impact on brand reputation, is accepted.

According to the objective of this study is to understand the difference between micro-influencer and macro-influencer that effect on purchasing the cosmetic product. Therefore, this research has compared between the impact of these two variables.

Table 4.27 Regression (Social Media Influencer and Integrated Marketing communication)

Model Summary (Intention to Purchase)

R	R Square	Adjusted R Square	Std. Error of the Estimate
0.53	0.28	0.27	0.52

The R Square of this model is 0.28 and adjusted R Square is 0.27 which mean the all correlation between the social media influencer, integrated marketing communication and intention to purchase can be used.

ANOVA (Brand Reputation)

	Sum of Squares	df	Mean Square	F	Sig.
Regression	47.75	2	23.87	88.79	0.000
Residual	123.95	461	0.27		
Total	171.69	463			

The Global Test is significant because it is lower than 0.05. So, this model can be trusted.

Coefficients (Intention to Purchase)

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	2.59	0.12	0.00	20.82	0.000
Social Media Influencer	0.31	0.04	0.42	8.84	0.000

Coefficients (Intention to Purchase) (cont.)

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
Integrated Marketing Communication	0.13	0.04	0.16	3.36	0.001

There is a relationship between social media influencer from micro-influencer and intention to purchase. Moreover, there is also a relationship between integrated marketing communication from macro-influencer and intention to purchase.

However, the relationship between social media influencer from micro-influencer is stronger than integrated marketing communication.

4.6 Reliability

Table 4.28 Reliability

Variables	Cronbach's Alpha
Intention to Purchase	0.84
Attitude Toward the Brand	0.83
Self-image	0.83
Consumer Value	0.86
Brand Reputation	0.77
Social Media Influencer (Online advertising)	0.81
Integrated Marketing Communication (Offline advertising)	0.88

The Cronbach's alpha measures the reliability for each variable. The higher Cronbach's Alpha, the more reliability of that variable. Typically, the acceptance of Cronbach's Alpha is 0.7 and higher (Griethuijsen et al., 2014).

According to the above table, the Cronbach's Alpha from every variable is higher than 0.7, which means all variables are acceptable.



CHAPTER V

DISCUSSION AND CONCLUSION

5.1 Discussion

From the research finding and analysis, the result from this research support previous studies in the relationship between attitude toward the brand and intention to purchase. It supports the statement that attitude toward the brand has a positive effect on intention to purchase (Nancy and Surendra, 2012). In addition, a launched product with a good brand image is able to lead to the confidence to purchase the product (Yi Ching Tsai, 2018).

Moreover, this research also supports the statement that the self-image has a positive effect on intention to purchase. When customers concern about his/her self-image, it would conform with the intention to purchase a cosmetic product (Guthrie et al, 2008 and Fugate and Joanna, 2010).

Furthermore, this research also supports that the consumer value has a positive effect on intention to purchase (Yi Ching Tsai, 2018). The value that the consumer gives to the brand can affect the plan for the next purchasing.

Next, the result of this research shows that there is a positive relationship between brand reputation and intention to purchase. However, there is no research that has mentioned about this concept directly. There is only a theory from Wang and Tsai (2014) explained that the brand reputation can generate the perceived value and be able to affect the purchase intention.

More, this research also explains that there is no relationship between social media influencer and intention to purchase. This result can support the study of Lim, Radzol, Cheah and Wong (2017). Their research explains that social media influencers could not influence the customer to have an intention to buy. The social media is able to generate a positive attitude to the brand but it cannot cause the intention to purchase.

Lastly, this research's result shows that there is no relationship between advertising by integrated marketing communication throughout the macro-influencer and intention to purchase. However, it contrasts with the existing research from Patal and Chugan (2015); they mentioned that the advertisement plays a significant role to motivate the consumer to have an intention to purchase. Moreover, there is another statement from Lavidge and Steiner (1961) claimed that the advertiser is able to encourage the customer awareness which can lead to purchases. When the customers see the advertising many times, it can make them feel similar to the brand or products. Then, consumers make decision to purchase the cosmetic product certainly.

5.2 Conclusion

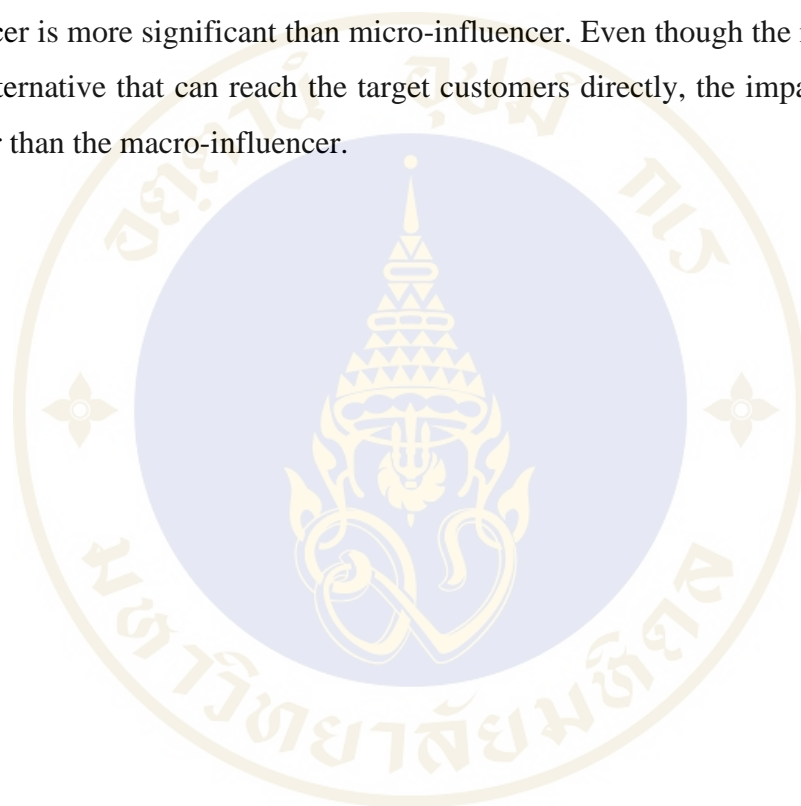
From chapter four, the research finding and analysis of the difference between the effect of micro-influencer and macro influencer. The researcher would like to see the relationships between many independent variables; there are the attitude toward the brand, self-image, consumer value, brand reputation, social media influencer and integrated marketing communication that effect on the intention to purchase of customers.

At first, this research expected to receive 400 respondents as a sample population. However, the researcher has conducted the data from 463 respondents who have purchased cosmetic products by themselves at least once and analysed the result from the sample population. The analysis process has been done by the SPSS program to find relationships between above mentioned factors whether they have positive effects on the intention to purchase the cosmetic product.

The analysis result shows that the effect between micro-influencer and macro-influencer have no positive impact on intention to purchase. However, the factors that have a positive effect are an attitude toward the brand, self-image, consumer value and brand reputation. Even though many people watch the review from beauty blogger or vlogger, the review is not a choice that can effect their intention to purchase the products.

However, if focusing only the relationship between micro-influencer throughout blogger and vlogger, macro-influencer throughout integrated marketing communication or offline marketing and intention to purchase, the result of the data analysis explains that the relationship between macro-influencer throughout the integrated marketing communication and intention to purchase is stronger than the relationship between the micro-influencer throughout blogger and vlogger and intention to purchase.

Therefore, this research is able to conclude that the effect of macro-influencer is more significant than micro-influencer. Even though the micro-influencer is an alternative that can reach the target customers directly, the impact on customers is lower than the macro-influencer.



CHAPTER VI

RECOMMENDATIONS

6.1 Recommendations

According to this research about the difference between the effect of micro-influencer and macro-influencer on the cosmetic industry in Bangkok. The result of finding and analysis this research can be recommended for the stakeholder include brand owner, Corporate Communication team, Public Relations and Customer Relationship Management, Strategic communication team, micro-influencer and brand ambassador.

In terms of the brand owner, the attitude toward the brand is significant because the customers will evaluate the brand from internal by their own emotions. Therefore, it would be both a positive and negative attitude toward a particular brand. Then, the brand should continually generate a positive attitude to every customer in order to gain a positive perspective, which will be useful in the making decision to purchase the product. There are many recommended campaigns to create a positive attitude, such as creating unique products to customers that they are not able to purchase in any store. Moreover, the brand should do the research to find out what the target customers want from the products such as high standard quality, unique packaging or valuable products.

The next stakeholder who is significant to the cosmetic brand is the corporate communication team. According to the research, the result shows that people concern about brand value. Therefore, the brand should continually improve the value. The value that the customers give to the brand cannot be determined by only the product or service. However, it should come up with various things such as social responsibilities. The brand should provide what the target customers want such as concerns about the environment, society, ethics and legal. When the brand responses to the society of what the customers want, it can help the brand to increase market share. Moreover, it can be a good chance when the brand introduces a new product or service in the market.

In relation to Public Relations and Customer Relationship Management, the customer would judge the brand reputation by their satisfaction during searching for information and after using the products or services. Therefore, the Public Relation team should build a good reputation to make trust for customers such as presenting some

advertisements that display the brand very well. Moreover, the Customer Relationship team should maintain a positive attitude regularly.

In form of the Strategic Communication department, according to the result, it shows that people in every gender and every age group concern about their image. Therefore, the brand is able to do the advertisement or any campaign to attract the target market throughout the excellent image or good-looking concept. For instant, arranging the competition that inspires candidates to create their personal vlogs or any VDO to share on the Internet. The candidate who can catch the most attention will be the winner. The brand will get engagement not only from the competitors but the brand will get participation from many people who see those vlogs. This can be a good chance to create brand awareness and encourage attention to purchase. Furthermore, the brand can provide useful information throughout the various types of media in order to provide information and let people understand the brand better at the same time.

On these days, micro-influencers become more famous. They can be a good person to explain the products clearly as a real user. Therefore, people trust on these groups of people. According to the result is able to recommend the publicity or media relations team to choose the right micro-influencer to promote a brand. If the brand selects a pleasing micro-influencer to promote its brand, it would be a good chance to present the product obviously. The brand is able to create attractive content throughout various digital channels such as creating makeup tutorials on YouTube channel, which is able to generate more engagement from the audiences. The micro-influencer that the brand will select should be the person who is famous among the target customers who are able to gain attention from selected target groups. In terms of the micro-influencers, they should provide the media or any activities that are interesting and match with the lifestyle of the target customers. Moreover, the brand is able to create informative content such as How-To's, makeup and skincare tutorials or any related articles on social media channels which is easy to reach.

Lastly, most people in society still receive information from surrounding not only from the Internet. Therefore, the brand should concern about other marketing communication channels besides the online method. The brand ambassador is also needed. If a brand hires macro-influencer such as famous people or superstars who have a large number of followers, the brand will be known and got attention broadly in a short period. However, the micro-influencer or brand ambassador should be the one who is able to represent the image or identity of the brand. These selected people should lead people to understand the point and position of the brand. Furthermore, hiring the famous for being a presenter to promote at the

booth in a crowd area such as a department store on prime time is an excellent opportunity to create brand awareness widely.



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APPENDIX

QUESTIONNAIRE

The difference between the effect of micro-influencer and macro-influencer on cosmetic industry in Bangkok

Part 1: Introduction

This survey is a part of Independent Study of Master Degree's student from the faculty of Marketing and Management, the College of Management, Mahidol University, Bangkok, Thailand.

The purpose of this study is to understand about the difference between the effect of micro and macro-influencer that effect on intention to purchase the cosmetic product. This information will only be used for research studies only. Thank you in advance for your cooperation.

Part 2: Screening Question

1. Do you live in Bangkok?
 Yes (Continue Question no.2)
 No (End survey)
2. Have you ever purchased cosmetic products by yourself?
 Yes (Continue Question in next part)
 No (End survey)

Part 3: Intention to Purchase

1. I decide to purchase a product after seeing the advertising or review.
 Strongly disagree
 Disagree
 Fair
 Agree

- Totally agree
2. The reviews from blogger/vlogger help me to make decision easier.
- Strongly disagree
- Disagree
- Fair
- Agree
- Totally agree
3. If there is an attractive advertising or review, I will be more likely to purchase.
- Strongly disagree
- Disagree
- Fair
- Agree
- Totally agree
4. If the products are provided a lot of/enough information, it will gain more attention.
- Strongly disagree
- Disagree
- Fair
- Agree
- Totally agree
5. If the shop increases more channels such as online-store, I would like to purchase more often.
- Strongly disagree
- Disagree
- Fair
- Agree
- Totally agree
6. If I can reach to products easily, I will make decision to purchase easier.

Strongly disagree

Disagree

Fair

Agree

Totally agree

7. I would purchase the cosmetic product if the quality is good.

Strongly disagree

Disagree

Fair

Agree

Totally agree

Part 4: Attitude toward the brand

1. I feel good after using good quality of cosmetic products that will be benefit for my skin.

Strongly disagree

Disagree

Fair

Agree

Totally agree

2. I feel the cosmetic product is desirable.

Strongly disagree

Disagree

Fair

Agree

Totally agree

3. I would like to feel satisfied after using cosmetic product.

Strongly disagree

Disagree

- Fair
- Agree
- Totally agree
4. I often collect information before making decision to purchase any cosmetic products.
- Strongly disagree
- Disagree
- Fair
- Agree
- Totally agree
5. I think the well-known cosmetic product is better than cheaper products.
- Strongly disagree
- Disagree
- Fair
- Agree
- Totally agree
6. I decide to purchase cosmetic products because I make me look better.
- Strongly disagree
- Disagree
- Fair
- Agree
- Totally agree

Part 5: Self-image

1. I really concern about my appearance.
- Strongly disagree
- Disagree
- Fair
- Agree

- Totally agree
2. I worry how others who see me think about my personality, characteristic or what I am.
- Strongly disagree
- Disagree
- Fair
- Agree
- Totally agree
3. Taking care of my face and skin in order to look good is significant factor for me.
- Strongly disagree
- Disagree
- Fair
- Agree
- Totally agree
4. When I believe that I have a good appearance, I feel more confident.
- Strongly disagree
- Disagree
- Fair
- Agree
- Totally agree
5. I feel more confidence while wearing makeup.
- Strongly disagree
- Disagree
- Fair
- Agree
- Totally agree

Part 6: Consumer value

1. The performance of advertising or reviews creates more value.
 - Strongly disagree
 - Disagree
 - Fair
 - Agree
 - Totally agree
2. The frequent of advertising will lead to brand value.
 - Strongly disagree
 - Disagree
 - Fair
 - Agree
 - Totally agree
3. The quality of media can affect the brand value.
 - Strongly disagree
 - Disagree
 - Fair
 - Agree
 - Totally agree
4. The interesting of provided content leads to in more brand value.
 - Strongly disagree
 - Disagree
 - Fair
 - Agree
 - Totally agree
5. Friendly communication between followers and media provider leads to increasing brand value.
 - Strongly disagree
 - Disagree

- Fair
- Agree
- Totally agree

6. Promotion from advertising affects the brand value.

- Strongly disagree
- Disagree
- Fair
- Agree
- Totally agree

Part 7: Strongly disagree

1. I prefer to purchase the product from high quality brand.

- Strongly disagree
- Disagree
- Fair
- Agree
- Totally agree

2. I am satisfied to purchase famous brand.

- Strongly disagree
- Disagree
- Fair
- Agree
- Totally agree

3. After consuming the online content, it can affect brand reputation.

- Strongly disagree
- Disagree
- Fair
- Agree

- Totally agree
4. After receiving information or engaging with the brand's activity, it can affect brand reputation.
- Strongly disagree
- Disagree
- Fair
- Agree
- Totally agree
5. I do not want to purchase unwell-known product.
- Strongly disagree
- Disagree
- Fair
- Agree
- Totally agree

Part 8: Social Media Influencer (Online marketing)

1. I often watch and read the reviews from beauty vlogger and blogger.
- Strongly disagree
- Disagree
- Fair
- Agree
- Totally agree
2. I often receive useful information from reading and watching the online content.
- Strongly disagree
- Disagree
- Fair
- Agree

- Totally agree
3. The celebrity endorsements influence me to purchase cosmetic products.
- Strongly disagree
- Disagree
- Fair
- Agree
- Totally agree
4. I often purchase cosmetic product online after perceiving the information from influencers.
- Strongly disagree
- Disagree
- Fair
- Agree
- Totally agree
5. I often purchase cosmetic products base on the recommendation from influences.
- Strongly disagree
- Disagree
- Fair
- Agree
- Totally agree

Part 9: IMC (Offline marketing)

1. I always receive information about the cosmetic product from the advertising.
- Strongly disagree
- Disagree
- Fair
- Agree
- Totally agree

2. I can remember the new launched cosmetic by attractive brand ambassador.
- Strongly disagree
 - Disagree
 - Fair
 - Agree
 - Totally agree
3. The slogan, logo or jingle that help me to remember the product.
- Strongly disagree
 - Disagree
 - Fair
 - Agree
 - Totally agree
4. The billboard always gain my attention.
- Strongly disagree
 - Disagree
 - Fair
 - Agree
 - Totally agree
5. The often of turning up the advertising can gain more attention from audience.
- Strongly disagree
 - Disagree
 - Fair
 - Agree
 - Totally agree
6. The advertising can change my perception about cosmetic product.
- Strongly disagree
 - Disagree
 - Fair

Agree

Totally agree

7. I would purchase the cosmetic product after watching the advertisement.

Strongly disagree

Disagree

Fair

Agree

Totally agree

Part 10: Personal Information

1. Gender

Male

Female

Other

2. Age

Lower than 23

23-35

35-55

Above 55

3. Education

Less than high school diploma

High school or equivalent (e.g. IGCSE, GED)

Bachelor's degree

Master's degree and above

4. Average income per month

Less than 15,000

15,000-30,000

30,001-45,000

45,001 and above